

**Southeast Tech**  
Fall 2015 Enrollment Update Report  
**EXECUTIVE SUMMARY**

**Purpose:**

To provide the School Board an update of the final enrollment for the Fall 2015 semester.

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Fall 2015 enrollment decreased by approximately 8% at Southeast Tech for the Fall 2015 semester. Of the 2,196 students enrolled for the fall 2015 semester, 1118 were new students and 795 were returning students, which is an 8% change from last year.

Enrolling new students will continue to be a challenge in the near future. The current very low regional unemployment rate is expected to continue and will negatively impact enrollment as students are drawn to available jobs. In addition, the decreasing number of high school graduates in the region poses a challenge to recruitment efforts.

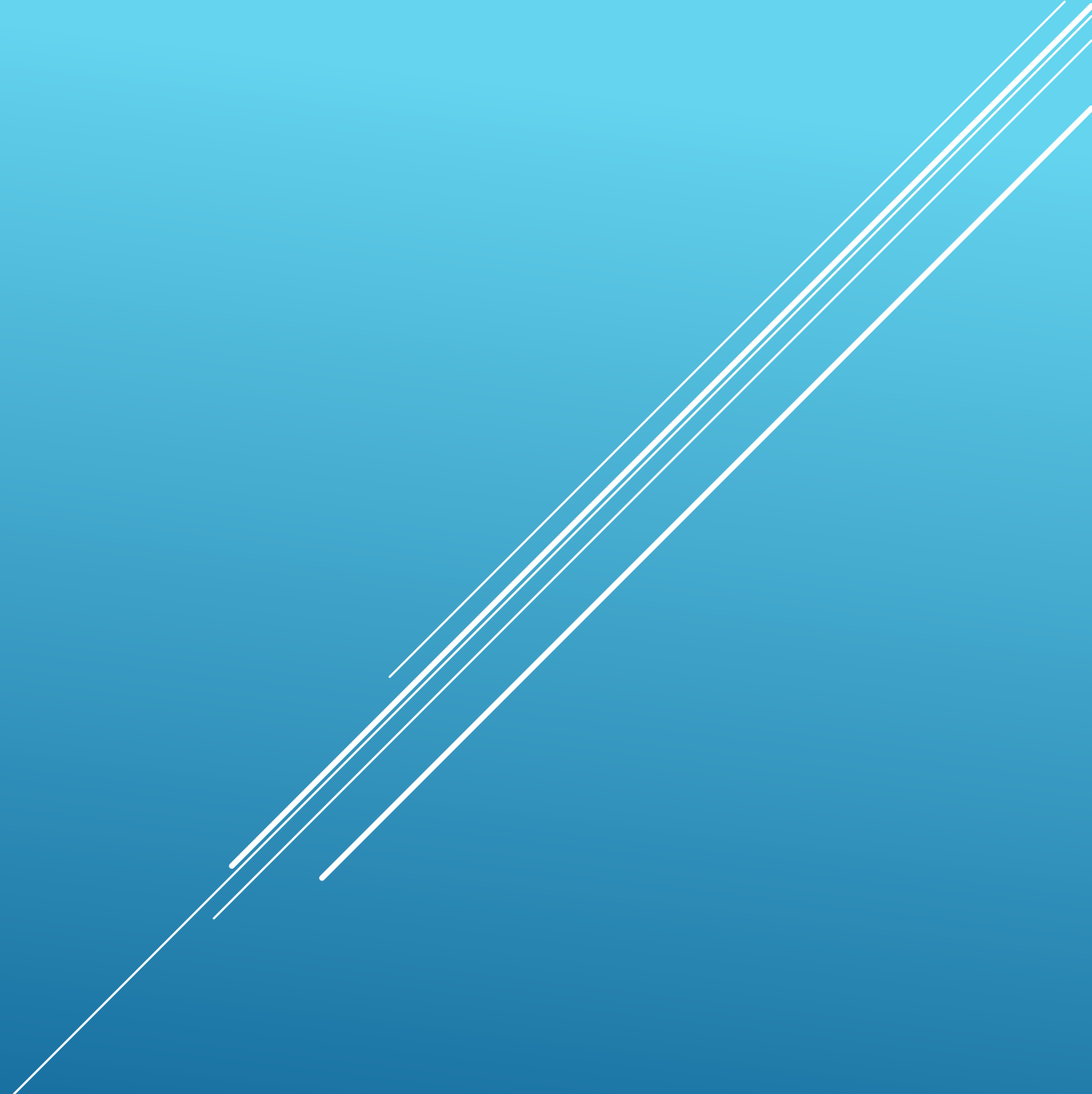
However, in order to meet the region's need for a trained technical workforce, Southeast Tech is taking significant steps to increase student enrollments, including the implementation of new recruitment software, a revised Southeast Tech website, increased marketing with emphasis on program-specific advertising, increased use of technology, and environmental branding.

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**Administrative Recommendation to School Board:**

Acknowledge the enrollment update report.

SOUTHEAST TECH  
ENROLLMENT  
FALL 2015 REPORT



- ▶ 2196 students Fall 2015
- ▶ 2406 students Fall 2014
  - ▶ -210 students
- ▶ 27,459 credits Fall 2015
- ▶ 30,208 Credits Fall 2014
  - ▶ -2749 credits

# NUMBERS

- ▶ New Students Fall 2015 – 1118
- ▶ New Students Fall 2014 – 1110
  - ▶ +8 new students
  
- ▶ Early Enroll Students
- ▶ 126 students Fall 2015
- ▶ 195 students Fall 2014

# NUMBERS



- ▶ 915 in 2 year programs Fall 2015
- ▶ 903 in 2 year programs Fall 2014
  
- ▶ 203 in 1 year programs Fall 2015
- ▶ 207 in 1 year programs Fall 2014

NUMBERS

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

- ▶ Dual Credit Students
  - ▶ Fall 2015 – 133 students
  - ▶ Fall 2014 – 93 students

NUMBERS

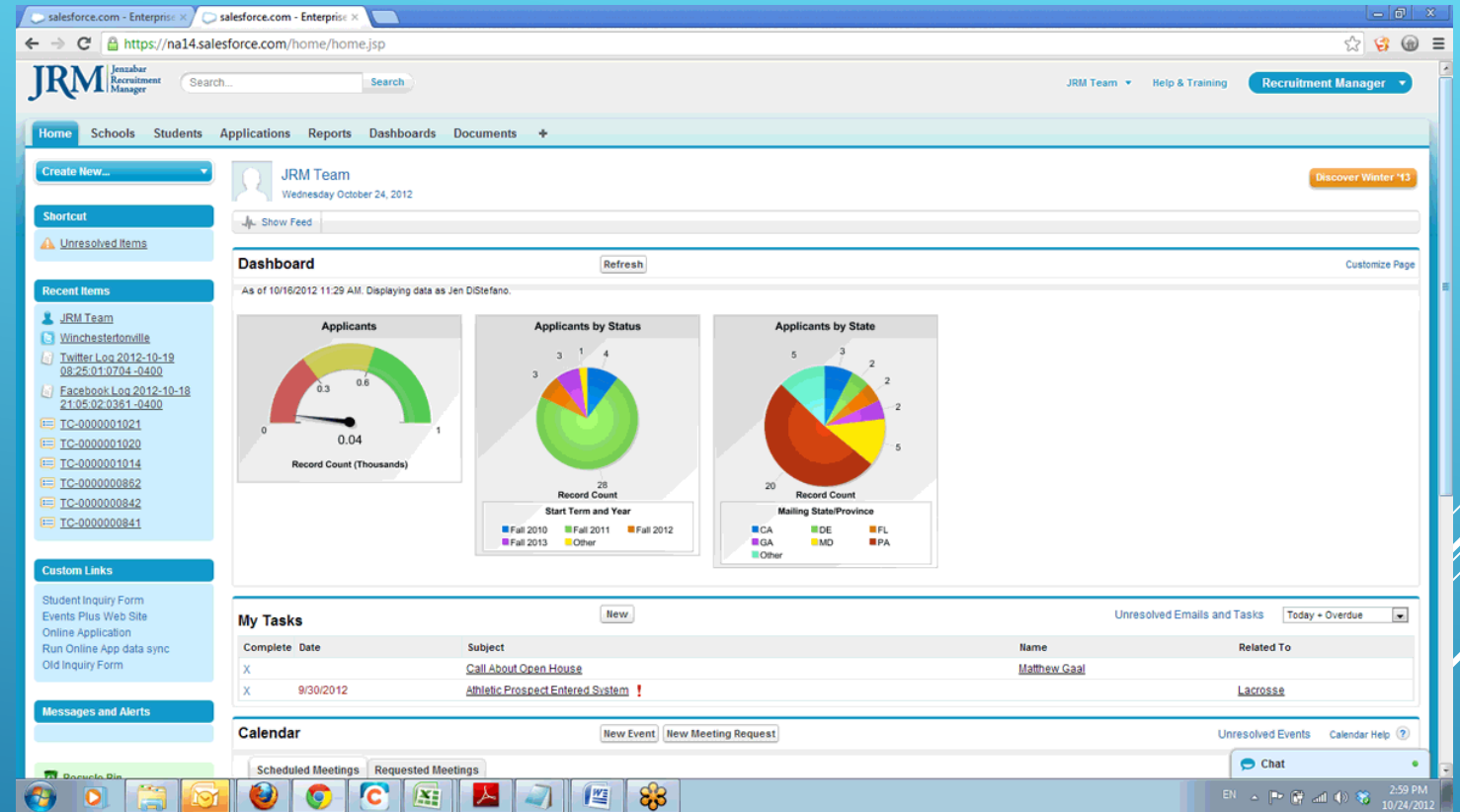


- ▶ 2.6% unemployment rate in Sioux Falls (worker shortage)
  - ▶ Sponsor A Scholar – employers are desperate for employees!
- ▶ Increased Competition – we are all fighting for the same students
- ▶ Decreasing number of high school graduates in region

## POSSIBLE REASONS

## Implement JRM – Jenzabar Recruitment Module

- Jenzabar EX is for data storage
- JRM allows us to track everything – events attended, calls to & from students, outbound communications to students, if they opened our e-mails, etc.
- Segment our student population



# PLAN FOR INCREASING ENROLLMENT



# New Website

Changed focus of advertising



Parents Current Students Employees Careers Contact Events Training Solutions Directory Blog

**SOUTHEAST  
TECH**

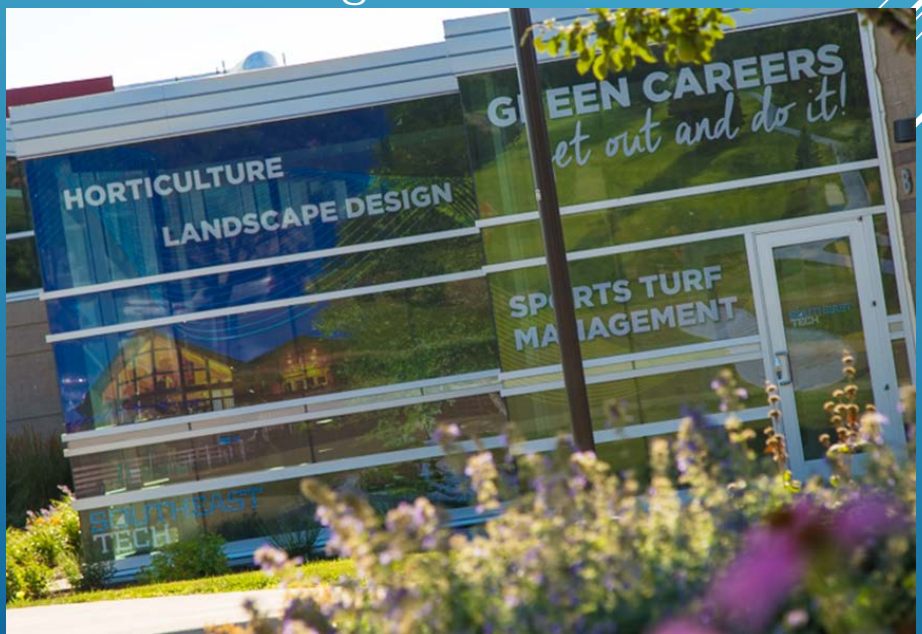
Search

» Home » Admissions » Academics » Student Life » About » Foundation

**TWO DAYS YOUR WAY  
BUSINESS ADMINISTRATION  
DEGREE**

» Earn Your Degree in Just Two Days a Week!

## Environmental Branding



## VISITATION DAYS

- Mixture of Thursday's and Friday's for instructor availability
- Increased use of students



[Home](#) > [Admissions](#) > [Visit Southeast Tech](#)

## VISIT SOUTHEAST TECH

All college campuses look alike, or do they? You might begin to think differently after seeing exactly what makes Southeast Tech different than a typical college. Take a tour of our campus, immerse yourself into the state-of-the-arts labs and see why our graduates excel!

### VISITATION DAYS

Take some time from school to come check us out! Team up with our students to get the inside scoop on what Southeast Tech is really all about. Plus, get your shot at winning a \$1,000 scholarship just for coming! Stick around for pizza and wings, tour campus, meet our awesome staff and walk away with FREE Southeast Tech Spiritwear.

[Register for one of our visitation days.](#)

### 2015–2016 Visitation Dates

October 29th, 2015

# PLAN FOR INCREASING ENROLLMENT

## Technology

We finally have cell phones to text students. This will be part of the admission communication process. It will also allow our recruiters to become involved in our social media efforts.



# PLAN FOR INCREASING ENROLLMENT