Enrollment Update

October 7, 2021
Agenda

• College search process and COVID impacts
• Class of 2025 update
• Class of 2026 status
• Review of historical enrollment figures
• High level enrollment goals
College search process

CLASS OF 2025

PREPARE FOR COLLEGE (OR MELT)

ENROLLMENT DECISIONS (5/1)

APPLICATION

RECEIVING OUTREACH FROM COLLEGES

SPRING COLLEGE VISITS/FAIRS

SCHOOL COUNSELOR MEETINGS

COLLEGE VISITS

FALL COLLEGE VISITS/FAIRS

APPLICATION

CLASS OF 2026
College search process on COVID

CLASS OF 2025

- Application
- Enrollment Decisions (5/1)
- Prepare for College (or Melt)
- Receive outreach from colleges
- Spring College Visits/Fairs
- School Counselor Meetings
- College Visits

CLASS OF 2026

- Application
- Fall College Visits/Fairs

Timeline:
- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul
- Aug
- Sep
- Oct
- Nov
- Dec

Additional notes:
- Class of 2025
- Class of 2026
- College search process on COVID
- Application
- Enrollment Decisions (5/1)
- Prepare for College (or Melt)
- Receive outreach from colleges
- Spring College Visits/Fairs
- School Counselor Meetings
- College Visits
- Fall College Visits/Fairs
- Application
Class of 2025 Update

WPI fared well in a year where all normal recruitment and enrollment activities were disrupted.

- Increases in women (35% to 43%), underrepresented students of color (13% to 14%), and Pell-eligible students (10% to 11%)
- We are among just 32% of colleges who made their class by the May 1 deadline according to a recent Inside Higher Ed survey.

- We wound up above our target range of 1305-1365
  - Goal was 1335 (+/-30)
  - Actual is 1417*

- Budgeted total full-time UG enrollment: 4950
  - Actual full-time UG students as of 10/1 is essentially flat (4956)

*as of first day of classes; pending final count as of Fall census
Class of 2025 Update

- Almost no waitlist activity among our peers
- Student melt behavior (5.2%) was much lower than projected (9%)
- Had WPI’s melt met the projection, the Class of 2025 would have been ~1359

WPI Melt (2016-21)

<table>
<thead>
<tr>
<th>FALL 2016</th>
<th>FALL 2017</th>
<th>FALL 2018</th>
<th>FALL 2019</th>
<th>FALL 2020</th>
<th>FALL 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.4%</td>
<td>6.6%</td>
<td>5.5%</td>
<td>7.6%</td>
<td>10.5%</td>
<td>5.2%</td>
</tr>
</tbody>
</table>
Class of 2026 Status

Recruitment Landscape

- COVID-19 continues to impact search, on-campus events, and recruitment travel
  - Blended recruitment – in-person and online
  - On-campus recruitment – availability and quality of visit experience - compared to peers will be critical factor in application generation and yield
- Metrics for benchmarking recruitment & enrollment success are far less reliable than in pre-Covid years

WPI Admissions Adjustments

- No application fee (first full cycle)
- Second year of binding Early Decision
- First year of Test-blind policy
- Adopting permanent virtual recruitment practices to augment in-person efforts
## Review of historical enrollment figures

<table>
<thead>
<tr>
<th>Year</th>
<th>Applicants</th>
<th>Admit Rate</th>
<th>Admits</th>
<th>Yield</th>
<th>Enrolled</th>
<th>Discount Rate</th>
<th>Women</th>
<th>Underrepresented Students of Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>8,578</td>
<td>51.6%</td>
<td>4,425</td>
<td>24.9%</td>
<td>1,103</td>
<td>44.3%</td>
<td>33%</td>
<td>11%</td>
</tr>
<tr>
<td>2014</td>
<td>10,233</td>
<td>43.8%</td>
<td>4,480</td>
<td>23.5%</td>
<td>1,054</td>
<td>41.9%</td>
<td>33%</td>
<td>11%</td>
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<tr>
<td>2015</td>
<td>10,172</td>
<td>48.5%</td>
<td>4,938</td>
<td>22.1%</td>
<td>1,093</td>
<td>41.6%</td>
<td>33%</td>
<td>13%</td>
</tr>
<tr>
<td>2016</td>
<td>10,468</td>
<td>48.4%</td>
<td>5,071</td>
<td>22.1%</td>
<td>1,120</td>
<td>38.0%</td>
<td>35%</td>
<td>13%</td>
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<tr>
<td>2017</td>
<td>10,331</td>
<td>48.5%</td>
<td>5,009</td>
<td>22.4%</td>
<td>1,124</td>
<td>40.7%</td>
<td>43%</td>
<td>14%</td>
</tr>
<tr>
<td>2018</td>
<td>10,584</td>
<td>41.6%</td>
<td>4,402</td>
<td>29.0%</td>
<td>1,276</td>
<td>46.8%</td>
<td>42%</td>
<td>14%</td>
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<tr>
<td>2019</td>
<td>10,645</td>
<td>49.3%</td>
<td>5,255</td>
<td>22.9%</td>
<td>1,203</td>
<td>43.5%</td>
<td>40%</td>
<td>13%</td>
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<td>2020</td>
<td>11,269</td>
<td>59.0%</td>
<td>6,654</td>
<td>19.5%</td>
<td>1,298</td>
<td>42.7%</td>
<td>35%</td>
<td>13%</td>
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<tr>
<td>2021</td>
<td>11,092</td>
<td>60.0%</td>
<td>6,679</td>
<td>21.3%</td>
<td>1,421</td>
<td>47.4%</td>
<td>43%</td>
<td>14%</td>
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</tbody>
</table>
Bringing Our Net Price in Line with Peers Requires Continued Aid Investment
High-level enrollment goals are aligned with strategic plan

- Making a WPI an affordable option for more students
- Broadening access to a high-quality STEM education
- Increasing diversity of student body
- Implementing inclusive excellence plans
- Living our mission & values
Discussion