



PennState
Lehigh Valley

WELCOME TO ALL CAMPUS DAY

SPRING 2016



A LOOK AT ENROLLMENT AND RETENTION

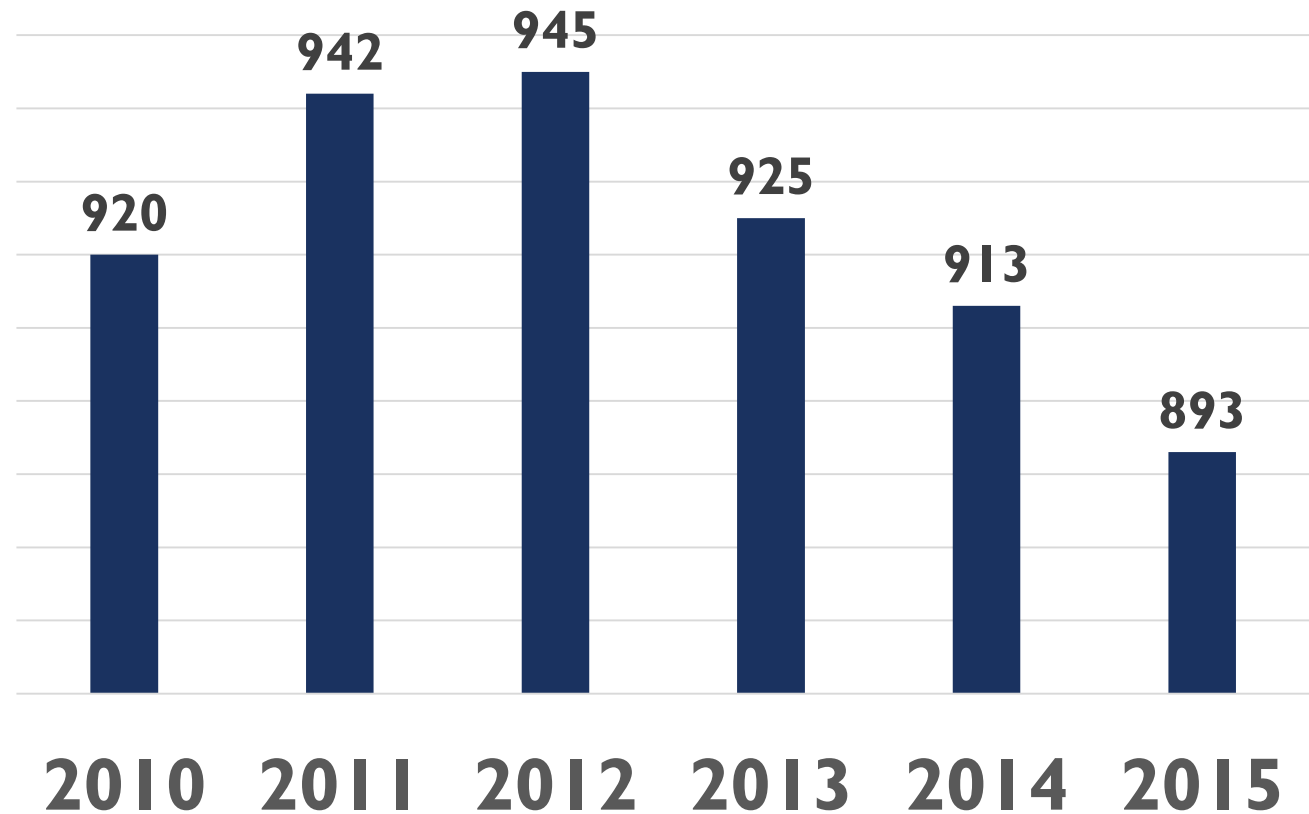


OFFICIAL ENROLLMENT: TRENDS AND TARGETS

- Target: 1500 by 2020
- We are considered a “growth campus.”

- Updated Targets:
 - 1,000 students for 2016
 - 275 new admits
 - 100 transfer students
 - 100 dual enrollment
 - 525 returning students

Penn State Lehigh Valley Enrollment



THE RECRUITMENT CHALLENGES AND THE POTENTIAL

Challenges

- Declining high school graduates
- Need for scholarship funding
- Competitive education area

Potential

- Dual Enrollment Pipeline
- Community Colleges
- Market Share (only about 1%)

RECRUITMENT PRIORITIES

- International Students / Out-of-State
- Yield Enhancement (Apps to Offers to Paid Accepts)
- Admission to Advising Seamless Transition
- Athletics

OVERALL RETENTION RATES

- CURRENT RATE: 77.9%
- GOAL: 80%+

Year	Official Retention Rate
2009-10	71.9%
2010-11	76.2%
2011-2012	80.7%
2012-13	81.1%
2013-14	78.9%
2014-15	77.9%

ASSESSING RETENTION: DATA

Fall 2014 to Fall 2015: All Full-Time Students

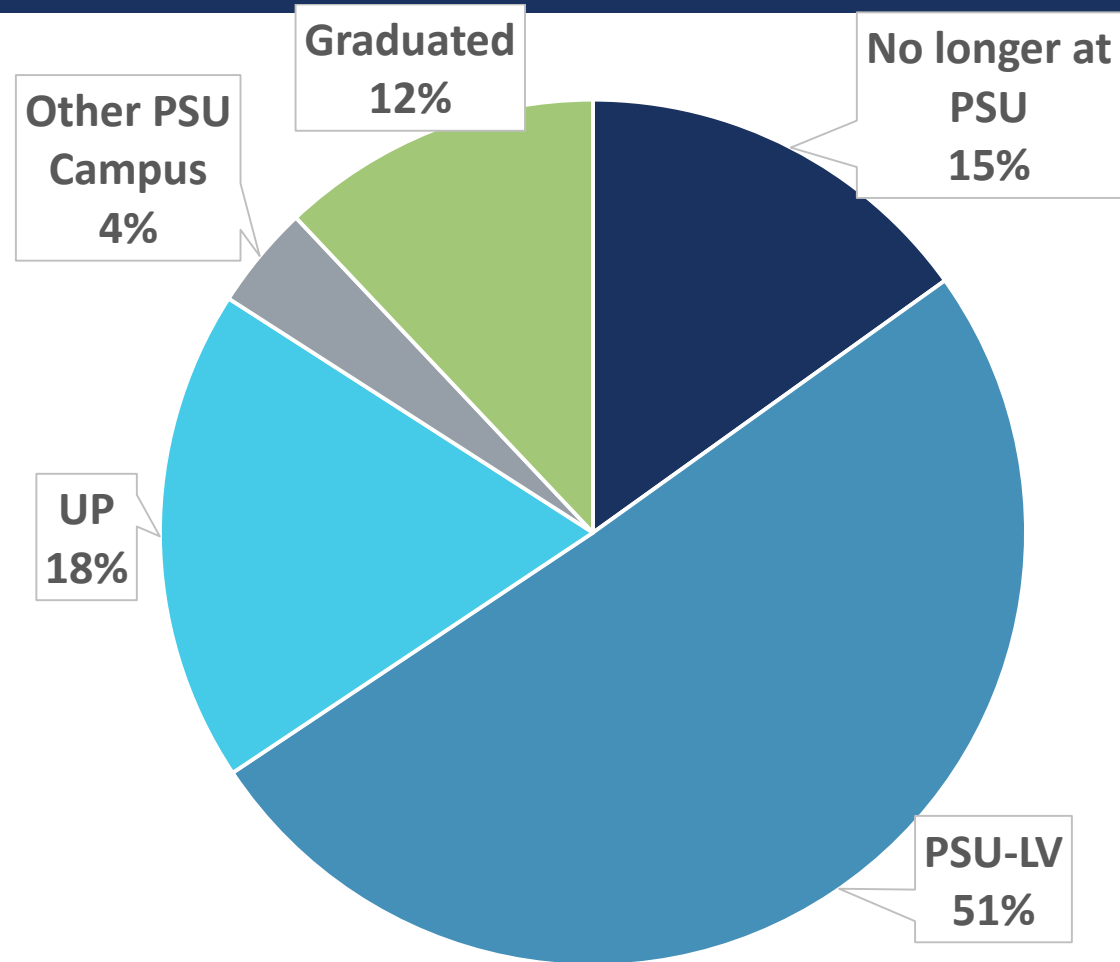
- 758 total students

113 left the PSU system

4% enrolled at a 2-year institution

3% enrolled at a 4-year institution

8% did not enroll anywhere



ASSESSING RETENTION: DATA

Fall 2014 to Fall 2015: First-Year Students (208)

Retained: 157, 75%

Male: 77%

Female: 72%

Black: 83%

Asian: 94%

Hispanic: 71%

White: 73%

GPA 3.5 and higher: 80%+

GPA 1.55-1.99: 60%

A, B, C in HDFS 287W: 80%

Not pass/Not take HDFS 287W: 46%

RETENTION STRATEGIES

Data Collection

- **Cohort Study**
- **First-Year Experience Survey**
- **Retention Committee**
- **Early Progress Reports**
- **Student Satisfaction/Engagement Survey**

Programming

- **Advising**
- **New Student Orientation/Welcome**
- **HDFS 287W**
- **Lion Academy**
- **Academic Coaching Program**
- **Learning Center**
- **Referral to Counseling**
- **Scheduling Practices**
- **Connecting to Transportation and Housing Services**
- **High Impact Practices**