

# Undergraduate Recruitment



# Education Advisory Board – Comparative Summary

Year	2017 Census	2018 Census	2019
# of Admits	3,354	3,487	4,186
Average Institutional Gift Aid	\$4,122	\$3,440	\$3,327
Total Institutional Gift Aid	\$4,335,957	\$3,409,206	\$3,543,081
Average Net Tuition Revenue	\$12,078	\$13,842	\$13,443
Total Net Tuition Revenue	\$12,706,143	\$13,717,870	\$14,316,766
Discount Rate	25.4%	19.9%	19.8%
Average GPA	4.07	4.09	4.13
Average Test Scores	1117	1107	1089
Average EFC	\$16,700	\$17,207	\$19,445

*Education Advisory Board as of September 8, 2019*



# Undergraduate Enrollment

## Freshmen

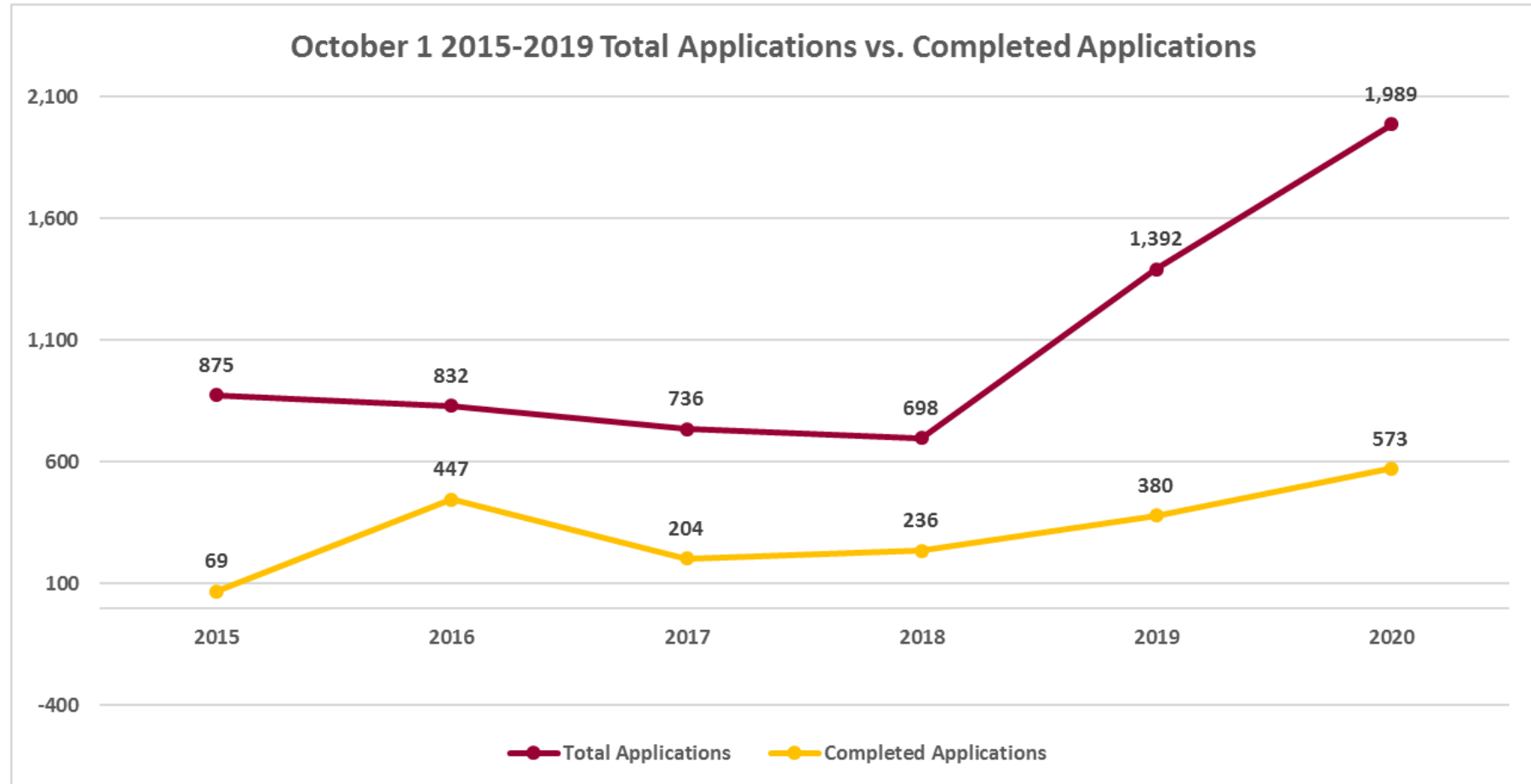
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Total Applications	4,876	4,940	4,573	5,190	6,117
Completed Applications	3,998	4,124	3,815	3,972	4,897
Admissions	3,272	3,384	3,356	3,487	4,197
Enrolled	1,090	1,072	1,050	991	1,074

## Transfer

	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Total Applications	790	785	691	675	719
Completed Applications	561	587	529	504	575
Admissions	524	542	495	457	510
Enrolled	357	357	322	295	295

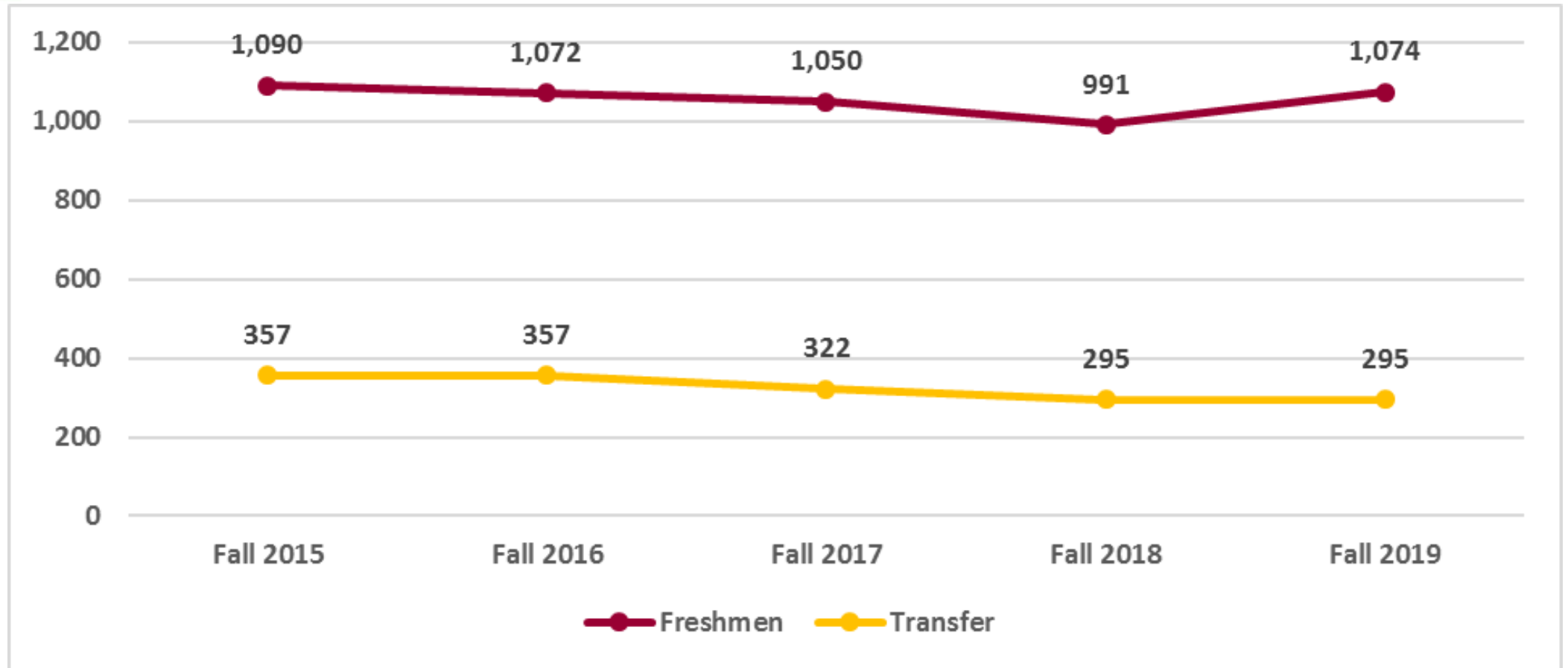


# Freshmen Application Status (Fall)



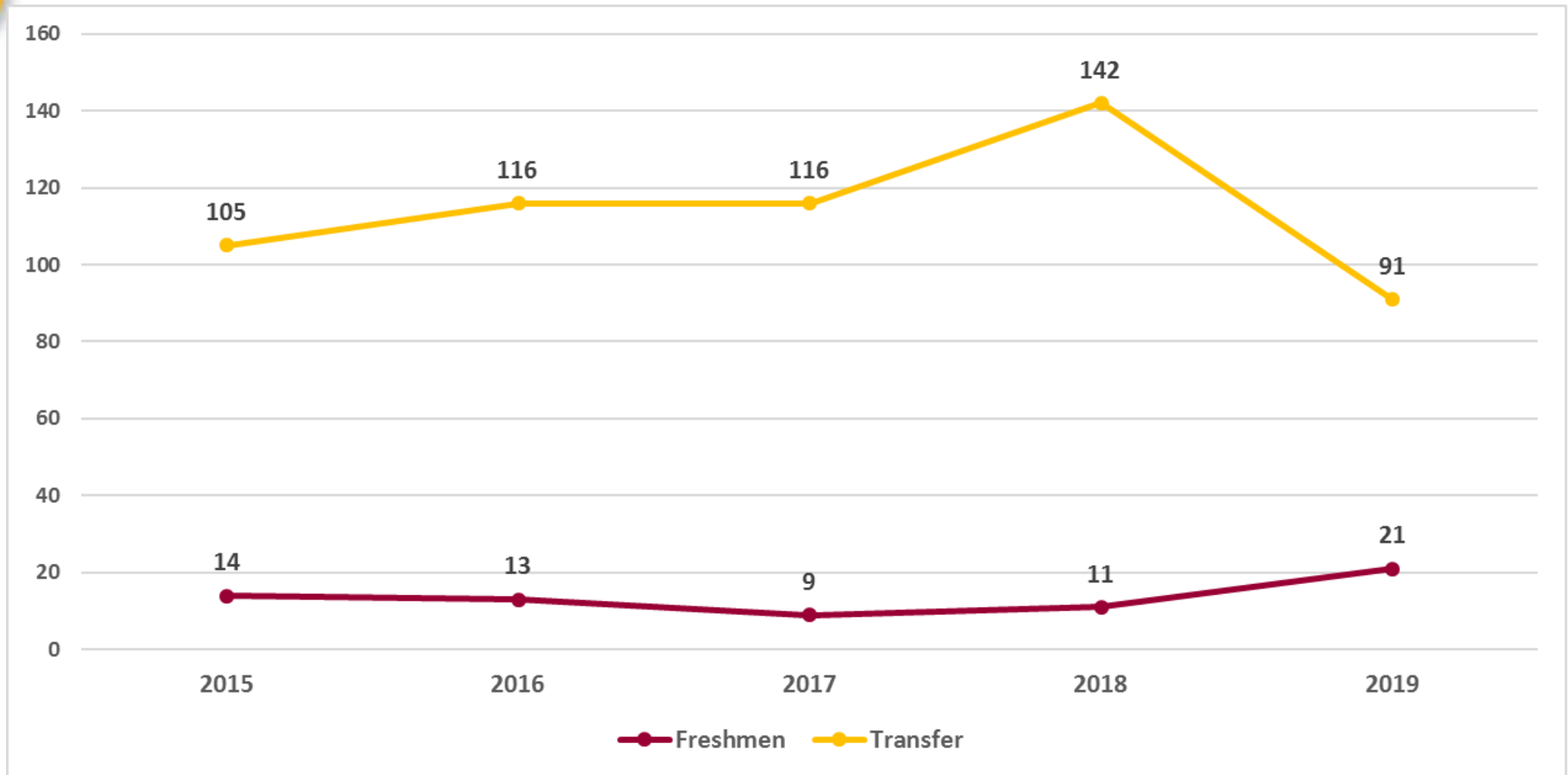


# Fall Freshmen and Transfer Enrollment



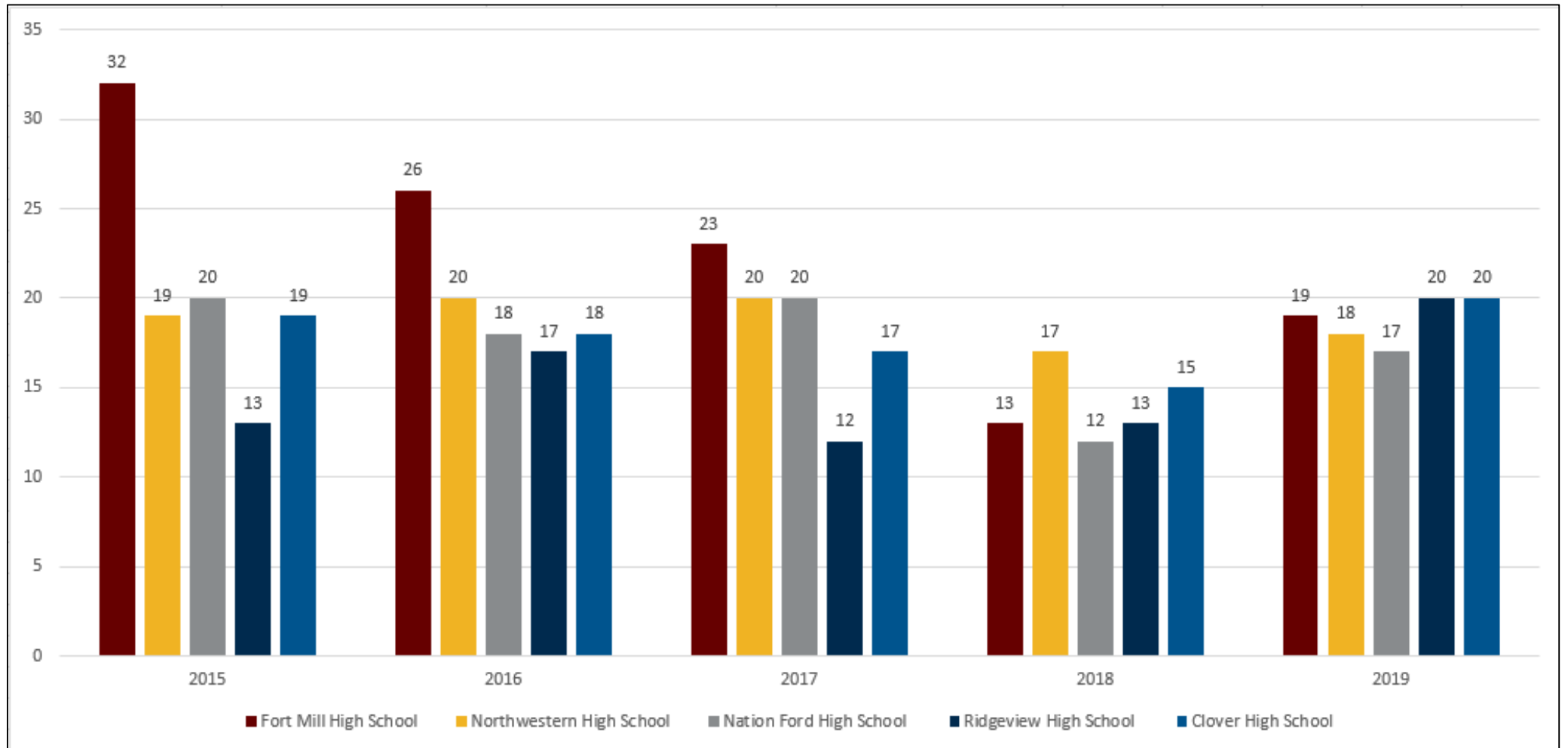


# Spring Freshmen and Transfer Enrollment



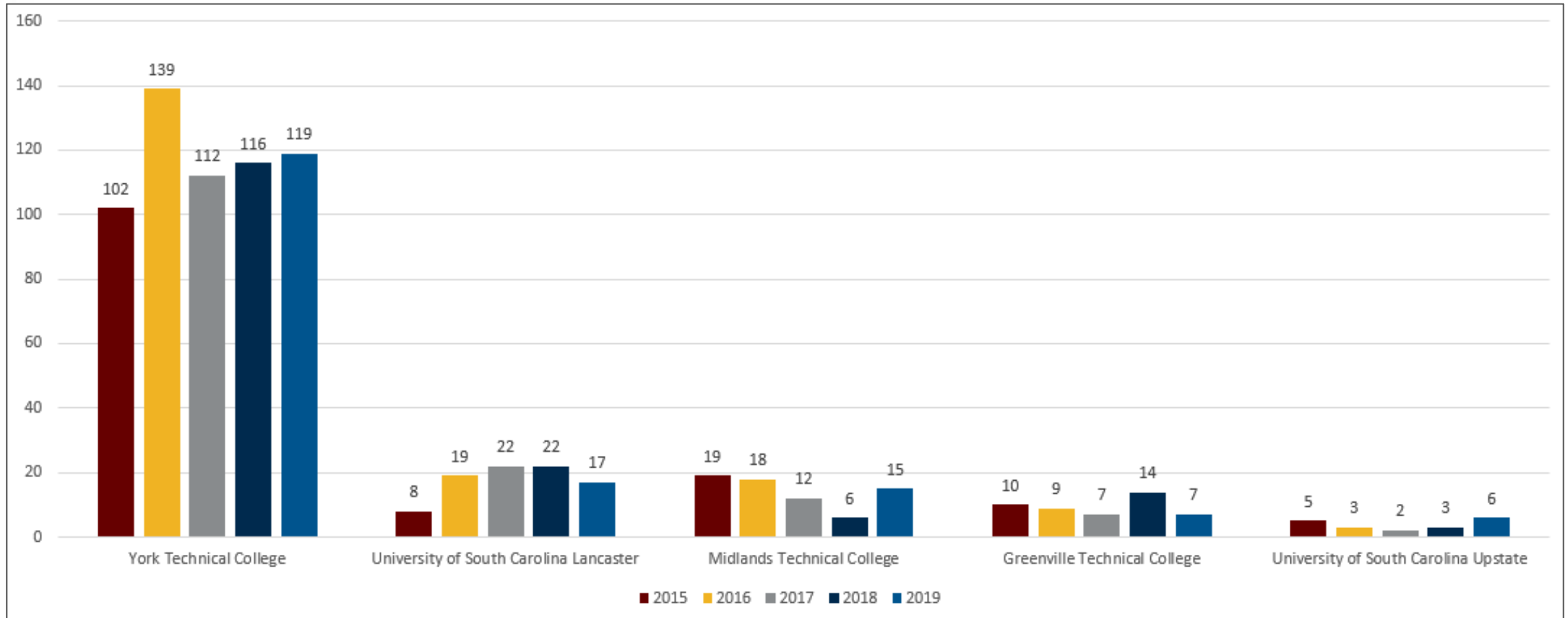


# 2015-2019 First-Time Freshmen Feeder High Schools





# 2015-2019 Transfer Feeder Colleges/Universities







# Increased Enrollment for First Time Freshmen in Fall 2019

- Full staff in the Office of Admissions means more availability to be “out in the field” and in the office to assist our campus visitors
- Improved Financial Aid offerings through partnership with EAB Financial Aid Optimization
- More engaging and interesting content in emails, digital media and print pieces that “speaks to the students”
- Collaboration across the campus with UCM, Alumni, Academic Colleges and Student Affairs has improved the way Admissions can sell the university
- Slate CRM has improved the experience for students during the application process

# 2020 Undergraduate Enrollment Goals



## Fall 2020 Enrollment Goals

	EAB/Budget	Reach
Freshmen	1070	1 100
Transfer	315	325



## Application Status – Spring and Fall 2020

	2019		2020	
	Started	Submitted	Started	Submitted
First Time Freshman	2592	2005	3062	2538
Transfer	160	142	212	187

*Note: As of October 7, 2019*

# New Undergraduate Recruitment

## Admissions Counselors – In state



Kim Foster '16  
Kershaw  
Lexington  
Newberry  
Richland  
Saluda



Julian Holland '18  
Calhoun, Chesterfield,  
Clarendon, Darlington,  
Dillion, Florence,  
Georgetown, Horry,  
Lee, Marion,  
Marlboro,  
Orangeburg, Sumter,  
Williamsburg



Sar Ortega '18  
Aiken, Allendale,  
Bamberg, Barnwell,  
Berkeley, Charleston,  
Colleton, Dorchester,  
Edgefield,  
Greenwood,  
Hampton, Jasper,  
McCormick



Ty Robbins '17  
Abbeville,  
Anderson,  
Cherokee,  
Greenville, Laurens,  
Oconee, Pickens,  
Spartanburg



Ani Subotic '14  
Chester, Fairfield,  
Lancaster, Union, York  
CT, MA, ME, NH, NJ,  
PA, RI  
International



# Admissions Counselors



Michelle Bogan  
DC metro  
Delaware  
Virginia  
Maryland



Elizabeth Brown '19  
Georgia



Ciara Frierson '15  
North Carolina  
Puerto Rico



Paula Garofalo  
Arts Recruitment



Craig Gero  
Transfer  
Florida



# Fall Recruitment Travel

557 scheduled events in 2019 compared to 549 total events in 2018

89 Application Days

19 Technical and 2-year colleges

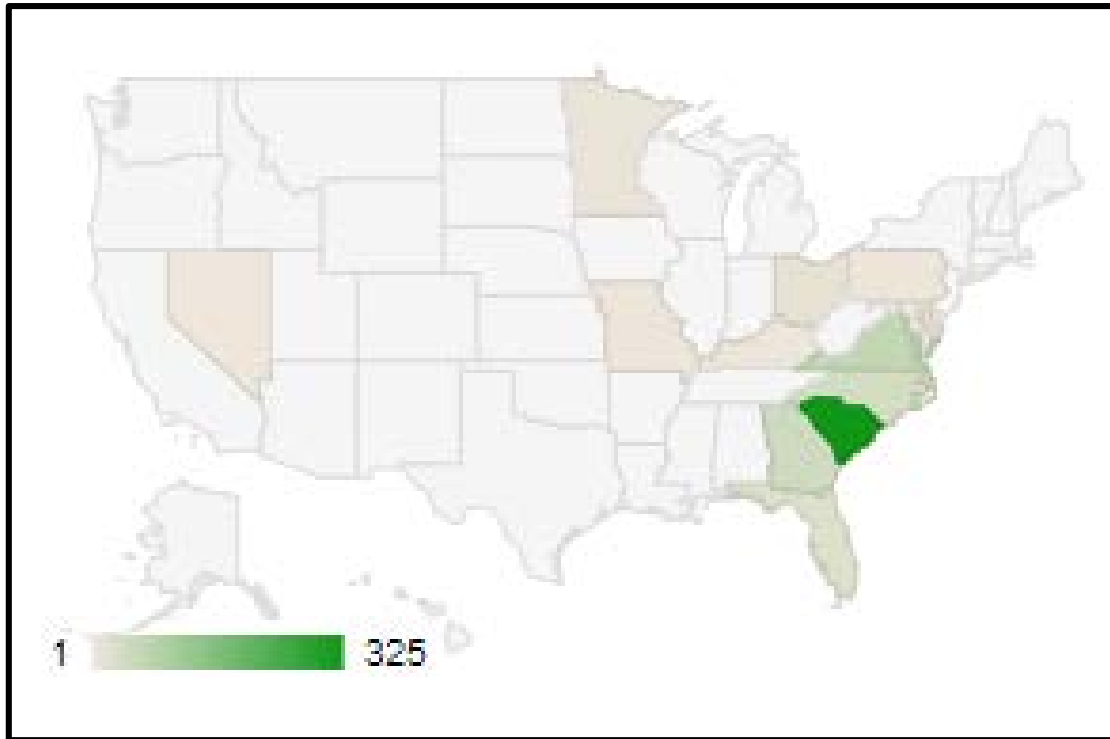
45 South Carolina Counties

267 College Fairs

14 states

199 Private and High School Visits

International Recruitment in Canada







## New Undergraduate Recruitment

- High School Classroom Visits and Presentations
- College Fairs in Montreal and Toronto, Canada
- Application Decisions Days: December 1 and February 15
- Two Fall Open House Events
- Saturday Visit offered every month



# High School Classroom Visits

- Over 500 students reached so far
- All grade levels in attendance
- Most classes are AVID and Upward Bound
- Classroom visits include presentations on College Preparedness and Life at Winthrop
- High Schools are in three main territories: Upstate, Columbia, and Lowcountry



# Application Decision Days

## **Application Due Date**

November 1, 2019

February 1, 2020

## **Decision Day**

December 1, 2019

February 15, 2020

\*All applications received after February 15 will be reviewed and decisions will be made on a weekly basis



# Fall 2019 Recruitment Events Timeline

## September

Travel

Open House

Saturday Visit

Transfer Tuesday

## October

Travel

Open House

Saturday Visit

Skip with Winthrop

## November

Travel

1st Look Friday

Saturday Visit

Transfer Tuesday

## December

Travel

Saturday Visit





# Spring 2019 Recruitment Events Timeline

## January and February

Admitted Student  
Receptions

Kaleidoscope

Saturday Visit (2)

Transfer Tuesday

Tailgate with  
Winthrop

## March and April

Open House

Winthrop Day

1st Look Friday

Saturday Visit

Junior Scholar's Day

Garnet and Gold  
Leadership Summit

Admitted Student  
Receptions

Transfer Tuesday

## May

Admitted Student  
Receptions

Academic Signings

## June and July

Orientation

Student Send-offs  
with Alumni



## Search Partner Status

- The Office of Admissions has been conducting search in-house since February 2019 when the former search partner ceased operations
  - Collaboration with UCM and the Colleges to create content for emails, print pieces and digital marketing
- Investigating a partnership with Carnegie Dartlet
- Potential to partner with Fire Engine Red (search partner with Carnegie Dartlet)
- Opportunity via the Digital Marketing RFP