



# IRIM RESEARCH EXECUTIVE SUMMARY

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## **FTIAC Enrollment Decision Tracking Using National Student Clearinghouse** Research Executive Summary

First-Time In Any College (FTIAC) students have to make an enrollment decision after being admitted to multiple institutions. At Eastern Michigan University (EMU) around 26% of admitted students enrolled for fall 2016. The ratio was similar among all 15 Michigan public universities.

<b>Institution</b>	<b>Admitted</b>	<b>Enrolled</b>	<b>% Enrolled</b>
Central Michigan University	13,594	3,462	25.5%
Eastern Michigan University	10,769	2,808	26.1%
Ferris State University	8,455	1,834	21.7%
Grand Valley State University	13,972	4,306	30.8%
Lake Superior State University	1,459	429	29.4%
Michigan State University	24,641	8,190	33.2%
Michigan Technological University	4,272	1,381	32.3%
Northern Michigan University	4,056	1,355	33.4%
Oakland University	8,169	2,658	32.5%
Saginaw Valley State University	5,083	1,353	26.6%
University of Michigan-Ann Arbor	15,871	6,689	42.1%
University of Michigan-Dearborn	3,448	1,041	30.2%
University of Michigan-Flint	2,627	640	24.4%
Wayne State University	7,994	2,562	32.0%
Western Michigan University	11,205	2,930	26.1%

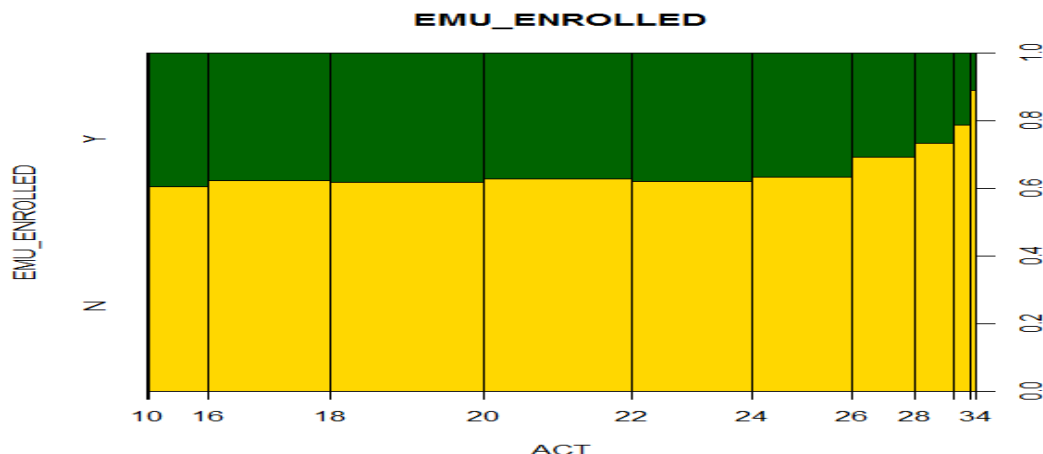
There are many factors involved in a student's enrollment decision including: major, financial status, proximity from home, institutional reputation, and others. It is very difficult to determine which factors and the weights affect students' enrollment decisions. However, the National Student Clearinghouse (NSC) can track students' enrollment status with an accuracy level of 98%. It may provide insights that we can use to improve the enrollment of admitted students.

## Research Executive Summary (continued)

NSC becomes very important to track students, especially the ones who were admitted but enrolled in other institutions. For EMU, it admitted 10,769 FTIAC students in fall 2016. Among them, only 2,808 students enrolled at EMU. According to the Clearinghouse tracking report, the top 15 institutions for students who were admitted but not enrolled at EMU were:

School Name	School Type	Public/ Private	State	Student Headcount
Michigan State University	4	Public	MI	530
Central Michigan University	4	Public	MI	402
Wayne State University	4	Public	MI	396
Western Michigan University	4	Public	MI	346
Grand Valley State University	4	Public	MI	332
Oakland University	4	Public	MI	286
University of Toledo	4	Public	OH	246
University of Michigan-Ann Arbor	4	Public	MI	216
University of Michigan-Dearborn	4	Public	MI	205
Saginaw Valley State University	4	Public	MI	149
Henry Ford College	2	Public	MI	148
Schoolcraft College	2	Public	MI	139
Bowling Green State University	4	Public	OH	129
Washtenaw Community College	2	Public	MI	128
Macomb Community College	2	Public	MI	125

To find the enrollment pattern, we looked at the relation between percent of enrollment of students who were admitted and the ACT composite score. Between 16 and 26, more students preferred to enroll at EMU instead at other institutions. However, EMU lost the competitive edge when the ACT score went above 26.



## Research Executive Summary (continued)

We further looked at the enrollment in the majors' level to identify the top and bottom enrollment (i.e., admit to enroll conversion) rates among admitted students. The data may imply the majors with high conversion rates (in green) might be unique in the region with good competitiveness, whereas those majors with low conversion rates (in black) may be offered by many institutions in the areas and students have many places to choose from.

Major	Admitted	Enrolled	% Enrolled
Simulation, Animation & Gaming	65	36	55.38%
Theatre Arts	63	33	52.38%
Art	71	35	49.30%
Computer Science	76	36	47.37%
Aviation Flight Tech	66	31	46.97%
Bus, Mgmt, Mktg, Tech	96	45	46.88%
Music	71	32	45.07%
Secondary Education-Intent	158	69	43.67%
Interior Design	53	23	43.40%
Music Education - Intent	74	32	43.24%
Pre-Pharmacy	79	25	31.65%
Biology	278	85	30.58%
Sport Management - Intent	115	35	30.43%
Pre-OT	182	54	29.67%
Journalism	85	25	29.41%
Political Science	92	27	29.35%
Comm, Media & Thtr Arts Comp	58	17	29.31%
Pre-Medicine/Osteopathy	547	154	28.15%
Exercise Science-Intent	93	22	23.66%
Biochemistry - General	79	14	17.72%