

Enrollment & Communication

Presentation to Academic & Student Affairs Committee
Board of Trustees

September 26, 2024



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Fall 2024 Enrollment

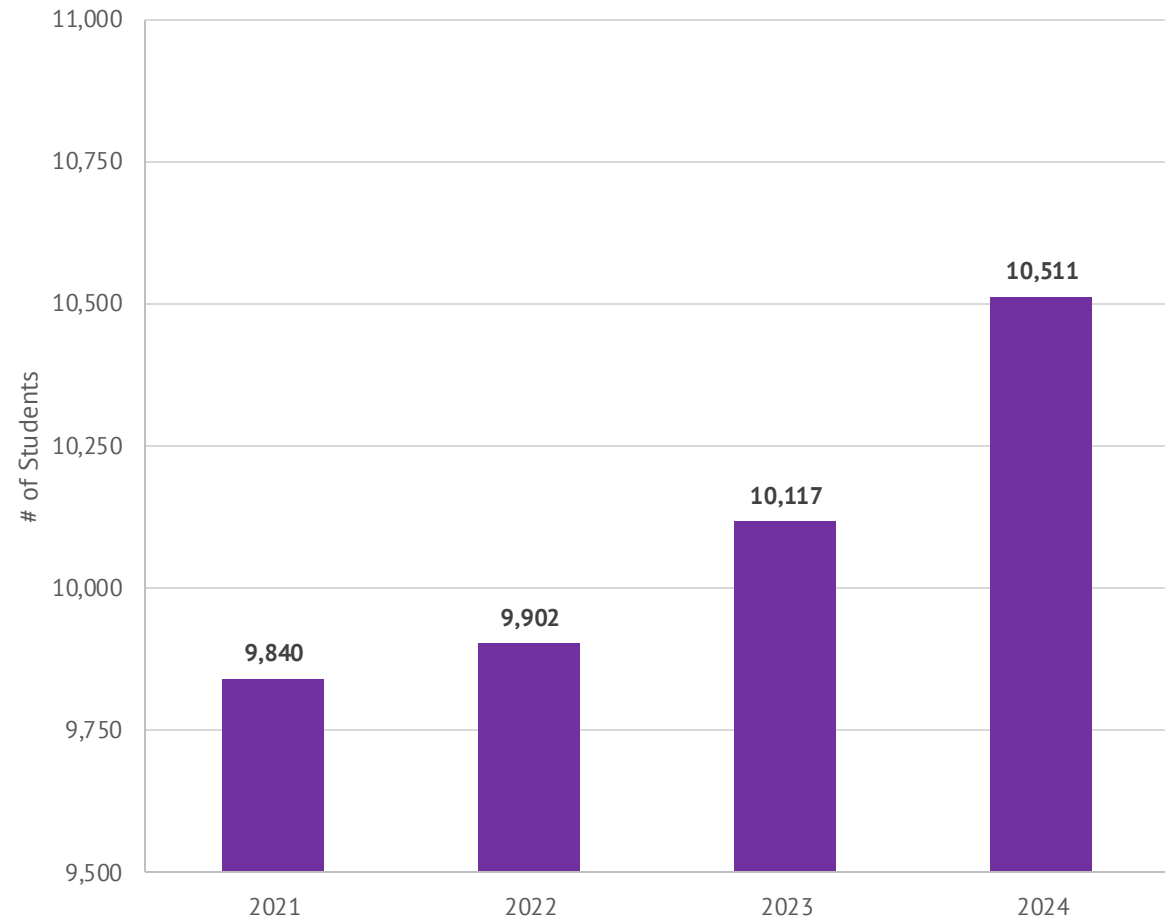
Total headcount: 10,511

- 9,187 undergraduate
- 1,324 graduate

More than 3,000 new students

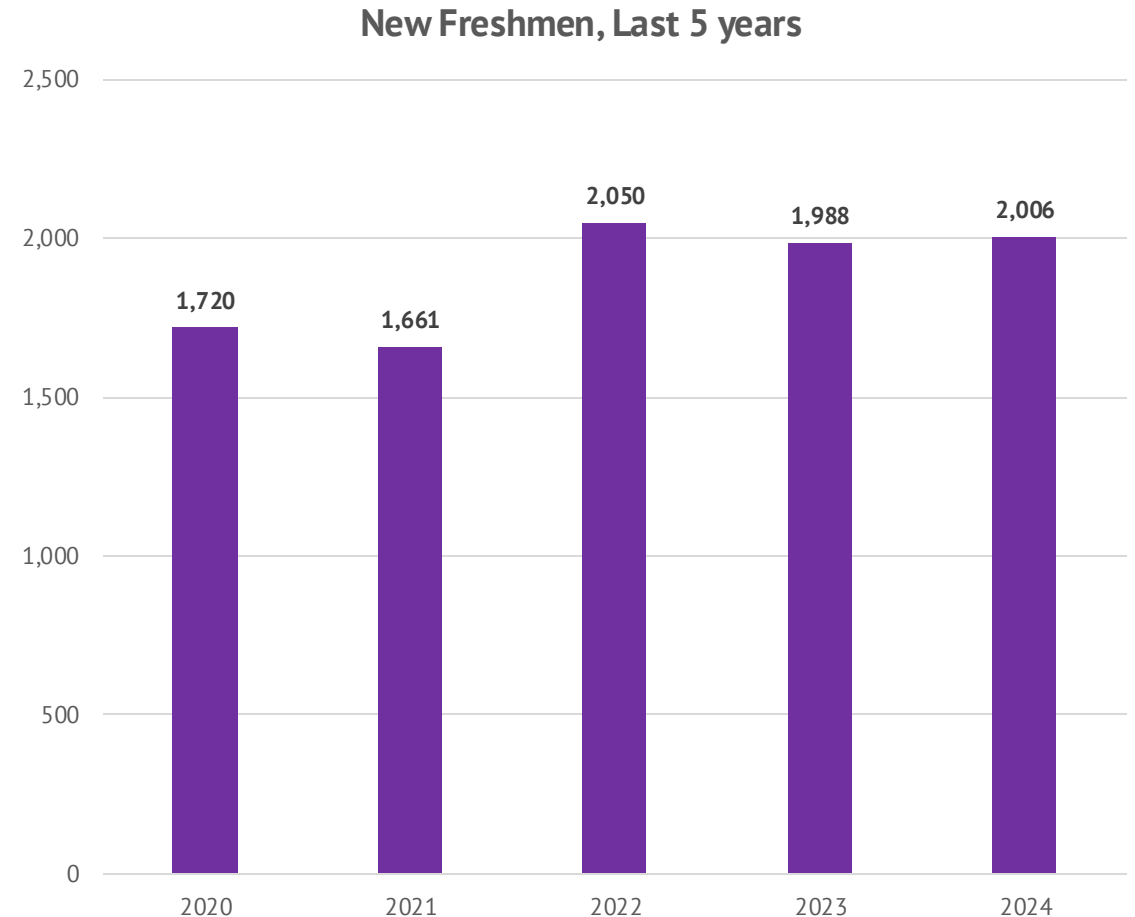
- 2,006 new first-time freshmen
- 586 new transfer students
- 417 new graduate students

Headcount Enrollment



New Freshmen

- 2,006 new first-time freshmen
 - 4th largest class in Tech history
- Average ACT: 24.1
- Average high school GPA: 3.67
 - Nearly 700 with 4.0
- Tech's Presidential Scholars Program: 1,047
- National Merit Semifinalists: 4



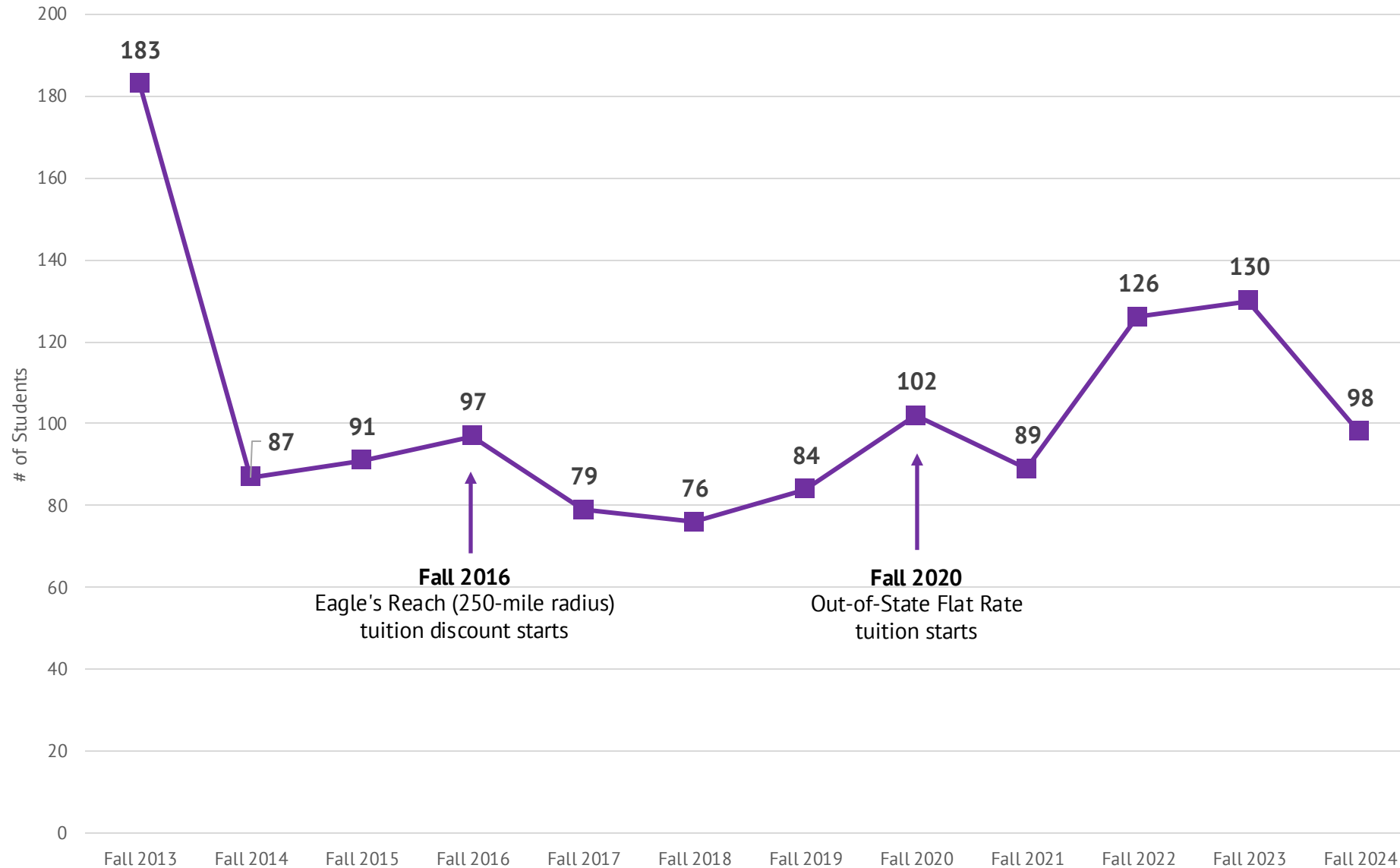
New Freshmen Class

Students from

- 88 of Tennessee's 95 counties
- 30 other states
- 19 other countries
- Ages range from 16-41
- 16 have served or serving in U.S. military



Out-of-State Freshman Students, 2013-2024



Fall 2024 Student Race/Ethnicity Diversity

Race/Ethnicity	New Freshmen	All Students
Asian	2.1%	2.4%
Black or African American	4.4%	4.2%
Hispanic	9.1%	5.8%
International	1.6%	3.1%
Two or More Races	4.7%	3.2%
White	77.9%	79.1%
All Other	0.3%	2.2%



2024 Retention & Graduation Rates

Fall 2023 Freshman Retention Rates

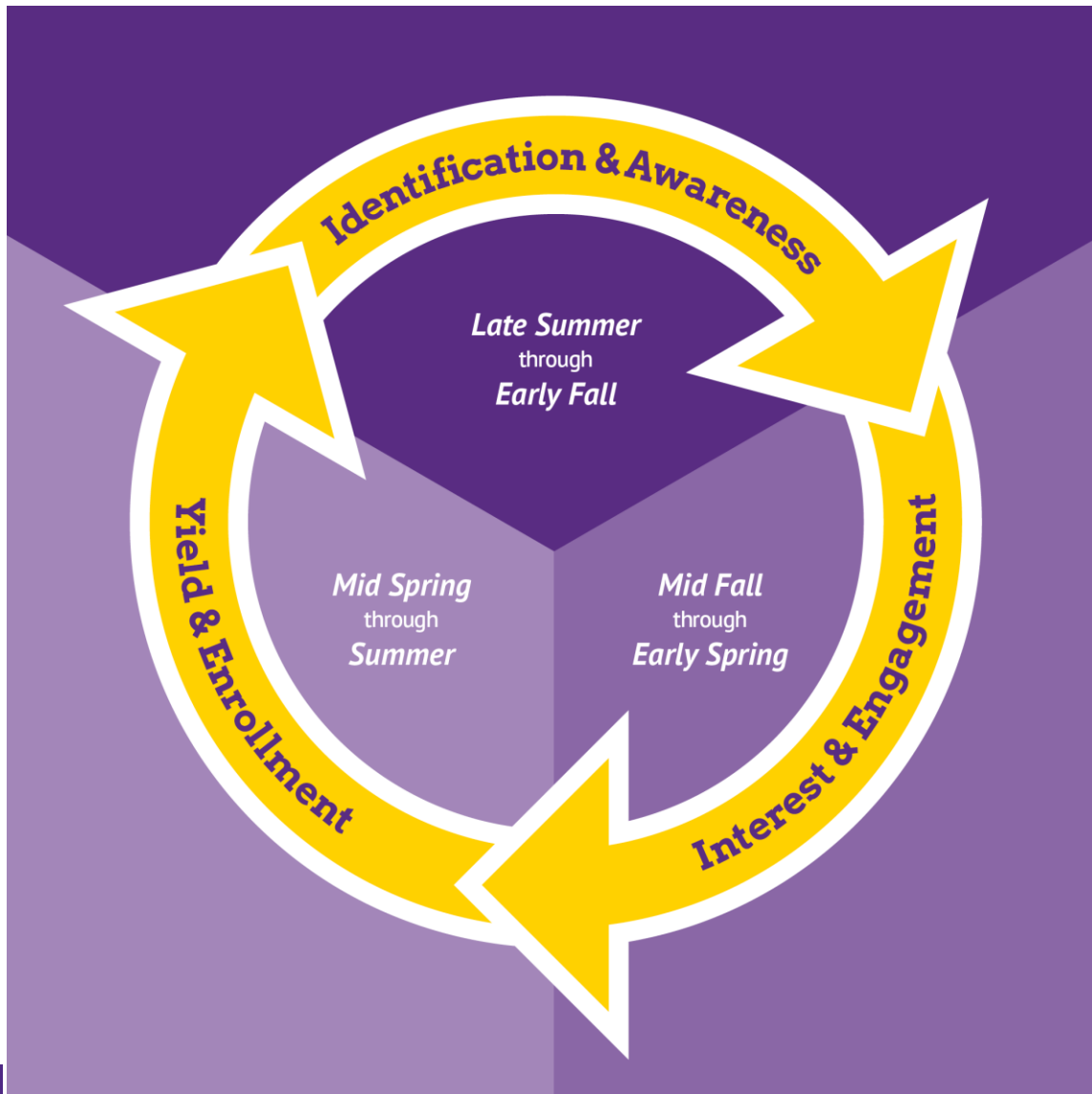
- Overall: 78.2%
- Presidential Scholars: 88.1%

Graduation Rates

- 4-year: 41.2% (started 2020 and finished by 2024; all-time high)
- 6-year: 57.7% (started 2018 and finished by 2024)



Student Recruitment Cycle



Identification & Awareness

Identifying potential students and raising awareness of Tech

Interest & Engagement

Nurturing interest of prospective students

Yield & Enrollment

Convincing prospective students to enroll



How did we succeed?

Examined data collected throughout recruitment cycle

- Both students who enrolled AND those who did not

Invested in targeted marketing

- Feeder schools, geographic locations, populations, student actions
- Results (per Student View survey of high school students):
 - Awareness score highest on record
 - Strongest relative position in state since 2010
 - Fourth consecutive year consideration went up



How did we succeed?

Invested in Presidential Scholars program

- Early statistical work by faculty member in College of Education shows receiving Presidential Scholarship is biggest indicator student likely to enroll at Tech

Increased engagement between faculty and prospective students

- Prospective students want to hear from faculty members and students in their future academic homes
- VIP tours
- Spring Showcase



It's Still Personal

<<FIRST NAME>>,
THERE IS SOMETHING
GOLDEN
IN YOU.



YOU'RE THAT
BOLD, FEARLESS, CONFIDENT AND KIND
DIFFERENCE MAKING/GOAL CHASING/PASSION PURSUING/PERSISTING

FIELD CHANGING
CHALLENGE TACKLING



PROBLEM SOLVING
CREATIVE THINKING

MAIN QUAD WALKING/WATERFALL HIKING/HAMMOCK HANGING/PURPLE WEARING/CARILLON CHIMING/NEW HEIGHT SOARING



TRAIL BLAZING
WINGS UP LIVIN'
KINDA PERSON,
RIGHT?

THOUGHT SO. **YOU'RE A**
GOLDEN EAGLE.

 **Tennessee**
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