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RECRUITMENT UPDATE AND PLAN MOVING FORWARD



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Fall 2016 Enrollment Recap



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Freshman Class of 2020 Fun Facts

- Represents 26 states and 12 countries
- 9 Valedictorians and 10 Salutatorians
- 1 National Merit Scholar

- The most common girl names are Alexis & Sarah (13).
- The most common boy name is Jacob (8).
- The student from who traveled the farthest in the United States is from Waimnalo, HI.
- The student from who traveled the furthest overall (8,326 miles) is from Mumbai, India.





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Final 2016 Headcount

Total Headcount as of September 30, 2016

	Fall 2016	Fall 2015	Number of Students	Percent Difference
Undergraduate Degree-Seeking	4,791	4,786	5	0.10%
Undergraduate Non-Degree	300	287	13	4.53%
Graduate Degree-Seeking	781	756	25	3.31%
Graduate Non-Degree	237	202	35	17.33%
Total Undergraduate	5,091	5,073	18	0.35%
Total Graduate	1,018	958	60	6.26%
TOTAL HEADCOUNT	6,109	6,031	78	1.29%



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Enrolled Freshman Profile

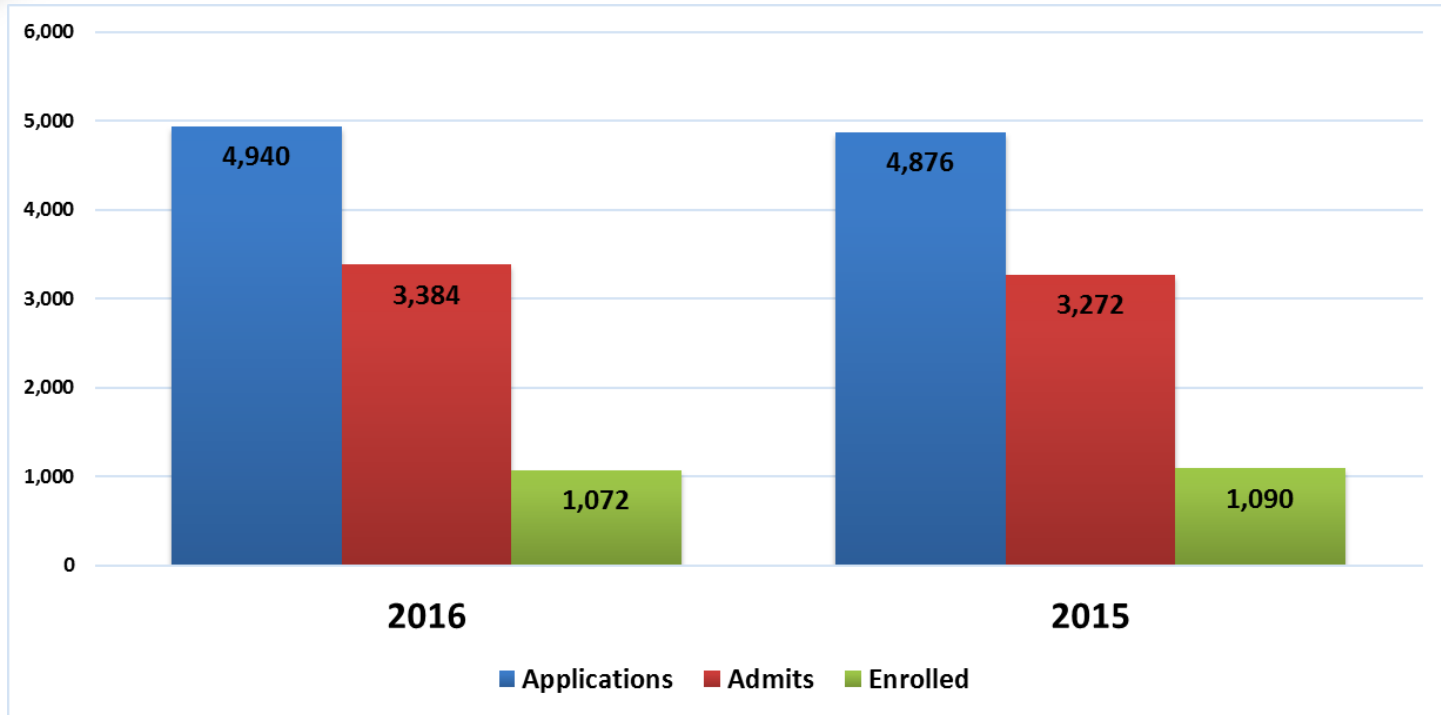
	2016	2015	Number of Scores used for Admission
SAT	1029	1024	408
ACT	23	23	622 ¹
HS GPA	3.92	3.91	NA

¹ The S.C. General Assembly passed legislation in 2014 requiring that all 11th grade students take WorkKeys® as well as an assessment that measures college readiness. The ACT was chosen as a result of a state procurement.



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Freshman Applications, Admits and Enrollment for 2016 and 2015



- In comparison to 2015,
 - Applications increased by 64 applications or by 1.31%.
 - Admits increased by 112 admits or by 3.42%.
 - Enrollment decreased by 18 students or by -1.65%.
- Admit to Enrollment Yield 31.68%, compared to 33.31% in 2015.



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Freshman Enrollment by College

	2016	2015	(+/-)	Percent Difference
College of Arts & Sciences	422	440	-18	-4.09%
College of Business Administration	166	170	-4	-2.35%
College of Education	240	246	-6	-2.44%
College of Visual & Performing Arts	172	156	16	10.26%
University College	72	78	-6	-7.69%
Total	1,072	1,090	-18	-1.65%



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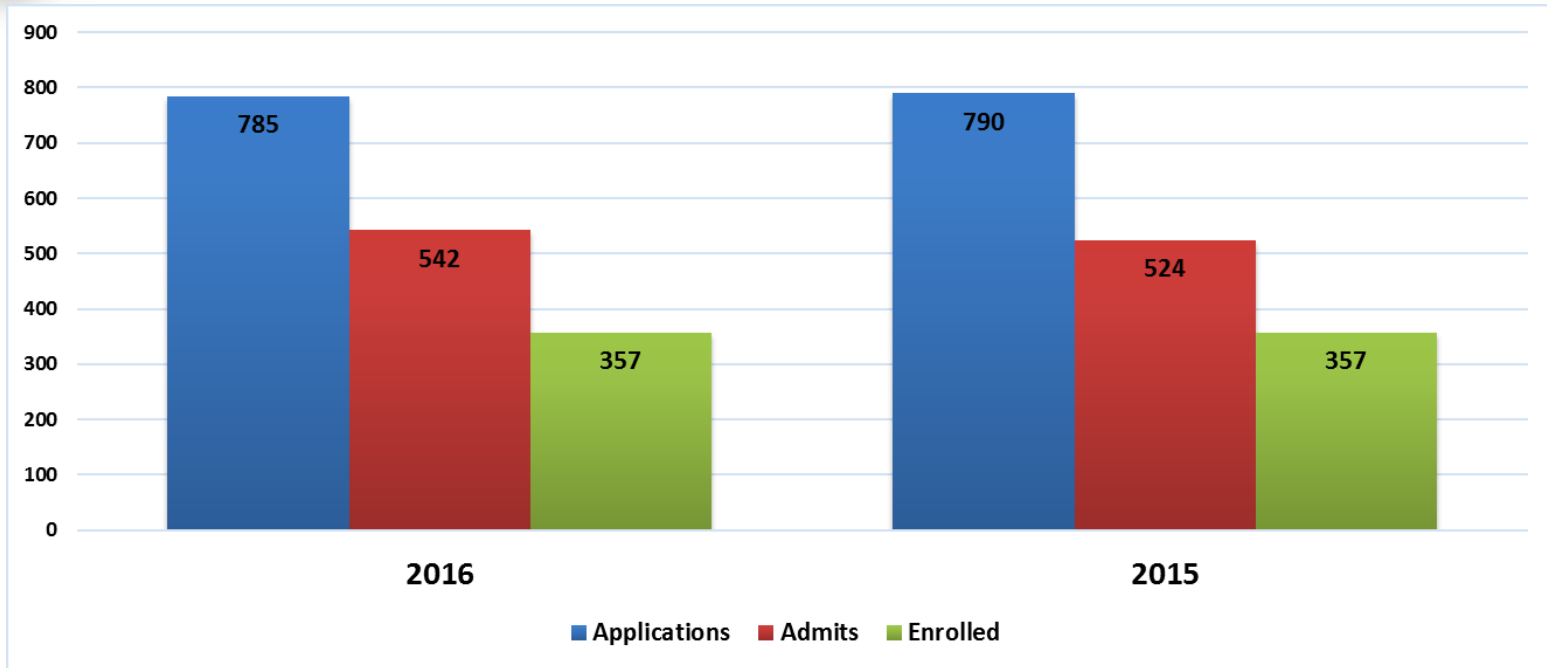
Top Feeder High Schools for Enrolled Freshmen

High Schools	2016	2015
Blythewood High School	24	14
Rock Hill High School	22	25
Nation Ford High School	20	23
Northwestern High School	20	26
Fort Mill High School	19	32
Clover High School	18	19
Ridge View High School	17	13
Bluffton High School	16	8
Summerville High School	16	17



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Transfer Applications, Admits and Enrollment for 2016 and 2015



- In comparison to 2015,
 - Applications decreased by 5 applications or by -0.63%.
 - Admits increased by 18 more admits or by 3.44%.
 - Enrollment remained consistent at 357 enrolled new transfers.
- Admit to enrollment yield was 65.87%, compared to 68.13% in 2014.



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Enrolled Transfer Feeder Colleges

College/University	2016	2015
York Technical College	125	102
Midlands Technical College Beltline	15	19
University South Carolina Lancaster	14	8
Nantong University	10	10
Greenville Technical College	9	10
Coastal Carolina University	7	6
Tri-County Technical College	7	8
North Greenville University	6	6
South Carolina State University	6	6
University of South Carolina Columbia	6	2
Spartanburg Methodist College	5	5
University of South Carolina Beaufort	5	5
University of South Carolina Upstate	5	3

Notes:

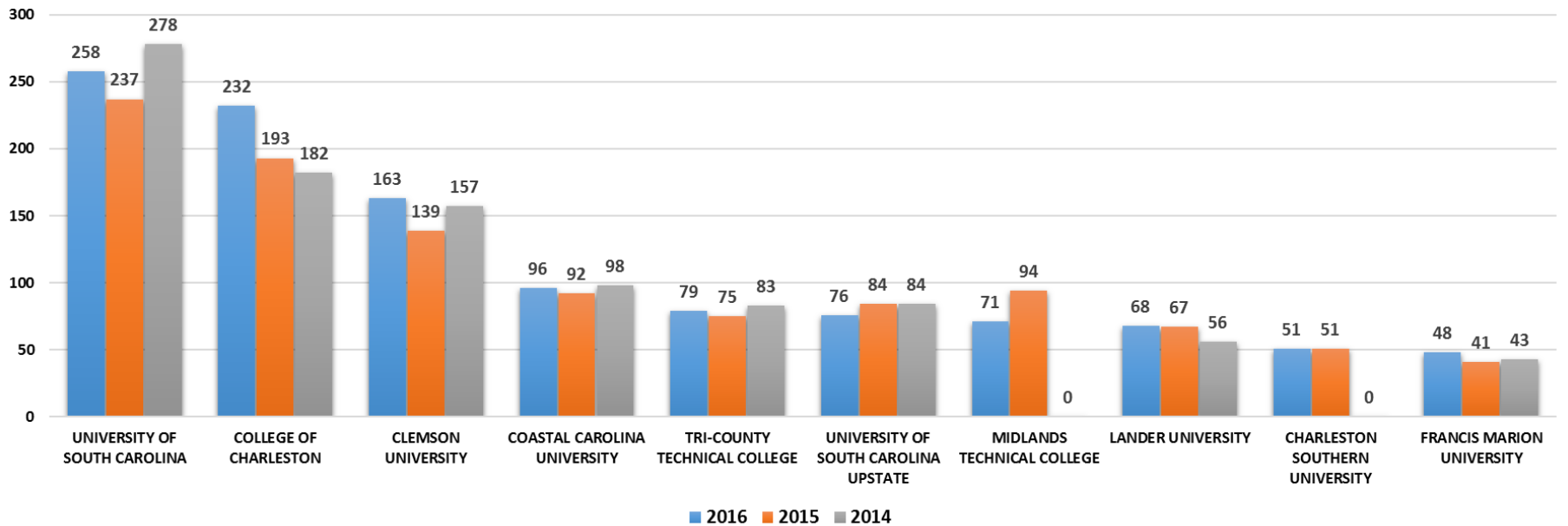
- Winthrop has a partnership with Nantong University in China to enroll international students.



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Top 10 College/University Enrollment

2014-2016 Top 10 Attending Colleges/Universities

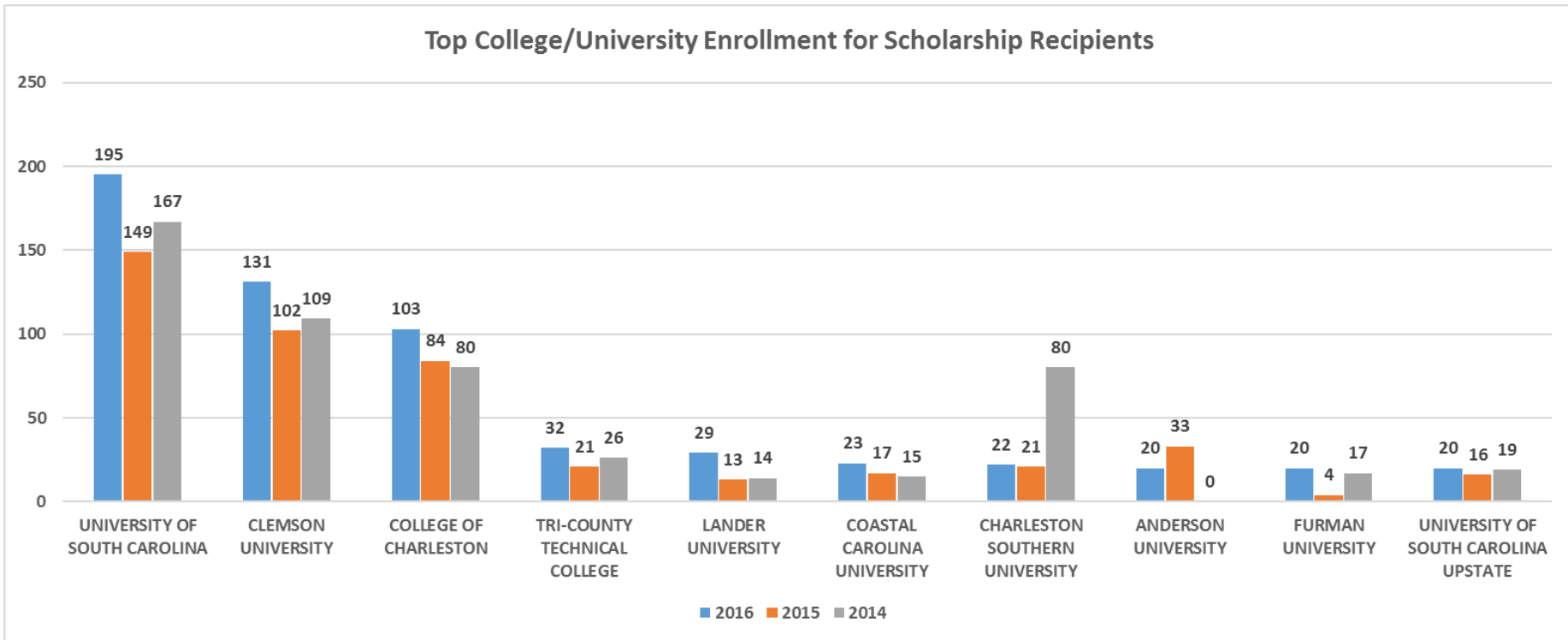




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College/University Enrollment for Scholarship Recipients

Top College/University Enrollment for Scholarship Recipients

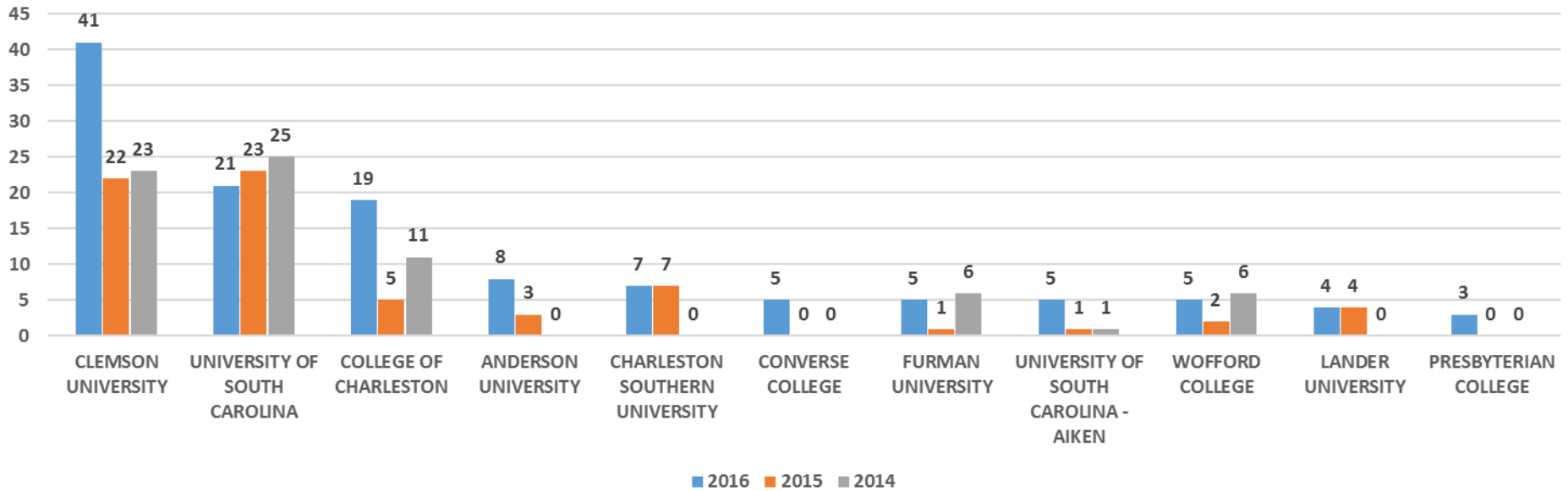




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College/University Enrollment for Palmetto/Winthrop Fellows Recipients

Top College/University Enrollment for Palmetto/Winthrop Fellows Recipients





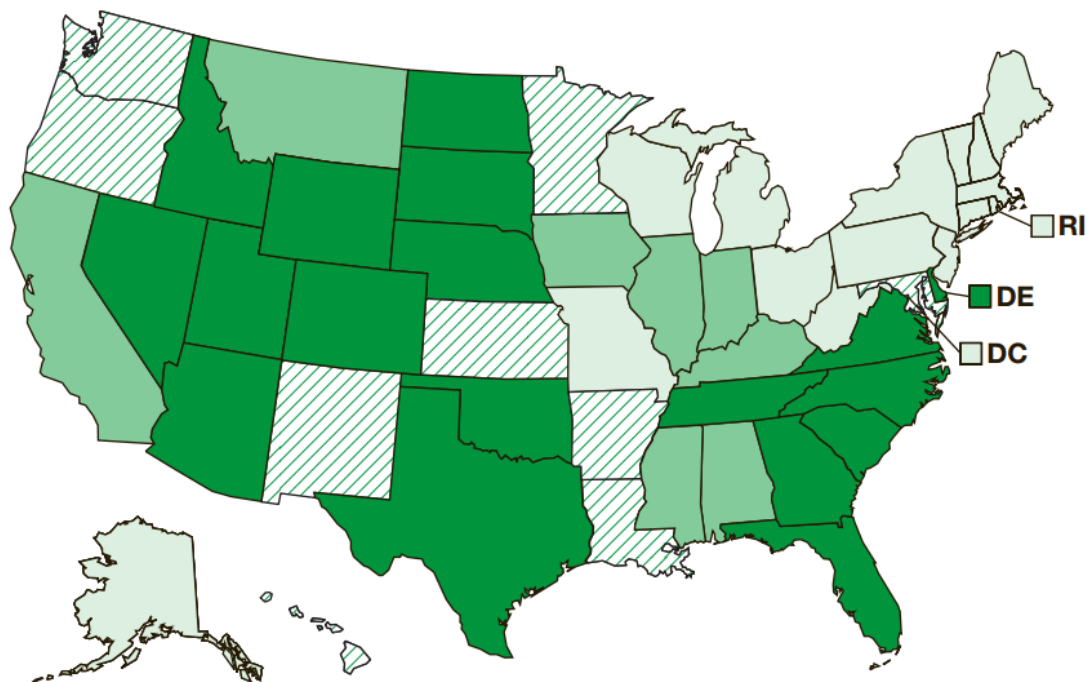
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Fall 2017 Goals and Recruitment Plan Overview



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Percent Change in Public High School Graduates by State 2009-2010 through 2023-2024

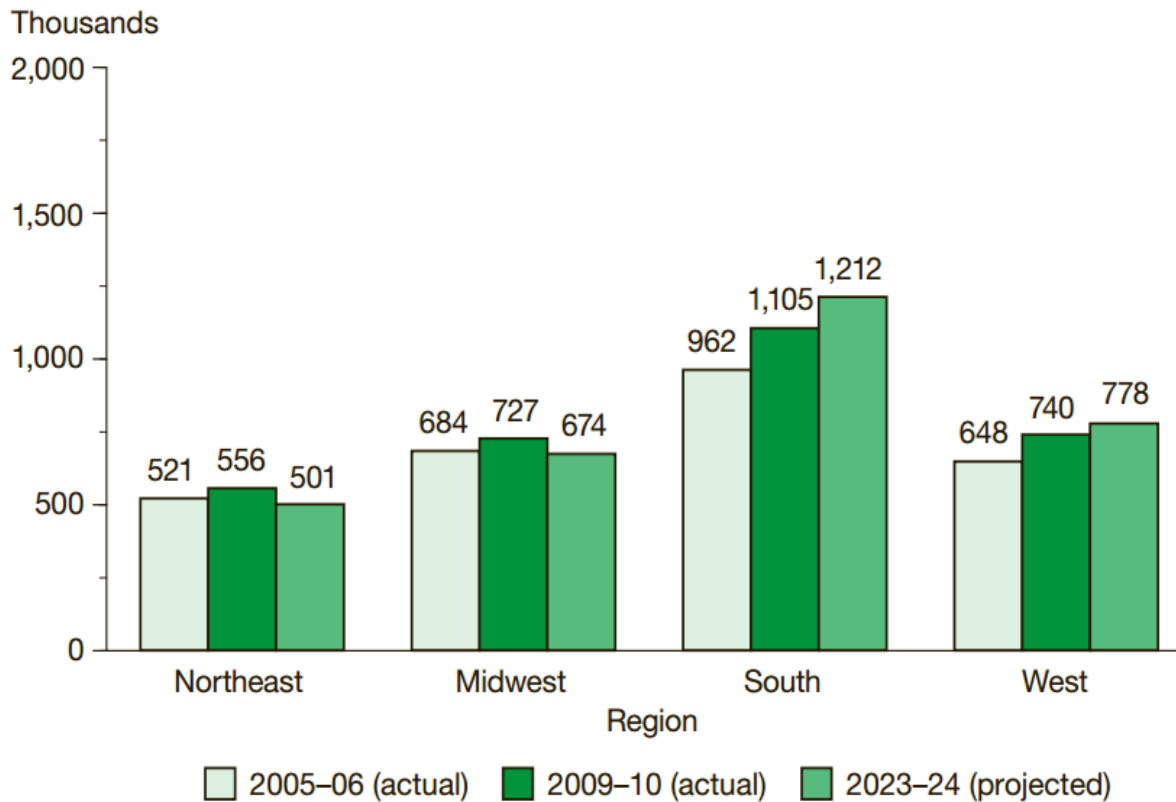


- 5 percent or more lower in 2023–24 than in 2009–10
- Less than 5 percent lower in 2023–24 than in 2009–10
- ▨ Less than 5 percent higher in 2023–24 than in 2009–10
- 5 percent or more higher in 2023–24 than in 2009–10

Source: Projections of Education Statistics to 2023, April 2016 <https://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2015073>



Projected Numbers of Public High School Graduates by Region: School years 2005-2006, 2009-2010, and 2023-2024



The number of public high school graduates is projected to:

- Decrease by 10% in the Northeast by 2023-2024.
- Decrease by 7% in the Midwest by 2023-2024.
- Increase by 10% in the South by 2023-2024.
- Increase by 5% in the West by 2023-2024.



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2017 Freshmen & Transfer Goals

2017 FRESHMAN GOALS

PROSPECTS: 30,263

APPLICATIONS: 5,192

ADMITS: 3,576

ENROLL: 1,150

2017 TRANSFER GOALS

APPLICATIONS: 876

ADMITS: 601

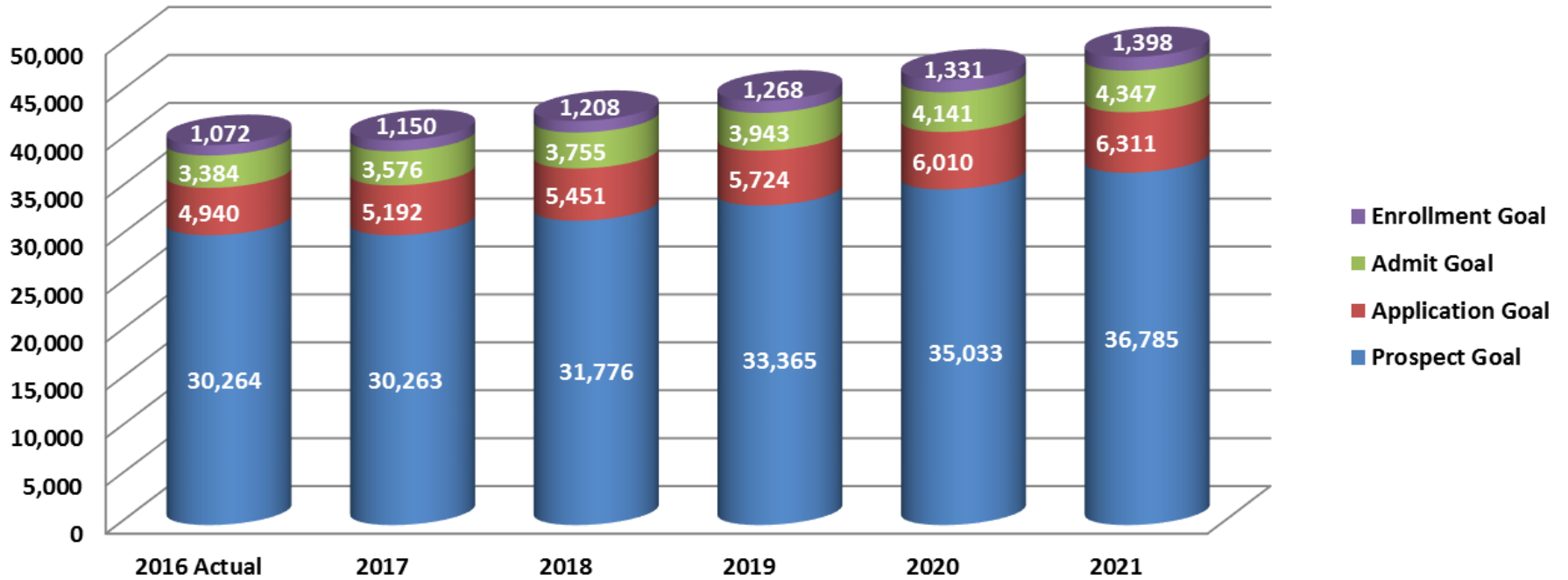
ENROLL: 400



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Freshman Admissions Funnel for 2016 - 2021

2016-2021 Freshmen Admissions Funnel

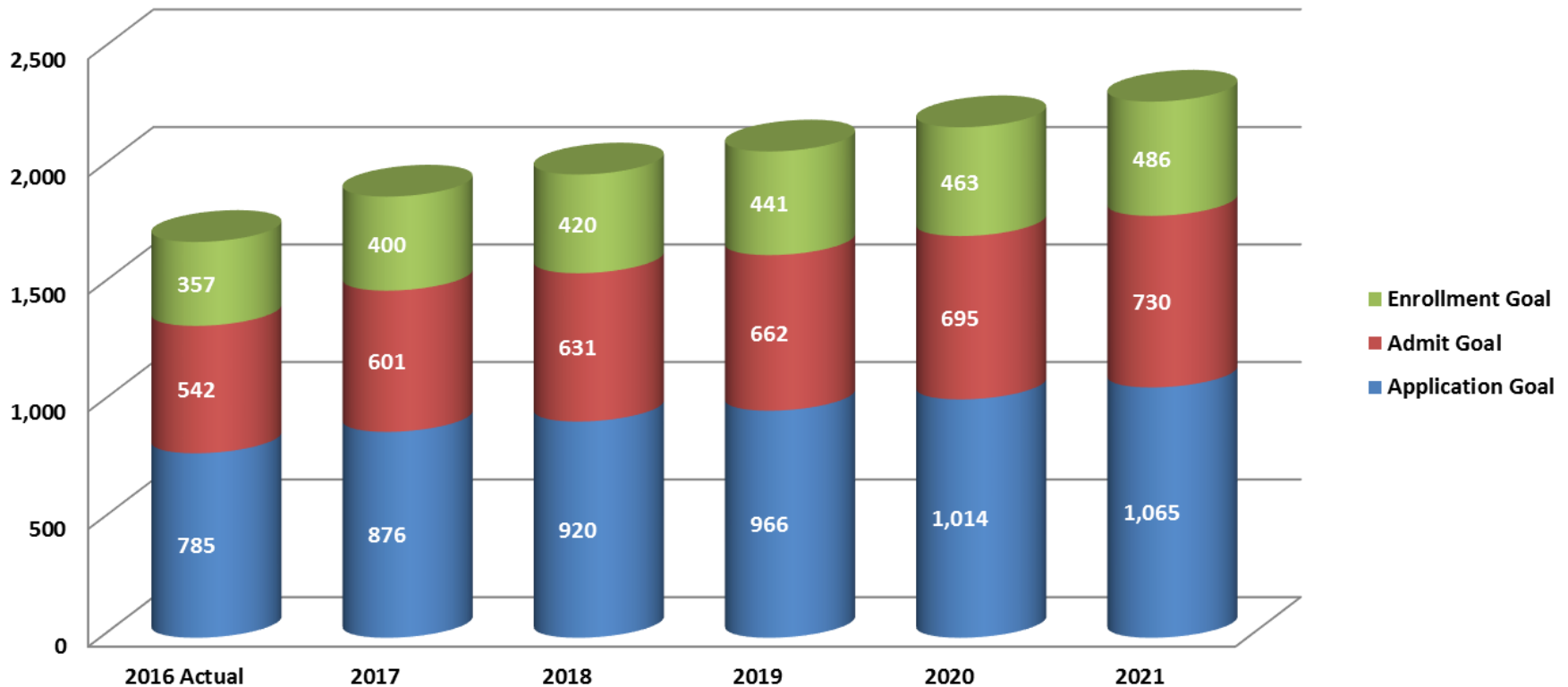




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Transfer Admissions Funnel for 2016 - 2021

2016-2021 Transfer Admissions Funnel





2016 - 2017 Recruitment Focus

Priority Markets (Out-of-State)

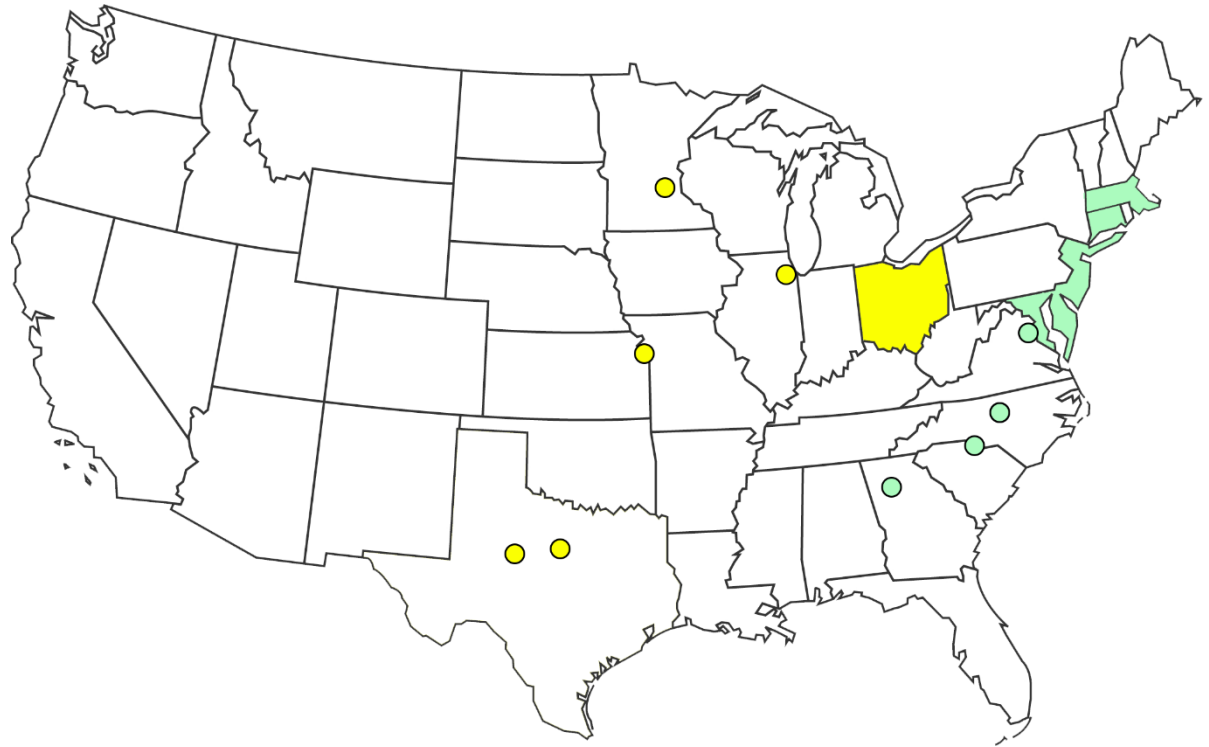
1. North Carolina
(Charlotte/Mecklenburg County; Raleigh/Durham)
2. Washington, DC Metro
3. Atlanta
4. Central & Northeast Florida
5. New York (Long Island)
6. New Jersey
7. Connecticut/Massachusetts

Exploratory Markets

1. Ohio (Cincinnati)
2. Texas (Dallas/Fort Worth)
3. Kansas City
4. Minneapolis/St. Paul
5. Chicago

Key:

Green – Priority Market
Yellow – Exploratory Market



South Carolina

1. Columbia, West Columbia, Orangeburg, Sumter
2. Rock Hill / Fort Mill Metro
3. Greenville/Anderson
4. Charleston
5. Spartanburg/Gaffney



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Recruitment Plan Focus On:

- Travel
- Staff
- Freshmen, Transfer, Non-traditional, Veterans
- International
- Marketing
- Technology
- Campus Visit Experience
- Social Media
- Alumni Recruitment Network (WAAV)
- Revamped Scholarship Program
- Parent Outreach



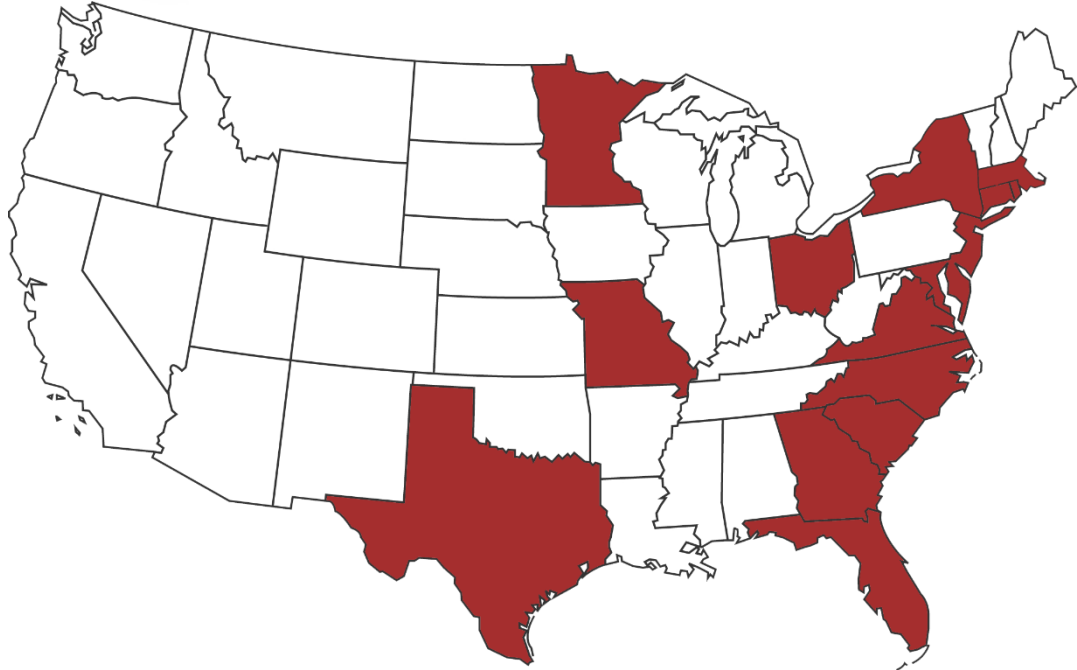
Working with Academic Programs

- Annual town halls with each academic college
- Admissions has liaisons for each academic college
- Created internal website for our counselors, student staff, and other team members
- Creating program-specific sheets with the help of the departments and University Relations
- Partnered with various programs for specialized recruitment efforts
- Improving coordination of communication plan



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2016 - 2017 Recruitment Initiatives



In the fall of 2016, Winthrop Admissions and Recruitment staff will spend approximately three months recruiting in 16 states and Washington, DC

213 College Fairs

(High School & Transfer)

Typically hosted by a high school, college or county, both in South Carolina and out-of-state

66 College Application Days

An initiative by the South Carolina Commission on Higher Education focusing on college access

130 High School & Transfer Visits

Presentations to high school students or meetings with college counselors

12 Special Events

Alumni/Admissions events; counselor breakfasts and lunches; meet-and-greets with prospective students



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2016-17 Campus Visit Events for Prospective and Admitted Students

Preview Day

Saturday Open House

October 29, 2016

February 25, 2017

First Look Friday

*Admissions Presentation , Campus Tour, and
Academic Experience*

January 13, 2017

February 17, 2017

Saturday Visit

Admissions Presentation and Campus Tour

October 1, 2016

November 12, 2016

March 11, 2017

April 22, 2017

Transfer Tuesday

*Tour and Presentations by Admissions and
Student Services for Prospective Transfers*

October 4, 2016

November 15, 2016

December 6, 2016

January 3, 2017

March 7, 2017

April 11, 2017

Worldwide Winthrop Day

Admitted Student Event

April 8, 2017

THANK YOU!

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