

***Focus Discussion:
Enrollment
September 21, 2012***

Enrollment by Degree Level and Type

Fall 2011 versus Fall 2012

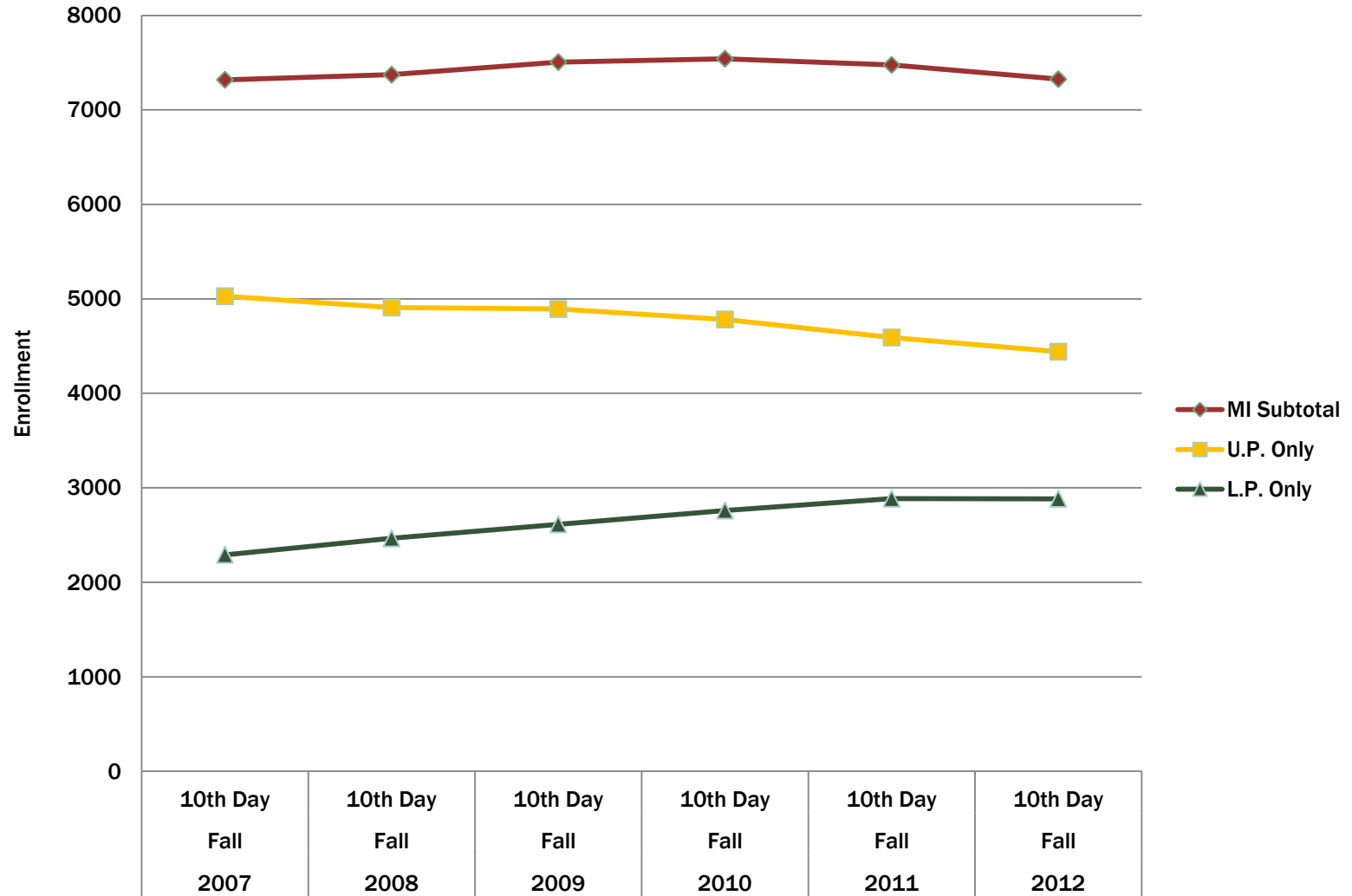
(As of 10th day of classes)

	10th Day Fall 2011	10th Day Fall 2012	Difference 10th Day 2012 - 2011
Nondegree High School	23	15	-8
Nondegree Undergraduate	203	223	20
Nondegree Vocational	0	13	13
Certificate/Diploma	162	191	29
Vocational	38	32	-6
Associate	1,148	1,096	-52
Baccalaureate	7,041	6,881	-160
Undergraduate	8,615	8,451	-164
Graduate Certificate	10	4	-6
Masters	462	450	-12
Education Specialist	0	3	3
Nondegree Graduate	165	190	25
Graduate	637	647	10
Total Enrollment 10th Day	9,252	9,098	-154

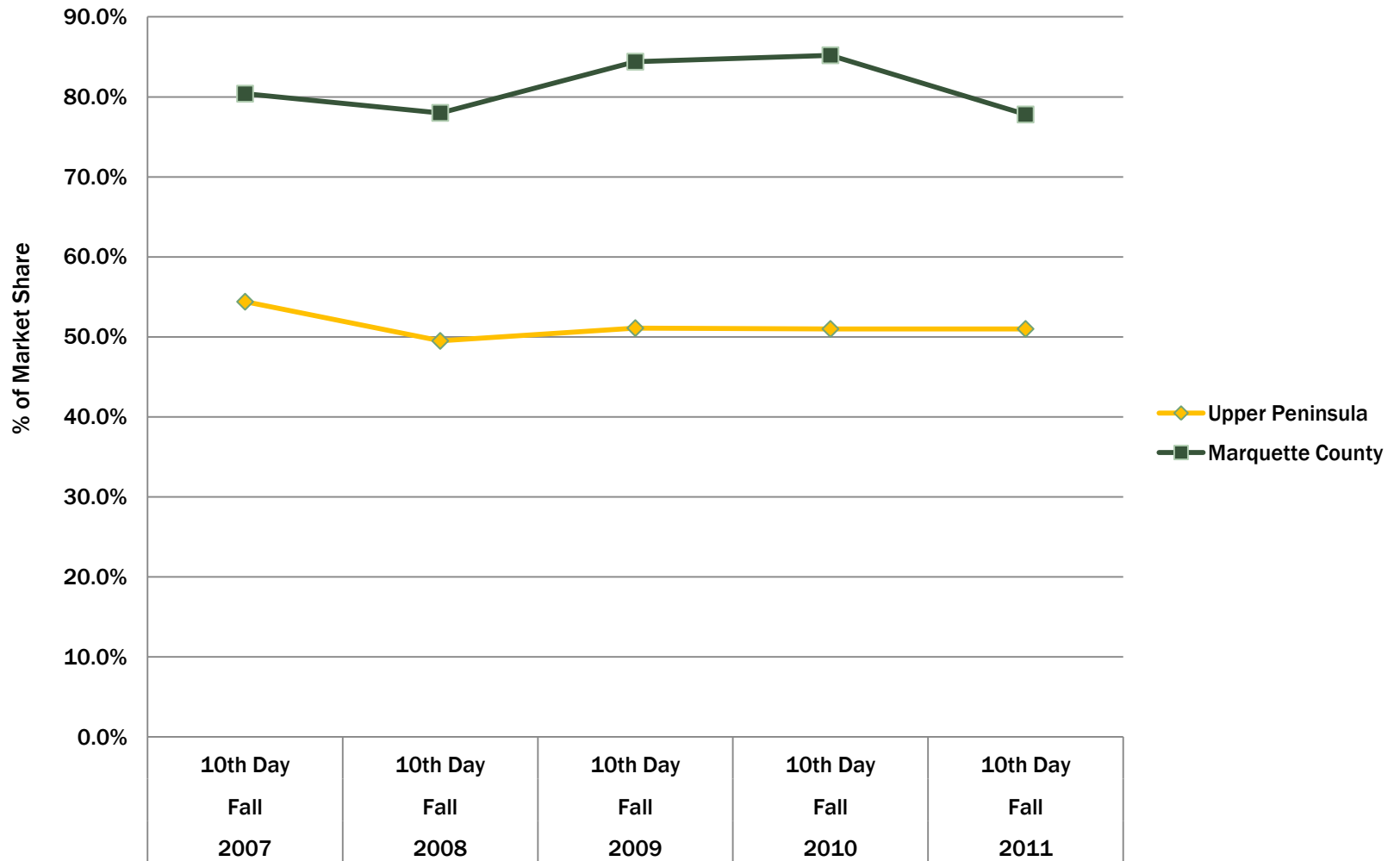
Fall 2011 versus Fall 2012 Total Enrollment by Original Recruiting Region (10th Day Counts)

	10th Day 2011	10th Day 2012	Difference 2012-2011
Michigan			
West-Central U.P.	4,377	4,249	-128
Eastern U.P./North L.P.	780	767	-13
Central-Lower L.P.	497	523	26
Southwest-Lower L.P.	625	605	-20
East-Central L.P.	835	820	-15
Southeast L.P.	362	361	-1
Total	7,476	7,325	-151
Other U.S. and Missing	1,776	1,773	-3
Total	9,252	9,098	-154

Michigan Total Enrollment by State Region



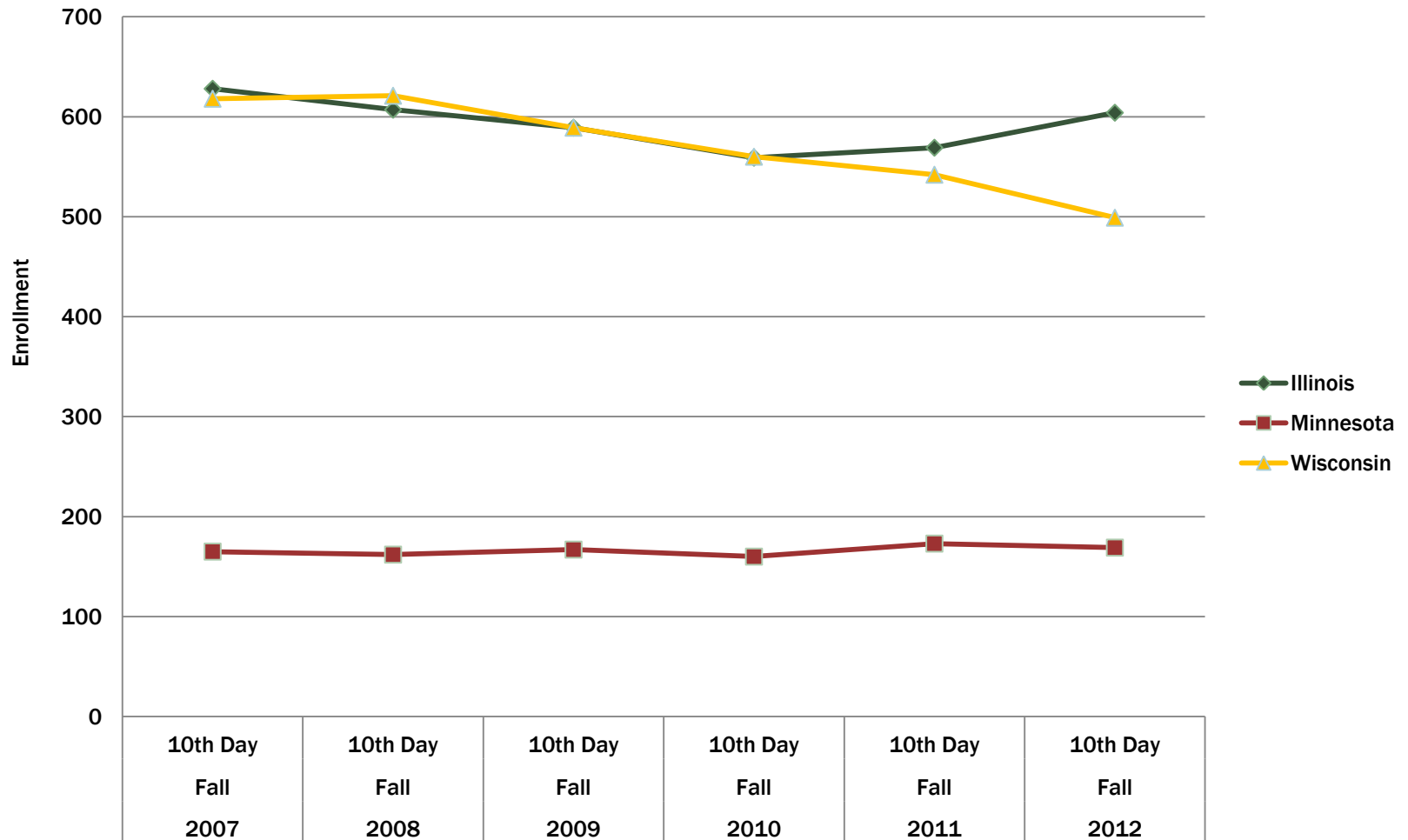
NMU Market Share of First-Time, Full-Time New Freshmen (of Michigan Public Universities)



Total Enrollment by State
Fall 2011 versus Fall 2012
(As of 10th Day of Classes)

U.S. Enrollment	Fall 2011	Fall 2012	Difference 2012-2011
Michigan	7,476	7,325	-151
Illinois	576	604	28
Wisconsin	542	499	-43
Minnesota	173	169	-4
California	44	40	-4
Indiana	35	38	3
Florida	29	35	6
Ohio	28	29	1
Texas	18	18	0
New York	20	20	0
Other States	218	215	-3
Non-U.S. and Missing	93	106	13
TOTAL	9,252	9,098	-154

NMU Total Enrollment by Midwestern Region with Selected States Shown



International Enrollment

Fall 2007-2012

	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012
China				22	36	35
Canada	22	24	19	13	14	17
Germany		2	6	4	10	7
Brazil			5	7	8	8
Korea				5	8	9
Japan	6	3				2
India		3		4	3	5
Finland		3	2			4
Norway		3			3	2
Sweden	3	5	6	4		4
Kenya	3					
Saudi Arabia					3	11
Other / Missing	31	23	30	33	33	24
TOTAL	65	66	68	92	118	128

*Fall 2011 versus Fall 2012 Enrollment
by Veteran Status
10th Day Comparison*

	10th Day Fall 2010	10th Day Fall 2011	10th Day Fall 2012
Male	163	170	203
Female	58	43	61
Total	221	213	264

Baccalaureate First-Time, Full-Time New Freshmen

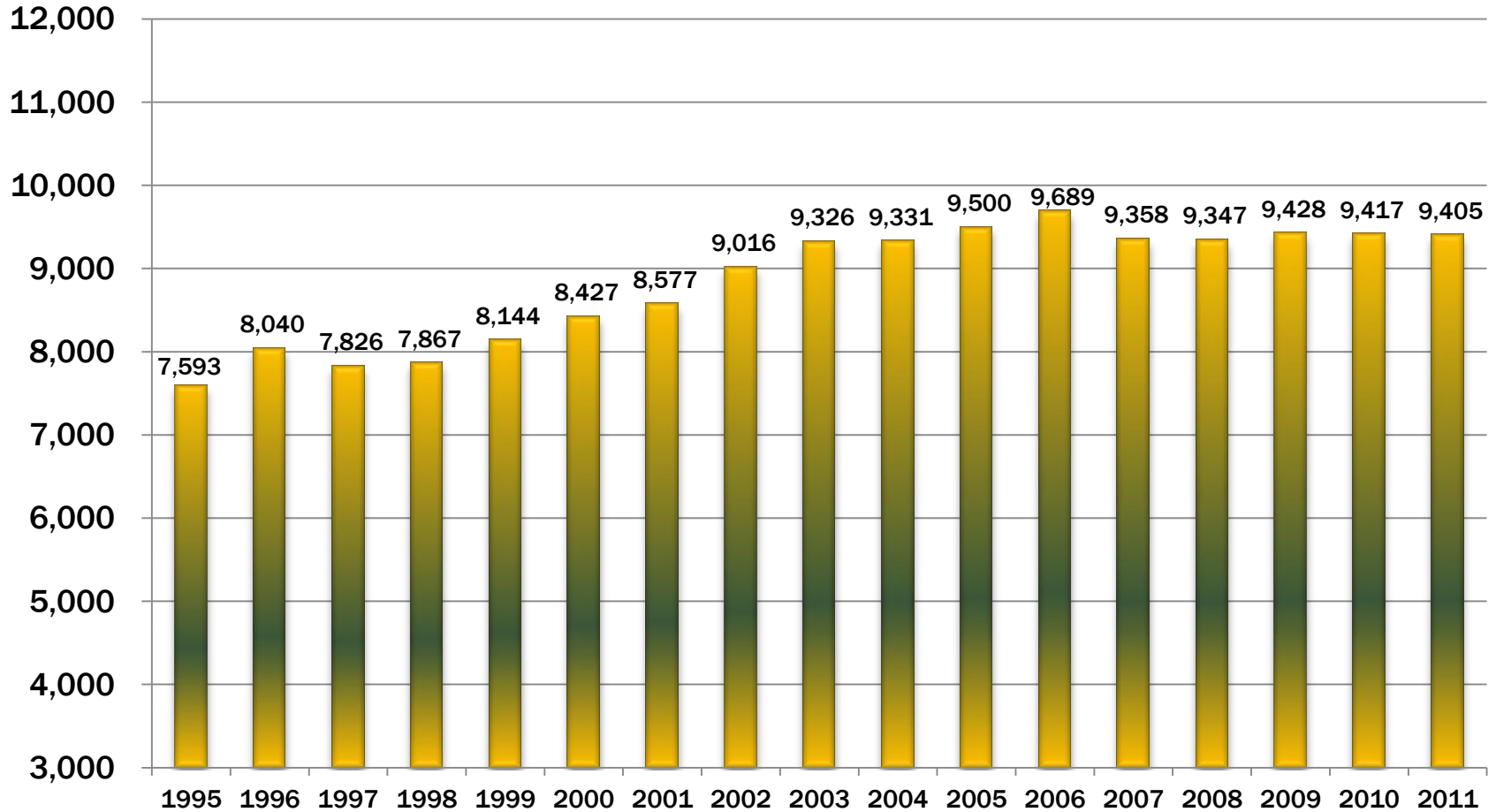
Selected Academic Credentials

Fall 2003 through Preliminary Fall 2012

	2003	2004	2005	2006	2007	2008	2009	2010	10th Day 2011	Final 2011	10th Day 2012
Total Enrollment	1,286	1,388	1,372	1,355	1,355	1,334	1,246	1,210	1,323	1,308	1,215
Average ACT Composite	22.4	22.3	22.7	22.3	22.6	22.5	22.7	22.9	22.8	22.8	22.5
Average High School GPA	3.02	3.05	3.08	3.04	3.07	3.09	3.09	3.12	3.14	3.14	3.13
Number who met all Admissions Criteria	914	1,027	1,018	976	1,027	1,028	976	957	1,058	1,043	969
% who met all Admissions Criteria	71.1%	74.0%	74.2%	72.0%	75.8%	77.1%	78.3%	79.1%	80.0%	79.7%	79.8%
Number with ACT Composite = 30+	38	43	60	37	64	54	57	62	72	71	52
Number with High School GPA = 4.00	86	117	136	101	113	116	102	117	160	160	125

**Beginning of semester*

Enrollment History



Why?

- ▶ **Challenging demographics**
- ▶ **Enrollment – doing the same as most**
- ▶ **Financial sustainability – tuition is greater portion of budget**
- ▶ **Environmental risk – competition**
- ▶ **State metrics performance funding**
- ▶ **Funding the infrastructure**
- ▶ **Need to grow to survive**
- ▶ **More funds to invest in programs**
- ▶ **Excellence is our goal**
- ▶ **To be “Best of Best”**