

Southern Utah University
Analysis and Trends of Admissions and Enrollment
August 5, 2003

This study examines actual historic data of SUU admissions for trends and predictive capability to assist University administrators in planning and forecasting. The study has been developed for regular updating as additional information becomes available.

Background

Appendix A provides the historic data for the study. Twenty-seven years of historic information, as well as current year information, arrayed by five months of application dates (e.g., May 1, July 1, etc.), accepted, enrolled, and appropriate percentages and ratios are provided. Additional analysis can be given these data, but this study looked at the following questions:

- Which monthly application date provides the most reliable predictive basis for determining fall headcounts enrollment?
- What are the statistical correlations of each application date?
- What is the selectivity trend?
- What is the trend of the ratio of headcount to annualized FTE?
- What is the admissions trend among new freshmen?

Because the University's calendar was changed from a quarter to a semester system in 1998, only data from May, June, July, and August were included in the statistical analysis.

Methodology and Findings

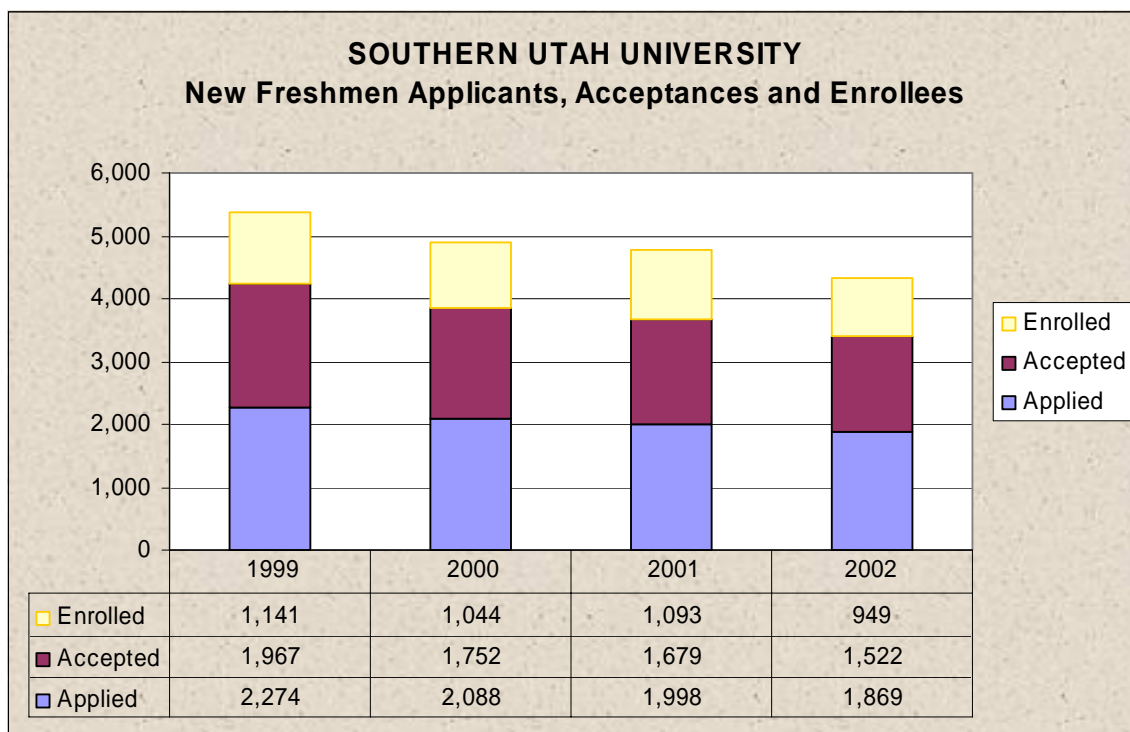
In addition to tallying the admissions information in Appendix A, a graphic and statistical analysis was applied to the data. Linear regression was used to determine the predictability of each of the four months of admissions applications, and using Pearson's r , correlations were determined for each month. Appendix B displays the results of the analysis and answers to the first two study questions.

As might be expected, the total number of applications received on August 1 has the highest correlation ($r = 0.9646$) to Fall headcount. Using the total number of applications as of August 1, 2003, a headcount enrollment of 5,628 is predicted for Fall 2003. Applications received June 1 provide the second highest correlation ($r = 0.9611$) for predicting Fall headcount enrollment.

The selectivity trend for the past 27 years ranged from a high of 95% to 83%. Selectivity in recent years has been about 89%. The University's change of admissions policy to a two-tiered admissions model (pursuant to Regents policy R-312) will impact selectivity in the future.

The headcount-to-annualized FTE ratio explains the relationship of enrollments during Fall semester to the annualize year, a calculated average of fall, spring and summer enrollments at the end of each respective term. The ratio describes an impact of spring and summer FTE as enrollment variables. The ratio has ranged from 1.16 to today's 0.99. Once thought to be an indicator of the strength of summer school to enrollment totals, the ratio shows the impact of both spring and summer enrollments. Recently both have been high.

In addition to analyzing historical data on the total number of admissions applications, acceptances, and enrollments, the study extracted recent information on new freshmen. The chart below summarizes findings for the past four years.



In 1999, 2000, and 2002, about 50% of new freshmen applying ultimately enrolled at SUU. In 2001, the percentage was nearly 55%. From these data, conclusions about size of applicant pool and student progress toward degree completion (i.e., the pipeline effect) become clear. The larger the applicant pool, the more enrollments. Admissions and enrollment declines thin SUU's pipeline of students.

Appendix A

Historical Data of SUU Admissions and Enrollments

SOUTHERN UTAH UNIVERSITY
HISTORY OF TOTAL APPLICATIONS, ACCEPTED, ENROLLED
Jul-02

Year	Applied	Applied	Applied	Applied	Applied	Applied	Fall	Selectivity	Fall	Accepted/	Annualized	Ratio HC/AnnFTE
	May 1	June 1	July 1	Aug 1	Sept 1	Final	Accepted		Headcount	Fall HC	BR & SS FTE	
1976	500	583	668	793	1,008	1,263	1,128	89.31%	1,912	59.00%	1,807	1.06
1977	485	582	679	845	1,080			0.00%	1,884	0.00%	1,749	1.08
1978	460	568	656	815	1,065	1,113	1,015	91.19%	1,798	56.45%	1,719	1.05
1979	541	662	699	812	992	1,169	1,116	95.47%	1,966	56.77%	1,853	1.06
1980		523	636	813	1,038	1,160	1,067	91.98%	2,058	51.85%	1,948	1.06
1981		564	597	717	899			0.00%	2,106	0.00%	1,921	1.10
1982	498	615	682	854	1,093	1,430	1,251	87.48%	2,378	52.61%	2,173	1.09
1983	789	892	982	1,109	1,411	1,624	1,387	85.41%	2,543	54.54%	2,315	1.10
1984	749	857	956	1,144	1,418	1,632	1,480	90.69%	2,642	56.02%	2,410	1.10
1985	796	879	959	1,172	1,420	1,643	1,487	90.51%	2,585	57.52%	2,361	1.09
1986	758	856	979	1,198	1,440	1,672	1,572	94.02%	2,885	54.49%	2,685	1.07
1987	1,027	1,129	1,250	1,410	1,644	1,851	1,696	91.63%	2,914	58.20%	2,779	1.05
1988	1,075	1,210	1,359	1,517	1,778	1,942	1,675	86.25%	2,952	56.74%	2,894	1.02
1989	1,106	1,225	1,383	1,563	1,774	1,984	1,648	83.06%	3,502	47.06%	3,034	1.15
1990	1,106	1,274	1,443	1,652	1,958	2,159	1,871	86.66%	4,003	46.74%	3,439	1.16
1991	1,500	1,698	1,884	2,142	2,447	2,609	2,409	92.33%	4,293	56.11%	3,754	1.14
1992	1,827	2,070	2,307	2,556	2,815	2,927	2,747	93.85%	4,434	61.95%	3,938	1.13
1993		2,448	2,884	2,985		3,372	3,053	90.54%	4,592	66.49%	4,352	1.06
1994	2,209	2,576	2,961	3,147	3,371	4,031	3,661	90.82%	5,026	72.84%	4,583	1.10
1995	2,306	2,664	3,073	3,253	3,460	3,988	3,690	92.53%	5,159	71.53%	4,807	1.07

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	May 1	June 1	July 1	Aug 1	Sept 1	Final	Accepted		Headcount	Fall HC	BR & SS FTE	
1996	2,268	2,625	3,125	3,319	3,533	4,060	3,718	91.58%	5,640	65.92%	5,153	1.09
1997	2,460	2,934	3,271	3,509	3,829	4,541	4,200	92.49%	6,007	69.92%	5,646	1.06
1998**	2,722	3,105	3,588	3,888	4,188	4,588	4,097	89.30%	5,725	71.56%	5,731	1.00
1999	3,098	3,420	3,873	4,124	4,381	4,901	4,283	87.39%	6,025	71.09%	5,896	1.02
2000	2,772	3,117	3,450	3,698	4,044	4,361	3,562	89.30%	5,963	59.74%	5,978	1.00
2001	2,539	2,857	3,257	3,524	3,807	4,031	3,429	89.30%	6,095	56.26%	6,134	0.99
2002	2,472	2,777	3,117	3,451	3,895	4,124	3,576	89.30%	5,881	60.81%	5,911	0.99
2003	2,566	2,927	3,188	3,469								

**Semester calendar year

Column Headings:

Column 1: Calendar year of admissions applications and enrollment

Columns 2 to 7: Number of applications for admission reported at the first of the month indicated or at Fall Third-Week (Col. 7) when final admissions reporting for a given cycle is completed.

Column 8: Number of accepted applications from the year's applicant pool

Column 9: Admission selectivity, applications accepted as a percentage of total applications received.

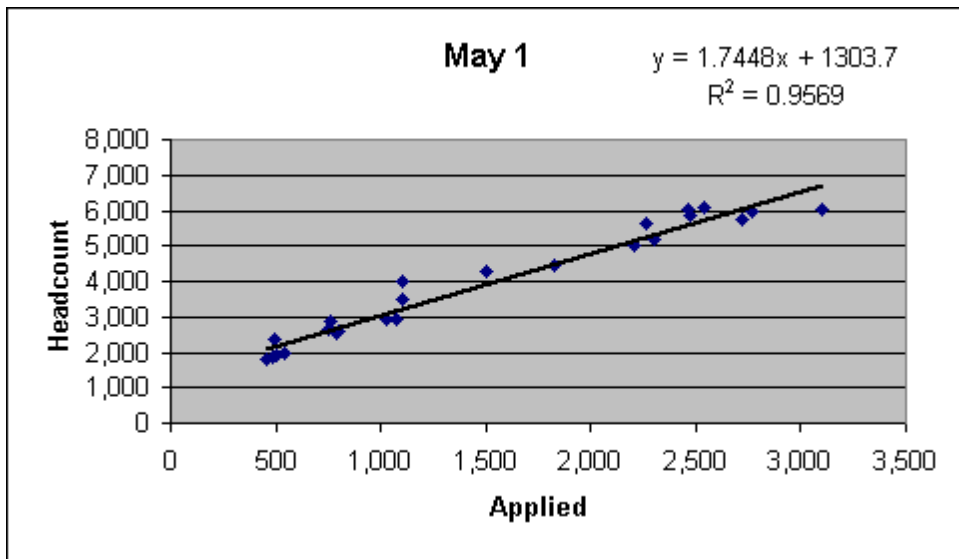
Column 10: Actual Fall Headcount (Budget-related and self-support)

Column 11: Percent of fall acceptances to fall headcount

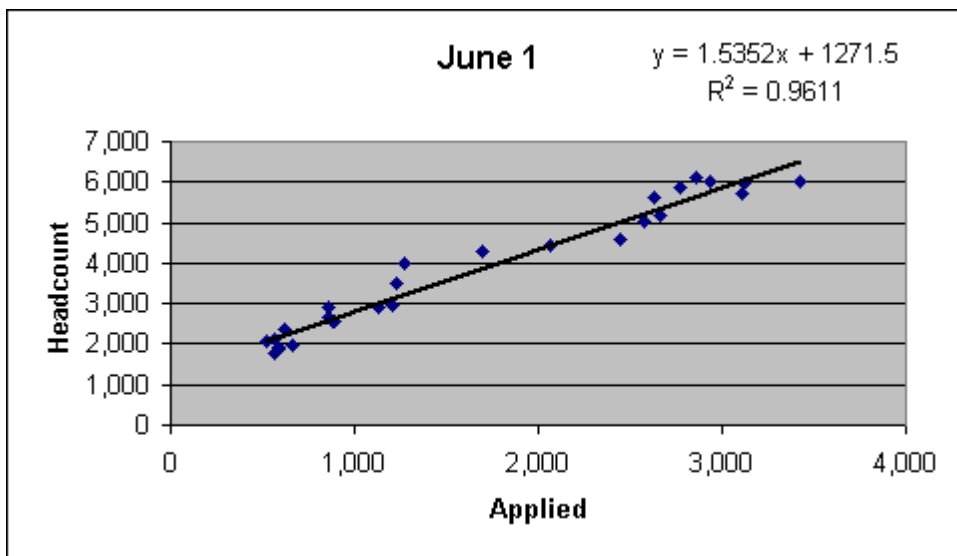
Column 12: Annualized FTE students (Budget-related and self-support) for the prior, full academic year (e.g., 2000 information is for the 1999-2000 academic year; data are extracted from Regent's enrollment reports

Column 13: Ratio of Fall headcount enrollments to annualized FTE

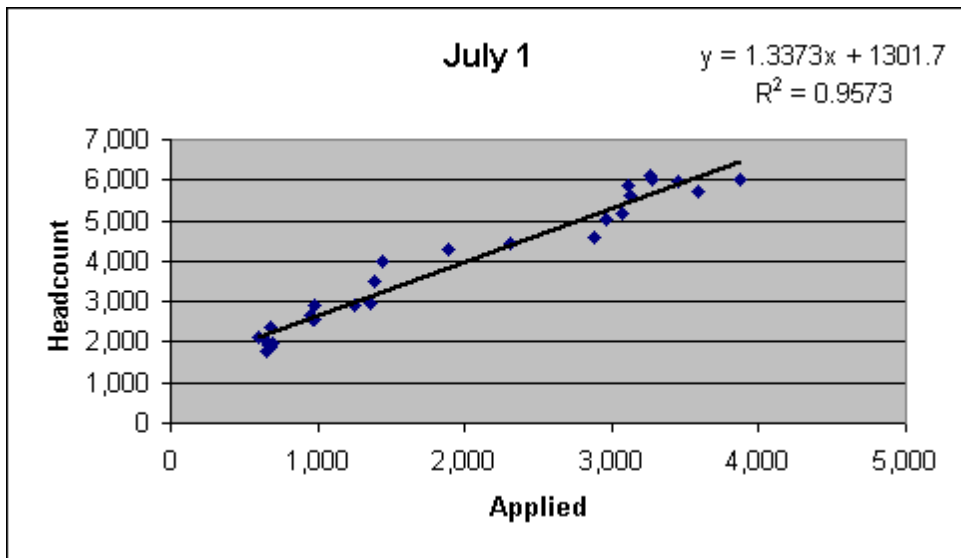
Appendix B
Statistical Analysis and Predictions



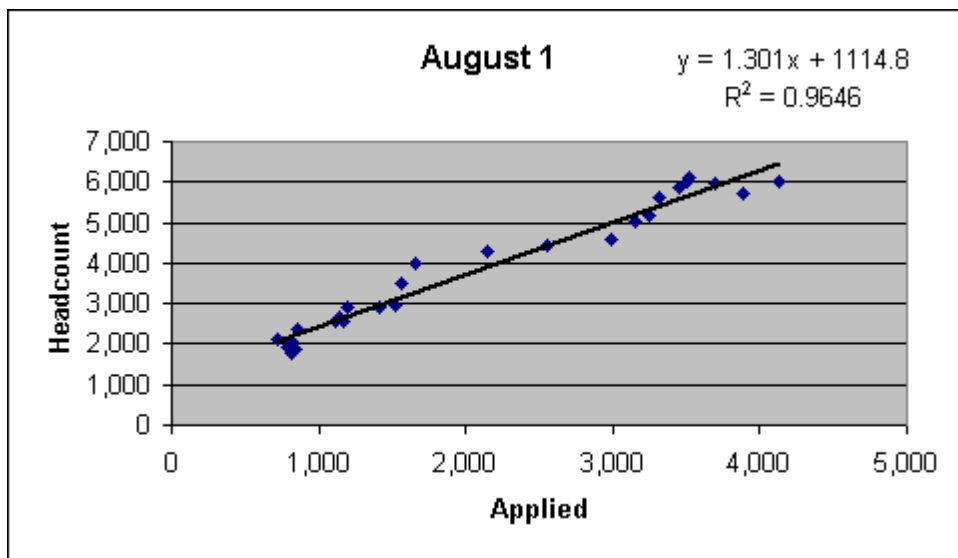
Applied (May 1)	2566
Headcount (prediction)	5781



Applied (June 1)	2927
Headcount (prediction)	5765



Applied (July 1)	3188
Headcount (prediction)	5565



Applied (August 1)	3469
Headcount prediction	5628