RECRUITMENT UPDATE AND PLAN MOVING FORWARD
Fall 2016 Enrollment Recap
Freshman Class of 2020 Fun Facts

• Represents 26 states and 12 countries
• 9 Valedictorians and 10 Salutatorians
• 1 National Merit Scholar

• The most common girl names are Alexis & Sarah (13).
• The most common boy name is Jacob (8).
• The student from who traveled the farthest in the United States is from Waimnalo, HI.
• The student from who traveled the furthest overall (8,326 miles) is from Mumbai, India.
## Final 2016 Headcount

Total Headcount as of September 30, 2016

<table>
<thead>
<tr>
<th></th>
<th>Fall 2016</th>
<th>Fall 2015</th>
<th>Number of Students</th>
<th>Percent Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate Degree-Seeking</td>
<td>4,791</td>
<td>4,786</td>
<td>5</td>
<td>0.10%</td>
</tr>
<tr>
<td>Undergraduate Non-Degree</td>
<td>300</td>
<td>287</td>
<td>13</td>
<td>4.53%</td>
</tr>
<tr>
<td>Graduate Degree-Seeking</td>
<td>781</td>
<td>756</td>
<td>25</td>
<td>3.31%</td>
</tr>
<tr>
<td>Graduate Non-Degree</td>
<td>237</td>
<td>202</td>
<td>35</td>
<td>17.33%</td>
</tr>
<tr>
<td>Total Undergraduate</td>
<td>5,091</td>
<td>5,073</td>
<td>18</td>
<td>0.35%</td>
</tr>
<tr>
<td>Total Graduate</td>
<td>1,018</td>
<td>958</td>
<td>60</td>
<td>6.26%</td>
</tr>
<tr>
<td>TOTAL HEADCOUNT</td>
<td><strong>6,109</strong></td>
<td><strong>6,031</strong></td>
<td><strong>78</strong></td>
<td><strong>1.29%</strong></td>
</tr>
</tbody>
</table>
The S.C. General Assembly passed legislation in 2014 requiring that all 11th grade students take WorkKeys® as well as an assessment that measures college readiness. The ACT was chosen as a result of a state procurement.

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
<th>Number of Scores used for Admission</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAT</td>
<td>1029</td>
<td>1024</td>
<td>408</td>
</tr>
<tr>
<td>ACT</td>
<td>23</td>
<td>23</td>
<td>622 ¹</td>
</tr>
<tr>
<td>HS GPA</td>
<td>3.92</td>
<td>3.91</td>
<td>NA</td>
</tr>
</tbody>
</table>

⁠¹ The S.C. General Assembly passed legislation in 2014 requiring that all 11th grade students take WorkKeys® as well as an assessment that measures college readiness. The ACT was chosen as a result of a state procurement.
• In comparison to 2015,
  • Applications increased by 64 applications or by 1.31%.
  • Admits increased by 112 admits or by 3.42%.
  • Enrollment decreased by 18 students or by -1.65%.
• Admit to Enrollment Yield 31.68%, compared to 33.31% in 2015.
# Freshman Enrollment by College

<table>
<thead>
<tr>
<th>College</th>
<th>2016</th>
<th>2015</th>
<th>(+/-)</th>
<th>Percent Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Arts &amp; Sciences</td>
<td>422</td>
<td>440</td>
<td>-18</td>
<td>-4.09%</td>
</tr>
<tr>
<td>College of Business Administration</td>
<td>166</td>
<td>170</td>
<td>-4</td>
<td>-2.35%</td>
</tr>
<tr>
<td>College of Education</td>
<td>240</td>
<td>246</td>
<td>-6</td>
<td>-2.44%</td>
</tr>
<tr>
<td>College of Visual &amp; Performing Arts</td>
<td>172</td>
<td>156</td>
<td>16</td>
<td>10.26%</td>
</tr>
<tr>
<td>University College</td>
<td>72</td>
<td>78</td>
<td>-6</td>
<td>-7.69%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,072</strong></td>
<td><strong>1,090</strong></td>
<td><strong>-18</strong></td>
<td><strong>-1.65%</strong></td>
</tr>
</tbody>
</table>
### Top Feeder High Schools for Enrolled Freshmen

<table>
<thead>
<tr>
<th>High Schools</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blythewood High School</td>
<td>24</td>
<td>14</td>
</tr>
<tr>
<td>Rock Hill High School</td>
<td>22</td>
<td>25</td>
</tr>
<tr>
<td>Nation Ford High School</td>
<td>20</td>
<td>23</td>
</tr>
<tr>
<td>Northwestern High School</td>
<td>20</td>
<td>26</td>
</tr>
<tr>
<td>Fort Mill High School</td>
<td>19</td>
<td>32</td>
</tr>
<tr>
<td>Clover High School</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td>Ridge View High School</td>
<td>17</td>
<td>13</td>
</tr>
<tr>
<td>Bluffton High School</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>Summerville High School</td>
<td>16</td>
<td>17</td>
</tr>
</tbody>
</table>
In comparison to 2015,
  - Applications decreased by 5 applications or by -0.63%.
  - Admits increased by 18 more admits or by 3.44%.
  - Enrollment remained consistent at 357 enrolled new transfers.
  - Admit to enrollment yield was 65.87%, compared to 68.13% in 2014.
Enrolled Transfer Feeder Colleges

<table>
<thead>
<tr>
<th>College/University</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>York Technical College</td>
<td>125</td>
<td>102</td>
</tr>
<tr>
<td>Midlands Technical College Beltline</td>
<td>15</td>
<td>19</td>
</tr>
<tr>
<td>University South Carolina Lancaster</td>
<td>14</td>
<td>8</td>
</tr>
<tr>
<td>Nantong University</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Greenville Technical College</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Coastal Carolina University</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Tri-County Technical College</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>North Greenville University</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>South Carolina State University</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>University of South Carolina Columbia</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Spartanburg Methodist College</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>University of South Carolina Beaufort</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>University of South Carolina Upstate</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>

Notes:
• Winthrop has a partnership with Nantong University in China to enroll international students.
Top 10 College/University Enrollment

2014-2016 Top 10 Attending Colleges/Universities

- **University of South Carolina**: 258, 278, 232
- **College of Charleston**: 237, 193, 182
- **Clemson University**: 163, 139, 157
- **Coastal Carolina University**: 96, 92, 98
- **Tri-County Technical College**: 79, 75, 83
- **University of South Carolina Upstate**: 76, 84, 84
- **Midlands Technical College**: 71, 94, 0
- **Lander University**: 68, 67, 56
- **Charleston Southern University**: 51, 51, 0
- **Francis Marion University**: 48, 41, 43

- 2016
- 2015
- 2014
College/University Enrollment for Scholarship Recipients

Top College/University Enrollment for Scholarship Recipients

- **COLLEGE OF CHARLESTON**: 103 (2016), 84 (2015), 80 (2014)
- **ANDERSON UNIVERSITY**: 20 (2016), 33 (2015), 0 (2014)

Legend:
- Blue: 2016
- Orange: 2015
- Gray: 2014
College/University Enrollment for Palmetto/Winthrop Fellows Recipients

Top College/University Enrollment for Palmetto/Winthrop Fellows Recipients

- University of South Carolina: 21, 23 (2015), 19 (2014)
- College of Charleston: 8, 3, 0 (2016, 2015, 2014)
- Anderson University: 5, 11, 0 (2016, 2015, 2014)
- Charleston Southern University: 7, 7, 0 (2016, 2015, 2014)
- Converse College: 5, 0, 0 (2016, 2015, 2014)
- Furman University: 5, 1, 1 (2016, 2015, 2014)
- University of South Carolina - Aiken: 5, 2, 6 (2016, 2015, 2014)
- Wofford College: 4, 4, 0 (2016, 2015, 2014)
- Lander University: 0, 0, 3 (2016, 2015, 2014)
- Presbyterian College: 0, 0, 0 (2016, 2015, 2014)
Fall 2017 Goals and Recruitment Plan Overview
Percent Change in Public High School Graduates by State 2009-2010 through 2023-2024

Projected Numbers of Public High School Graduates by Region: School years 2005-2006, 2009-2010, and 2023-2024

The number of public high school graduates is projected to:

- Decrease by 10% in the Northeast by 2023-2024.
- Decrease by 7% in the Midwest by 2023-2024.
- Increase by 10% in the South by 2023-2024.
- Increase by 5% in the West by 2023-2024.

2017 Freshmen & Transfer Goals

2017 FRESHMAN GOALS

PROSPECTS: 30,263
APPLICATIONS: 5,192
ADMITS: 3,576
ENROLL: 1,150

2017 TRANSFER GOALS

APPLICATIONS: 876
ADMITS: 601
ENROLL: 400
Transfer Admissions Funnel for 2016 - 2021

2016-2021 Transfer Admissions Funnel

- **2016 Actual**: 357 (Enrollment Goal: 785, Admit Goal: 542, Application Goal: 785)
- **2017**: 400 (Enrollment Goal: 601, Admit Goal: 601, Application Goal: 876)
- **2019**: 441 (Enrollment Goal: 662, Admit Goal: 662, Application Goal: 966)
- **2020**: 463 (Enrollment Goal: 695, Admit Goal: 695, Application Goal: 1,014)
- **2021**: 486 (Enrollment Goal: 730, Admit Goal: 730, Application Goal: 1,065)
2016 - 2017 Recruitment Focus

Priority Markets (Out-of-State)
1. North Carolina (Charlotte/Mecklenburg County; Raleigh/Durham)
2. Washington, DC Metro
3. Atlanta
4. Central & Northeast Florida
5. New York (Long Island)
6. New Jersey
7. Connecticut/Massachusetts

Exploratory Markets
1. Ohio (Cincinnati)
2. Texas (Dallas/Fort Worth)
3. Kansas City
4. Minneapolis/St. Paul
5. Chicago

Key:
Green – Priority Market
Yellow – Exploratory Market

South Carolina
1. Columbia, West Columbia, Orangeburg, Sumter
2. Rock Hill / Fort Mill Metro
3. Greenville/Anderson
4. Charleston
5. Spartanburg/Gaffney
Recruitment Plan Focus On:

- Travel
- Staff
- Freshmen, Transfer, Non-traditional, Veterans
- International
- Marketing
- Technology
- Campus Visit Experience
- Social Media
- Alumni Recruitment Network (WAAV)
- Revamped Scholarship Program
- Parent Outreach
Working with Academic Programs

- Annual town halls with each academic college
- Admissions has liaisons for each academic college
- Created internal website for our counselors, student staff, and other team members
- Creating program-specific sheets with the help of the departments and University Relations
- Partnered with various programs for specialized recruitment efforts
- Improving coordination of communication plan
2016 - 2017 Recruitment Initiatives

213 College Fairs
(High School & Transfer)
Typically hosted by a high school, college or county, both in South Carolina and out-of-state

66 College Application Days
An initiative by the South Carolina Commission on Higher Education focusing on college access

130 High School & Transfer Visits
Presentations to high school students or meetings with college counselors

12 Special Events
Alumni/Admissions events; counselor breakfasts and lunches; meet-and-greets with prospective students

In the fall of 2016, Winthrop Admissions and Recruitment staff will spend approximately three months recruiting in 16 states and Washington, DC
2016-17 Campus Visit Events for Prospective and Admitted Students

**Preview Day**
*Saturday Open House*
- October 29, 2016
- February 25, 2017

**First Look Friday**
*Admissions Presentation, Campus Tour, and Academic Experience*
- January 13, 2017
- February 17, 2017

**Saturday Visit**
*Admissions Presentation and Campus Tour*
- October 1, 2016
- November 12, 2016
- March 11, 2017
- April 22, 2017

**Transfer Tuesday**
*Tour and Presentations by Admissions and Student Services for Prospective Transfers*
- October 4, 2016
- November 15, 2016
- December 6, 2016
- January 3, 2017
- March 7, 2017
- April 11, 2017

**Worldwide Winthrop Day**
*Admitted Student Event*
- April 8, 2017
THANK YOU!

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