





Enrollment & Communication

Presentation to Academic & Student Affairs Committee
Board of Trustees

March 7, 2024



Early Freshmen Enrollment Indicators, Fall 2024

Spring Showcase attendance

- Exclusive events for admitted students
- Feb. 24, March 2
- Last year, 78% of attendants enrolled for fall
- Attendance this year: 1,033

Housing applications

- Housing application for new freshmen applicants opened last October; freshman guarantee ends May 1
- Last year, 82% of housing applicants enrolled for fall
- Applications this year: 1,060 (as of March 4)

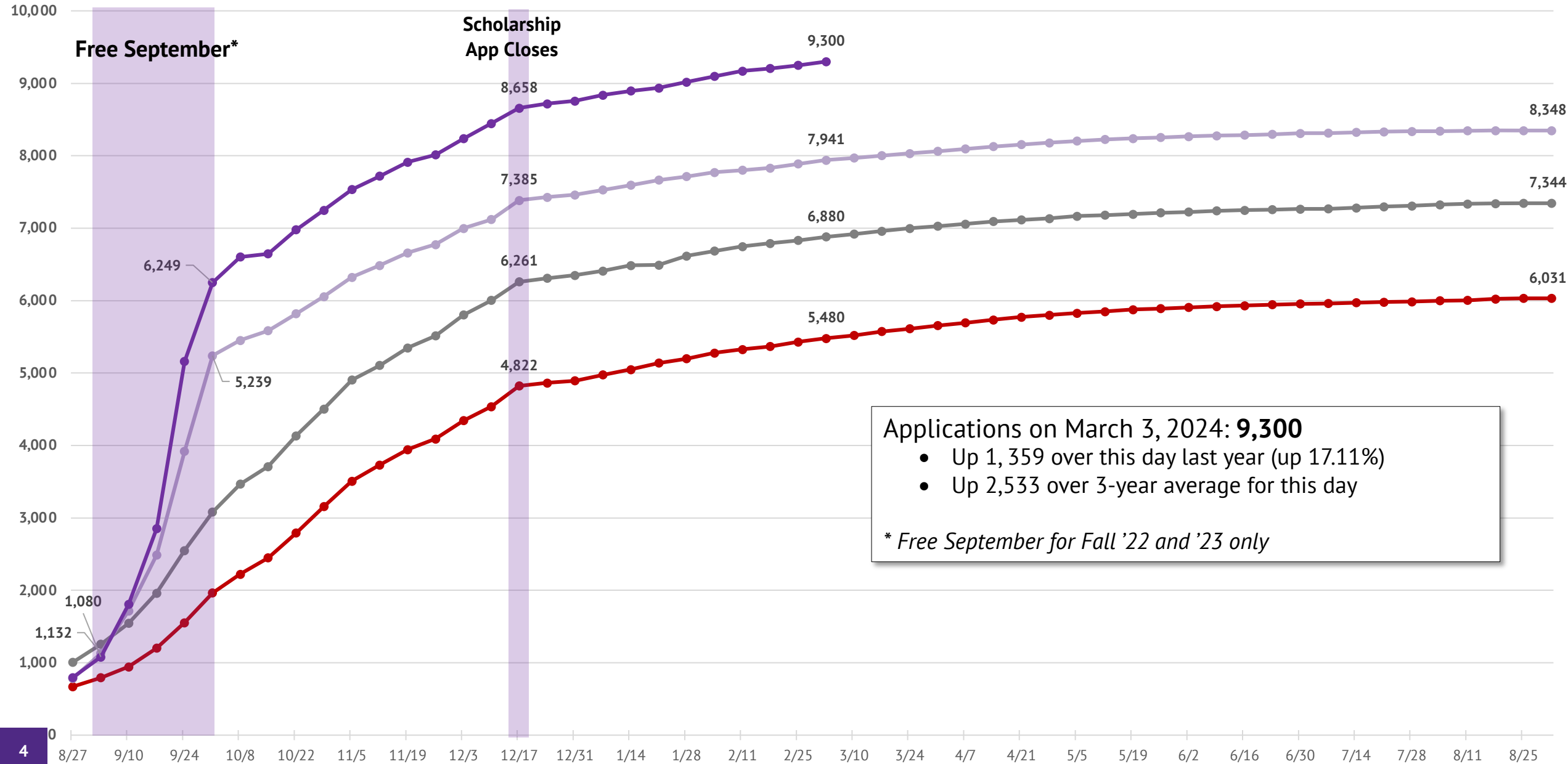
SOAR registration

- Communication about SOAR began this month
- Registration opens March 19
- Traditionally, 96% of SOAR attendees enroll for fall



New Domestic Freshman Fall '24 Applications

Fall 2021 Fall 2022 Fall 2023 Fall 2024



Applications on March 3, 2024: **9,300**

- Up 1,359 over this day last year (up 17.11%)
- Up 2,533 over 3-year average for this day

** Free September for Fall '22 and '23 only*

Presidential Scholars Program

| | FALL 2022 | | | FALL 2023 | | | FALL 2024 |
|--------------------------------|-----------|----------|------------|-----------|----------|------------|-----------|
| | Awarded | Enrolled | % Enrolled | Awarded | Enrolled | % Enrolled | Awarded |
| \$3,000 (ACT 23-24, GPA 3.4+) | 658 | 255 | 38.75 | 792 | 265 | 33.46 | 786 |
| \$4,000 (ACT 25-29, GPA 3.4+) | 1,643 | 694 | 42.24 | 1,437 | 523 | 36.40 | 1,481 |
| \$5,000 (ACT 30-34, GPA 3.75+) | 182 | 70 | 38.46 | 577 | 177 | 30.68 | 585 |
| \$8,000 (ACT 35, GPA 3.75+) | * | * | * | 39 | 11 | 28.21 | 57 |
| \$10,000 (ACT 36, 3.75+) | * | * | * | 11 | 5 | 45.45 | 17 |
| Total | 2,483 | 1,019 | 41.04 | 2,856 | 981 | 34.35 | 2,926 |

* Level not awarded in Fall 2022; ACT 35 and 36 awarded \$5,000 level

| Level | ACT | HS GPA |
|---------|-------|--------|
| \$1,500 | 23-24 | 3.4+ |
| \$2,000 | 25-29 | 3.4+ |
| \$3,000 | 30-34 | 3.75+ |
| \$6,000 | 35 | 3.75+ |
| \$8,000 | 36 | 3.75+ |

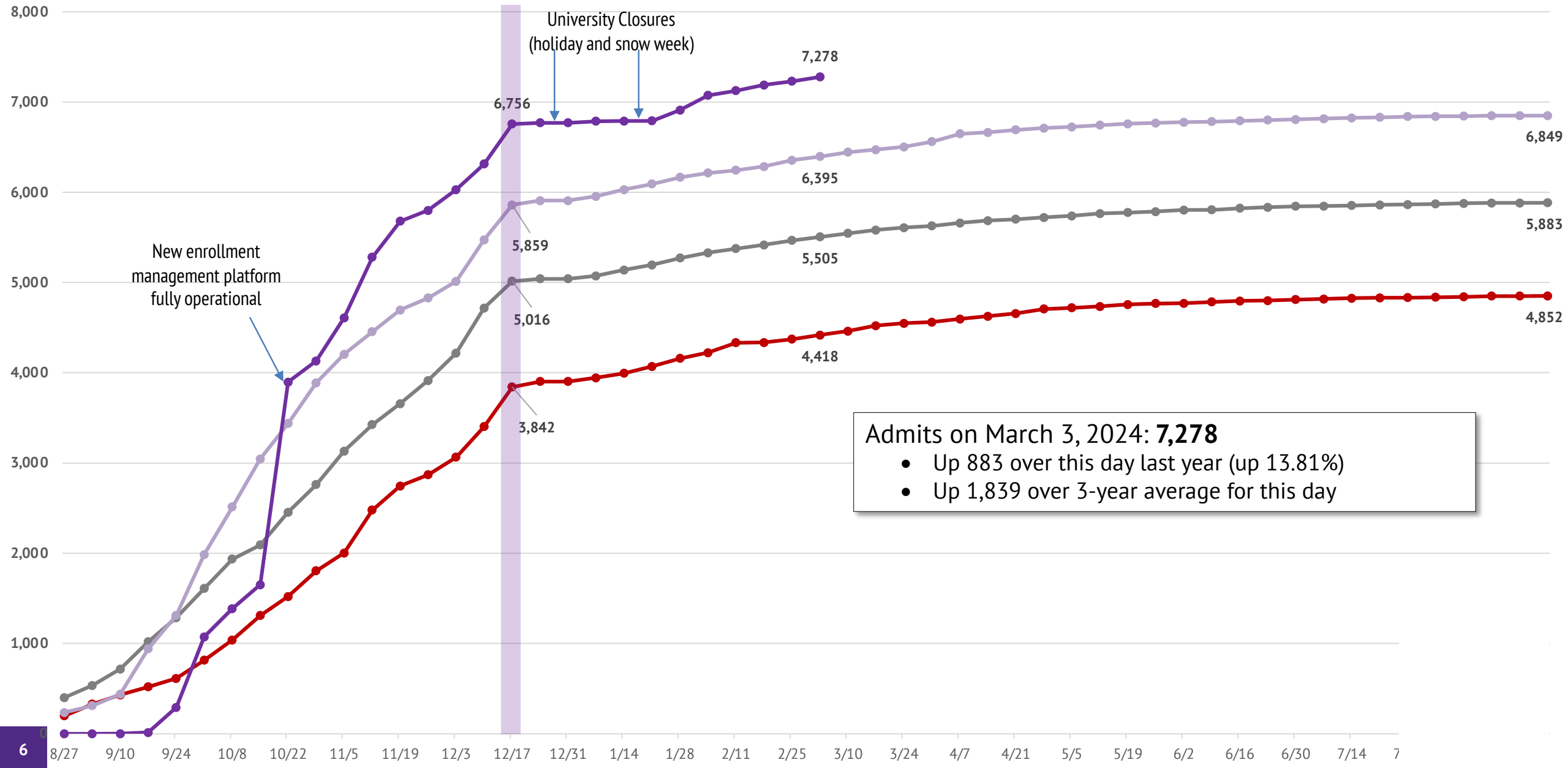
Secondary Deadline Presidential Scholar levels

- Offer flexibility and assistance to students who may be choosing Tech after original Presidential Scholars deadline
- Guaranteed for students who apply for admission by Aug. 1



New Domestic Freshman Fall '24 Admits

Fall 2021 Fall 2022 Fall 2023 Fall 2024



Admits on March 3, 2024: **7,278**

- Up 883 over this day last year (up 13.81%)
- Up 1,839 over 3-year average for this day

New enrollment management platform

- Slate
 - All-in-one enrollment management platform covers recruitment, admissions, and student success
 - Offers features for communication, application processing, and data analytics
 - Known for flexibility and customization options
 - Great fit with new Enrollment Management & Communication division and cooperative work focused on increasing recruitment and yield messages to prospective students



2023-2024 Data Projects

- Student View survey of high school students across Tennessee
- Focus groups and survey of admitted freshmen who did not enroll at Tech
- Analysis of National Student Clearinghouse data on where students who were accepted by Tech ultimately enrolled
- Detailed profile of Fall 2023 New Freshmen



Data-driven results

- Better use of new enrollment management platform (Slate)
- Better targeted communication
- Better data collection from admissions counselors
- Better identification of future students to target
- Better service to students and families through campus visit program







College of Business

Presentation to Academic & Student Affairs Committee
Board of Trustees

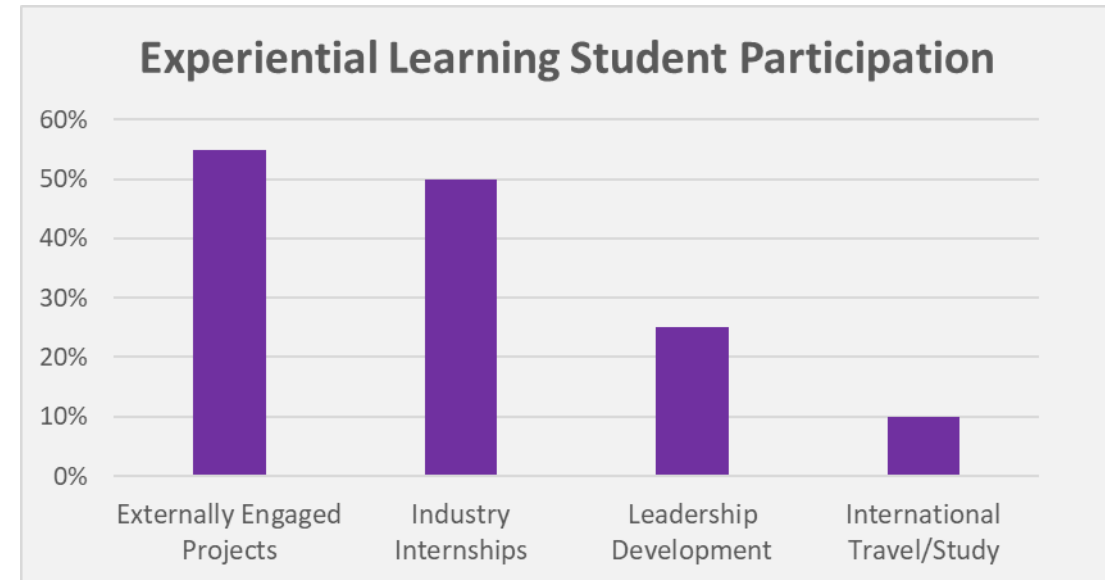
March 7, 2024





Our Students are Career Ready!

- Students **exceed national performance benchmarks** in all business disciplines.
- **92%** are employed in their major field or enrolled in graduate school upon graduation.
- **90+%** of students engage in resume-worthy experiential learning activities.





Tennessee Tech is among an elite 25% of institutions in the U.S. accredited by AACSB and only 10% in the U.S. with both business accreditation and supplemental accreditation in accounting.

How does accreditation benefit our students and employers?

- Highly Qualified Faculty and Staff
- Demonstrated Student Competencies
- Engagement with Business and Industry
- Meaningful Societal Impact





Undergraduate Programs

Accounting, BSBA

Business Information & Technology, BSBA

Business Intelligence & Analytics

Economics, BS

Finance, BSBA

International Business and Cultures, BS

Management, BSBA

Human Resource Management

Operations, Logistics & Supply Chain Management

Marketing, BSBA

Banking, Certificate





Graduate Programs

Master of Accountancy, MAcc

Master of Business Administration, MBA

Agribusiness, Certificate*

Banking and Financial Services, Certificate

Cyber Management & Analytics, Certificate

Health Care Informatics, Certificate*

* Certificate programs offered in partnership with the College of Agriculture and Human Ecology and the College of Interdisciplinary Studies.





Academic Departments

Department of Accounting

Chair, 9 Faculty, 1 Staff

Department of Economics, Finance, & Marketing

Chair, 14 Faculty, 1 Staff

Department of Decision Science & Management

Chair, 18 Faculty*, 1 Staff

Graduate Programs

Assistant Dean, 1 Staff

* DSM faculty include the Mayberry and Owen Chairs of Excellence.





Administration and Centers

College Administration

Dean, Associate Dean, 3 Staff

Student Success Center

Director, 6 Staff

Centers Funded by External Grants/Contracts

iCube

Executive Director, 2 Directors, 8 Staff

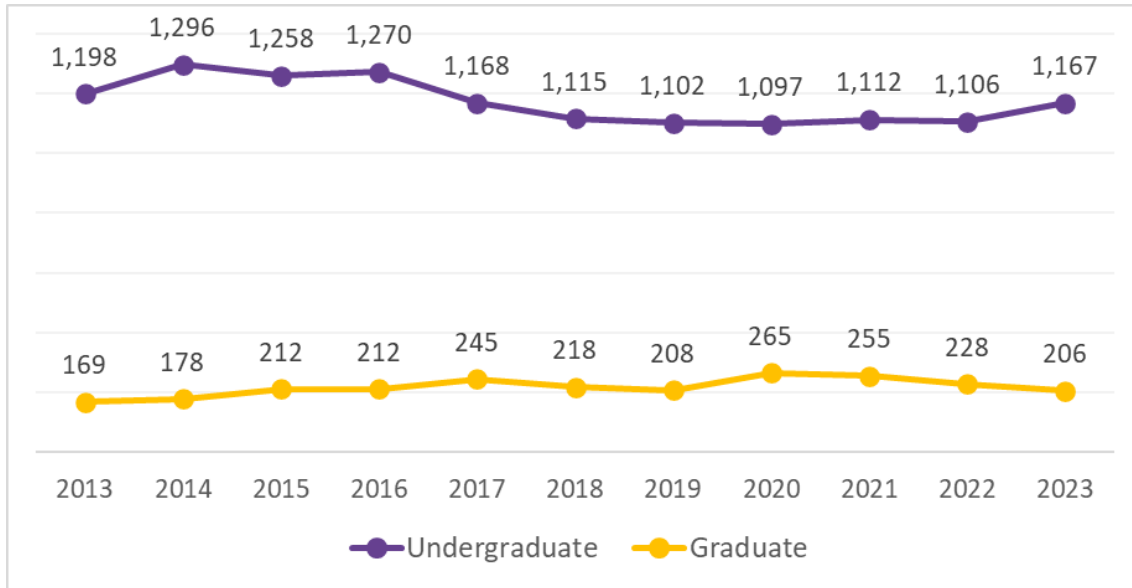
Small Business Development Center

Director, 2 Staff





Enrollment Trends



2023-24 Enrollments

Undergraduate

- Business Management -- 334
- Marketing -- 204
- Accounting -- 200
- Business Information & Technology -- 168
- Finance -- 157
- Business Undeclared -- 66
- Economics -- 19
- International Business and Cultures -- 19

Graduate

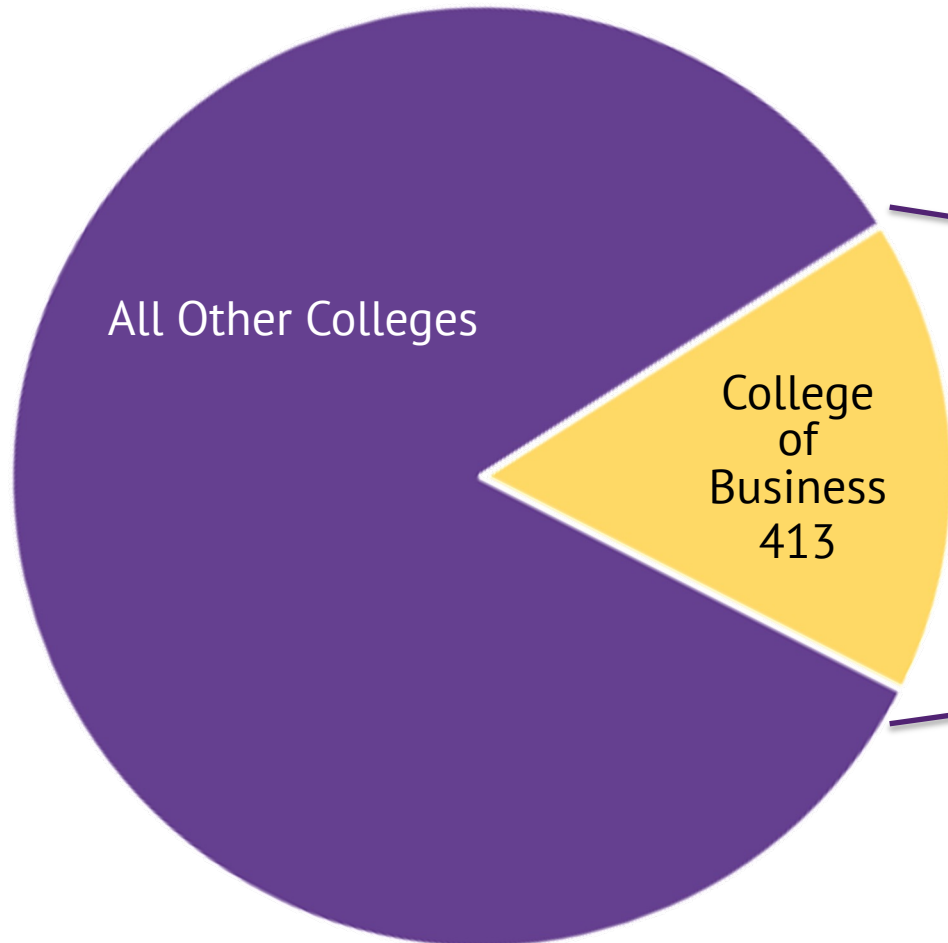
- Master of Business Administration -- 179
- Master of Accountancy -- 27



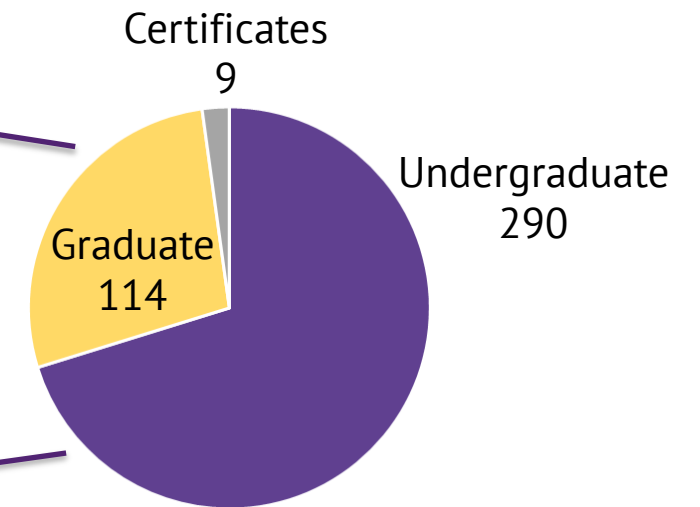
Degrees and Certificates Awarded

Academic Year 2022-2023

University



College of Business





Dr. Alma Núñez



**Student Banking Advisory Board Partners
with Wilson Bank and Trust**



Dr. Stuart Wells

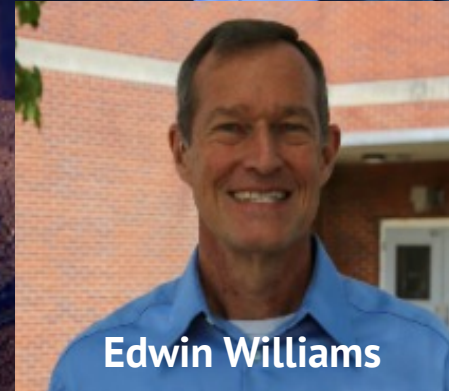


Seth Williams

Tennessee Tech students complete two-semester partnership with The Exceptional Bean



Dr. Tom Timmerman



Edwin Williams

Tech and Averitt team up to ready the supply-chain workforce of the future

New Johnson Hall

View from Tucker Stadium



Current Johnson Hall



