



LAKE SUPERIOR
STATE UNIVERSITY



2023-2025 Enrollment Management Plan

Contents

Executive Summary	3
Enrollment Profile.....	5
History	5
Challenges	6
Progress	9
Enrollment Management Action Plans.....	10
Goal 1.....	10
Goal 2.....	11
Goal 3.....	12
Goal 4.....	13
Enrollment Projections.....	13

Executive Summary

Lake Superior State University (LSSU) sets goals and establishes strategies to increase enrollment in alignment with this institution's 2020-2025 Strategic Plan. The recruitment and retention goals and strategies outlined in this Enrollment Plan correlate to timelines laid out in the overarching Strategic Plan. The framework that guides this plan is to recruit and retain students who will, upon graduation, be equipped "with the knowledge, practical skills, and inner strength to craft a life of meaningful employment, personal fulfillment, and generosity of self within an inclusive atmosphere, all while enhancing the quality of life of the Great Lakes region and the world."

The culture of LSSU is highly focused on meeting the unique needs of our students. Our distinctive student body is comprised of approximately 75% first-generation students, more than 40% are low-income, and about 75% require some type of developmental math before they can enroll in the college level mathematics courses required for their academic programs. Those challenges are mitigated somewhat with a student-to-faculty ratio of 16:1, and by both faculty and staff who are truly dedicated to providing personalized support and services to fit students' individual needs. Our institution employs a faculty advising model in which students receive academic guidance directly from one of the faculty members teaching in their program. This model affords students an opportunity to connect and build relationships with their program's faculty. Our faculty and staff take pride in providing our underserved student populations with the tools they will need to be socially mobile and to succeed in the workforce of the future.

LSSU offers a wide range of curricular and co-curricular programs that support, challenge, and transform our students. We celebrate our diverse community and are committed to fostering a culture of inclusion and belonging. We "believe in an innovation-driven, transformative education for all," promoting "an environment that values freedom of expression, the pursuit of truth, honesty, openness, and courteous behavior where everyone is treated with respect" (LSSU Vision Statement; LSSU Core Values). We recognize that in order to fulfill our commitment and promise to our students, the university must cultivate and sustain a strong, stable fiscal position. To that end, our enrollment plan is forward-thinking and methodically strategic in its goals and strategies, encompassing action plans as well as measurable assessment outcomes to evaluate progress and to institute adjustments as needed for those action plans. The specific enrollment goals and strategies to be accomplished by FY2025, when LSSU's current overarching Strategic Plan will be discharged, are as follows:

Goal 1: Provide current, relevant, and learner-focused academic programs to meet local, regional, and larger market demands while strengthening LSSU's fiscal sustainability through increased enrollment. *(Aligns with 2020-2025 Strategic Plan Goal Strategy 3.1.1)*

Enrollment Strategy 1.1: Identify and develop new learner-focused academic programs that meet local, regional, and larger market demands. *(2020-2025 Strategic Plan Goal Strategy 3.1.1)*

Enrollment Strategy 1.2: Develop instructional delivery methods that meet local, regional, and larger market demands. *(2020-2025 Strategic Plan Goal Strategy 3.1.1)*

Goal 2: Expand recruitment efforts through increased high school, middle school, and charter school visits and outreach programming. *(Aligns with 2020-2025 Strategic Plan Goal Strategy 4.4.1)*

Enrollment Strategy 2.1: Expand secondary school recruitment and outreach through increased site visits.

Enrollment Strategy 2.2: Expand secondary school recruitment and outreach through increased marketing for pre-college enrollment, GEAR-UP, summer camps, Open Houses and campus visits.

Enrollment Strategy 2.3: Expand financial aid workshops at schools and offer increased support services from LSSU's Financial Aid Office staff.

Goal 3: Develop and implement a strong Canadian recruitment plan. *(Aligns with 2020-2025 Strategic Plan Goal Strategy 1.2.4)*

Enrollment Strategy 3.1: Develop a scholarship program targeting Canadian students that addresses cost differential between Ontario and Michigan. *(2020-2025 Strategic Plan Goal Strategy 1.2.5)*

Enrollment Strategy 3.2: Establish an Office of International Engagement to enhance recruitment of, and support for, international students. *(2020-2025 Strategic Plan Goal Strategy 1.2.1)*

Goal 4: Strengthen LSSU's branding and identity through expanded marketing that promotes LSSU as an affordable learning-centered institution that prepares graduates to succeed in their future careers. *(Aligns with 2020-2025 Strategic Plan Goal Strategy 3.3.6)*

Enrollment Strategy 4.1: Improve and expand marketing for all of LSSU's academic programs.

Enrollment Strategy 4.2: Redesign program-specific webpages for better outreach/recruitment focus.

Enrollment Strategy 4.3: Expand marketing through social media, billboards, press releases, and other avenues to promote LSSU's affordability and innovative learner-centered programs.

Enrollment Profile

History

Since 1946, Lake Superior State University has occupied the site of the historic former U.S. Army base of Fort Brady, and fourteen of LSSU's buildings are listed on historic registers. Primarily attended by World War II veterans in its first decades of operation, it served first as an extension of Michigan's Mining and Technology College, and later for Michigan Technological University. The college became a separate entity in 1970 and was granted university status in 1987.

LSSU students primarily come from all 85 counties in Michigan with the largest number coming from the surrounding rural region of Michigan's Eastern Upper Peninsula (EUP) and the northern counties in the lower peninsula. Our immediate service area in the EUP spans 4,000 square miles across three counties with a steadily declining population, currently numbering 131,046. Historically, a majority of students attending LSSU have come from underserved and remote-rural K-12 schools in our region, and recent research has revealed significant gaps between the achievement scores across all grades for rural schools as compared to non-rural schools, with "non-rural students increasingly outperforming rural students" (Johnson, Kuhfeld, & Soland, 2021). In addition, "rural-remote schools had the lowest achievement scores" across subjects, grades, and terms. Postsecondary completion rates are low in Michigan's Eastern Upper Peninsula; less than 28% of enrollees go on to earn a bachelor's degree, less than 6% earn an associate degree, and less than 3% earn a certificate (MiSchoolData.org). Lake Superior State University strives to keep tuition costs low and to provide much needed support services for its high-risk students through financial aid and scholarship application assistance, through one-on-one academic advising and support services advising, and through extensive social-emotional and academic support programs.

As of fall 2020, enrollment data broken down by ethnicity (Table 1) demonstrates that a majority of students at LSSU are White/Non-Hispanic, which reflects the demographic data for Michigan's Eastern Upper Peninsula (EUP), the region that yields our highest enrollment. Native Americans are the next largest ethnic group enrolled at LSSU, which also reflects the population demographic of the EUP region.

Table 1: Enrollment by Ethnicity, Fall 2020

Ethnicity	% of Enrollment
Native American	8.57%
Asian American	1.32%
Black, Non-Hispanic	1.21%
Hispanic/Latino	1.53%
Non-Resident Alien	2.52%
Race/Ethnicity Unknown	18.10%
White, Non-Hispanic	66.75%
Enrollment Total	100%

Several schools and programs have historically high enrollment, and that trend continues; these programs include Business, Criminal Justice, Education, Engineering, Kinesiology, Fisheries and Wildlife Management, Nursing, and Cannabis Studies. Table 2 demonstrates enrollment totals for those schools and programs.

Table 2: Enrollment by School or Program, Fall 2020

School or Program	% of LSSU Enrollment
School of Business	14.32%
School of Nursing	10.47%
School of Engineering	10.05%
School of Criminal Justice	8.21%
School of Education	6.4%
Fisheries & Wildlife Mgmt. / Conservation Biology	4.21%
Kinesiology	4.16%
Total % of LSSU Enrollment	57.82%

In 2019, under the leadership of a new university President and new Provost, a 2020-2025 five-year strategic plan was developed for Lake Superior State University. Enrollment initiatives for the new plan included development of new academic programs to meet market demands across the region and nation, expansion of K-12 outreach and recruitment, development of a strong Canadian recruitment plan, and an original target enrollment goal of 2400 by the year 2025. Following the COVID pandemic and informed by nationwide declining data trends in postsecondary enrollments, LSSU's 2025 enrollment goal was revised to 1925 students; that new target continues to strive for a realistic and achievable enrollment number that meets the original intent of the strategic plan for enrollment growth. LSSU is committed to achieve right-sized annual percentage increases in enrollment that are appropriately aligned to that target and to the mission and resources of this institution.

Challenges

The National Student Clearinghouse Research Center's "[Stay Informed](#)" series has tracked pandemic impacts on national enrollment trends, stating "fall 2019 serves as baselines to investigate COVID-19's continued impact on the fall 2021 enrollment." LSSU has used this baseline for enrollment planning.

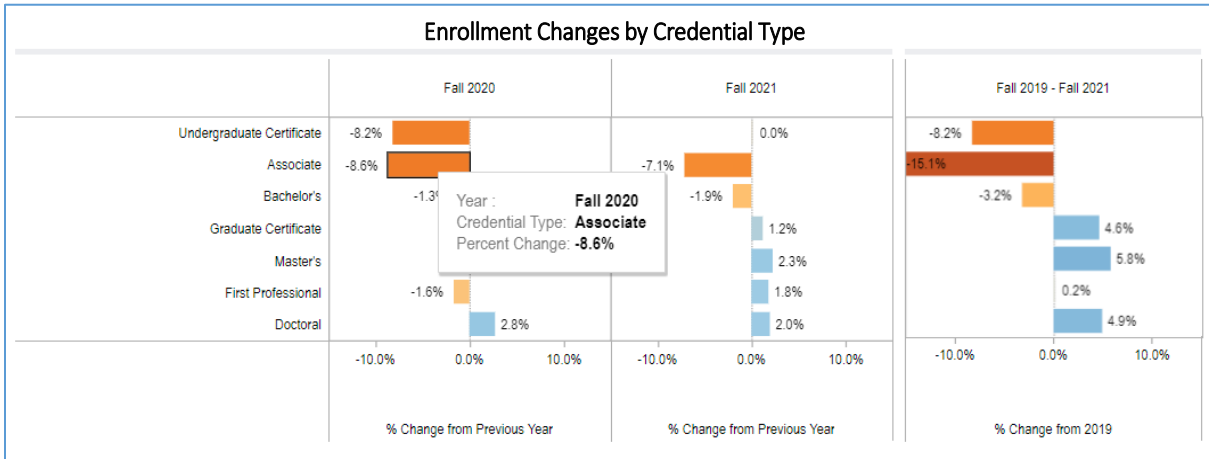
Fall 2021 Enrollment (As of Oct 21)

Roughly two months into the second fall semester of the pandemic, postsecondary enrollment was running 2.6 percent below fall 2019, for a total 5.8 percent drop. Undergraduate enrollment declined 7.8 percent from fall 2019. Graduate enrollment grew 2.1 percent, a total 4.9 percent growth since 2019.

Undergraduate enrollment continued to trend downward across all sectors, with the steepest drops in the private for-profit four-year and public two-year institutions. Undergraduate female students declined slightly more than males (-4.1% and -3.4%, respectively). Continued enrollment losses among traditional

college-age students (18-24) remain concerning (-2.6% for 18-20 and -3.3% for 21-24). Freshman enrollment declined -13.1% since 2019 in all sectors, except private nonprofit four-year institutions.

Figure 1: Enrollment Changes by Credential Type



LSSU's three-year pandemic and post-pandemic enrollment trends are shown in Table 3.

Table 3: LSSU 3-Year Enrollment Trends, 2020-2022

	Fall 2022	Fall 2021	Fall 2020
	Number of Students	Number of Students	Number of Students
Full-Time Students (12-16 credits)			
Returning	913	906	988
Transfers	85	107	118
Re-admits	18	18	23
FTIC	269	361	317
Non-Degree	7	6	0
FT-Dual Enrolled	0	3	21
Subtotal Full-Time Students	1,292	1,401	1,467
Part-Time Students (avg. = 6 credits)			
Transfers – NOT HS	28	35	40
Re-admits – NOT HS	14	26	14
FTIC – NOT HS	4	11	10
Non-Degree – NOT HS	6	6	8
Non-Degree Returns – NOT HS	130	121	131
Dual Enrolled & Concurrent Enrolled	166	101	39
Concurrent Enrolled	0	87	171
Early Middle College	11	18	22
Subtotal Part-Time Students	359	405	435
GRAND TOTALS	1,651	1,806	1,902

Current challenges in the postsecondary enrollment landscape show overall demographic declines in the college age population nationwide, and waning interest in attending a college or university exacerbated by the pandemic and by economic uncertainty. The National Student Clearing House Research Center reported in May 2022 that spring semester enrollment for that year was 4.7% below 2021, a decline of 1.4 million students nationally. Data for Michigan indicated the drop was 5.8% overall (one of the highest in the nation) with the largest declines occurring across regional public universities and community colleges nationwide. Furthermore, the decline since the spring of 2020 is 9.4% nationally.

The combination of nationwide declines in the college age population, the dwindling population of Michigan's Upper Peninsula – especially among all demographics below the age of 50 – and declining perception of value associated with higher education resulted in declines in LSSU's total enrollment over the past several years (Table 4).

Table 4: Five-Year Annual Headcount Enrollment

	2018	2019	2020	2021	2022
Enrollment: Total Headcount	2160	1964	1901	1806	1651

While LSSU experienced a -23.5% decrease in total headcount from 2018 since the onset of the pandemic, LSSU's enrollment strategies have produced upticks in application and admission activities.

Total applications, including all traditional populations (First Time in Any College - FTIAC, transfer, readmit, pre-college), have increased 22.2% and total admits 51.7% from 2020-2022 or the pandemic period (Table 5).

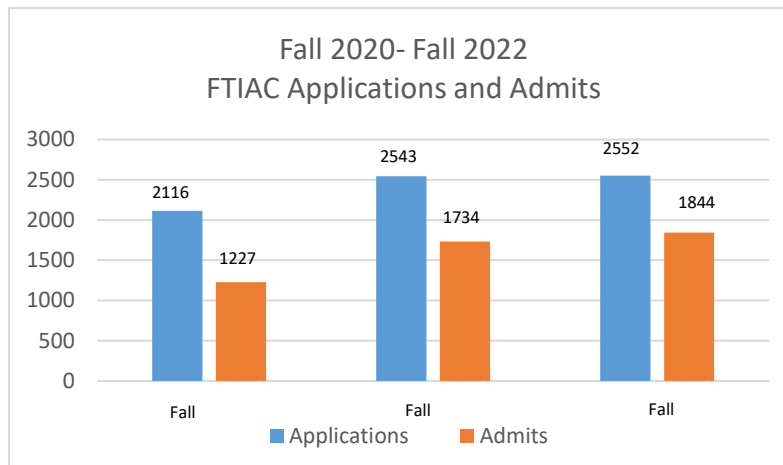
Table 5: Total Applications and Admits, 2020-2022

	2020	2021	2022	% Change 2020-2022
Total Applications	2639	3318	3226	22.20%
Total Admits	1521	2283	2307	51.70%
FTIAC Applications	2116	2543	2552	20.60%
FTIAC Admits	1227	1734	1844	50.30%

It is important to note that while there appears to be a decrease in total applications from 2021 to 2022, there was an unusually high number of deferments from the 2020 to 2021 recruitment cycle, in essence artificially inflating the 2021 data and as such comparisons from the start of the pandemic cycle (2020) to 2022 are more instructive.

Among our traditional student populations, the enrollment and retention of the First Time in Any College (FTIAC) population is critical to long term enrollment growth and success.

Figure 1 and Table 4 illustrate that FTIAC applications increased more than 20.6% and FTIAC admits increased more than 50.3% from 2020 and 2022.

Figure 2: Three-Year FTIAC Applications and Admits, 2020-2022

These increases are bolstered by a 65.4% reduction in students cancelling their applications across the comparison years, which implies our new communication and outreach strategies continue to resonate with prospects. Our specific challenges became amplified in the 2022 cycle which failed to produce an increase in new student enrollment for the first time since 2020. Our yield for FTIAC students fell from 16% to 11% from 2020 to 2022. The exogenous variables of pandemic apprehension, high inflation, distance, and record levels of entry level wages appear to have had an outsized impact on our prospective population's enrollments. These outcomes are reflective of decreases in yield that became widespread across the higher education eco-system during the pandemic period.

The National Student Clearinghouse Research Center's ["Stay Informed" series](#) has tracked pandemic impacts on national enrollment trends, stating "fall 2019 serves as baselines to investigate COVID-19's continued impact on the fall 2021 enrollment." LSSU has used this baseline for enrollment planning.

Progress

Fred A. Pierce III was selected as the new Dean of Admissions and Marketing in December 2019. With the onset of the pandemic in March 2020 recruitment activity was reduced to communication plans and virtual activities. During the early days of the pandemic the admissions team reworked outgoing communication plans to enhance the Customer Relationship Management system's effectiveness as well as developing a master communication calendar. Tour activity resumed in July 2020 and the admissions team elected to scale down tour size and increase the frequency from one to three tours daily. School visits and fairs remerged in a very uneven fashion in September 2021, ceased November 2021, and then resumed sparsely in April 2022. In essence, the sparse nature of traditional recruitment activities inhibited our ability to establish personal affinities with prospective students.

In an endeavor to enhance many of the goals outlined in the strategic plan related to enhanced recruitment, as well as K-12 outreach and relations, the administration elected to make several structural changes to maximize the enrollment services division's interactions with prospects. The following functions were moved under the Enrollment Services portfolio:

- Orientation moved February 2020
- Summer Camps as well as charter school camps and relations moved May 2021
- Pre-college enrollment (concurrent, dual, and early middle college enrollment) moved September 2021
- GearUP/College Day moved October 2021.

These changes enhanced enrollment services interactions with all K-12 school partners and resulted in substantial increases with onsite (both campus and high school) engagements and interactions with these student populations and their influencers.

Furthermore, with the migration of these pre-college responsibilities and the transition of seven enrollment services employees activities and responsibilities were redistributed and more rigorous territory management processes initiated in an effort to maximize recruiting effectiveness.

Many foundational changes in processes and strategies have been implemented with the intent of having positive influence on the long term enrollment trends of our prospective populations. However, the immediate impact of the COVID-19 pandemic on the higher education ecosystem necessitated the 2025 enrollment goal outlined in the Strategic Plan to be adjusted downward from 2,400 in response to nationwide declines in postsecondary enrollments. While LSSU experienced slight increases in new student enrollment during the first two years of the pandemic (2020-13.5% and 2021-6.9%), the pandemic clearly impacted our overall enrollment efforts.

Enrollment Management Action Plans

Goal 1

Provide current, relevant, and learner-focused academic programs to meet local, regional, and larger market demands while strengthening LSSU's fiscal sustainability through increased enrollment. *(2020-2025 Strategic Plan Goal Strategy 3.1.1)*

Strategy 1.1: Identify and develop new learner-focused academic programs that meet local, regional, and larger market demands. *(2020-2025 Strategic Plan Goal Strategy 3.1.1)*

Deans and faculty will be encouraged to research current trends and career tracks in their disciplines. As potential tracks for new programs are identified, they will conduct a full-scale needs assessment to determine if a new program fits within the mission of the university and the school. If school faculty and Deans determine that a new program proposal is advantageous to the institution and its students, a full Program Proposal will be developed and presented to the Curriculum Committee and the Provost.

Strategy 1.2: Develop instructional delivery methods that meet local, regional, and larger market demands. *(2020-2025 Strategic Plan Goal Strategy 3.1.1)*

Building upon the successes of new instructional delivery methods cultivated during the pandemic, Deans and faculty will be encouraged to research the potential effectiveness and the plausible appeal of offering existing and new programs in alternative ways. For example, professional development

certification programs could be designed and delivered online to non-traditional students (a target market currently underserved at LSSU).

Goal 2

Expand recruitment efforts through increased high school, middle school, and charter school visits and outreach programming. *(2020-2025 Strategic Plan Goal Strategy 4.4.1)*

Strategy 2.1: Expand secondary school recruitment and outreach through increased site visits.

1. Enrollment Services will confer with extant high school, middle school, and charter school partners to seek feedback on prior recruitment events. Feedback will be applied to redesign activities at future recruitment events. Enrollment Services will also work with partner schools to set a regular, cyclical schedule of recruitment events on location at those schools.
2. Enrollment Services will reach out to new high schools and middle schools in Michigan to expand its reach for recruitment events.
3. Enrollment Services will analyze calculated enrollment rates across Michigan, and use that data to restructure territory assignments to facilitate more efficient and effective scheduling of recruitment events.
4. Enrollment Services will annually collect and analyze and evaluate data from all recruitment and outreach events and make informed decisions for outreach improvement in the following year.

Strategy 2.2: Expand secondary school recruitment and outreach through increased marketing for GEAR-UP, summer camps, Open Houses and campus visits.

1. Enrollment Services will dynamically market the university's pre-college and GEAR-UP programs through school visits.
2. Enrollment Services will dynamically market K-12 summer camps through social media, local advertising, and attractive marketing materials delivered to partner schools.
3. Enrollment Services will vigorously recruit potential students at school sites to participate in campus visit events, Open Houses, and invitationals.
4. Enrollment Services will annually collect and analyze data from all marketing campaigns to evaluate that data and make informed decisions for outreach improvement in the following year.

Strategy 2.3: Expand financial aid workshops, scholarship application workshops, and scholarship opportunities at schools, as well as offering increased support services from LSSU's Financial Aid Office staff.

1. The Financial Aid Office staff and the Admissions team will confer with partner high schools to expand the offerings of financial literacy workshops and events on-site at those schools. These events will include financial aid workshops, scholarship application workshops, and information about LSSU scholarship opportunities.
2. The Financial Aid Office staff and the Admissions team will reach out to new high schools and middle schools in Michigan to offer financial literacy workshops and events. These events will

include financial aid workshops, workshops on pell and scholarship applications, and information about LSSU aid opportunities.

3. The Financial Aid Office staff will provide information to schools, parents, and potential students about the one-on-one support services they will provide free of charge.

Goal 3

Develop and implement a strong Canadian recruitment plan. *(2020-2025 Strategic Plan Goal Strategy 1.2.4)*

Strategy 3.1: Develop a scholarship program targeting Canadian students that addresses cost differential between Ontario and Michigan. *(2020-2025 Strategic Plan Goal Strategy 1.2.5)*

With the start of the pandemic in March 2020 international mobility was restricted with no end date in sight so our primary focus was directed at protecting as much of our domestic enrollment through existing aid programs as possible. Establishing the Ontario program will require either increases in institutional aid, redirection of existing institutional aid, or significant fundraising. These matters were not as prudent as triaging domestic pandemic enrollments.

In an endeavor to salvage and triage as many Canadian Commuters as possible a Canadian Commuter Housing rate was established that did address the exchange differential and minimized the number of times a Canadian commuter had to traverse the international border during the semester.

The Canadian border reopened April 2022 allowing us access to Ontario market once again. During this development the state of Michigan was also developing a new state aid program (Michigan Achievement Scholarship) that will provide as many as 75% of all Michigan high school graduates with as much as \$5,500 in aid for up to five years of enrollment. While all of the state aid packaging parameters are still being finalized our expectation is that we will experience savings in in our institutional aid resources that will allow us to pursue a Canadian Scholarship program more earnestly.

Strategy 3.2: Establish an Office of International Engagement to enhance recruitment of, and support for, international students. *(2020-2025 Strategic Plan Goal Strategy 1.2.1)*

Prior to the pandemic the majority of international recruitment was limited to Ontario students and student athletes. While the establishment of a more robust international recruitment strategy aligns with our aspirational goals, progress was limited to training two employees as Designated School Officials (DSO) to prepare the admissions team in handling increased international processing and activities as we emerge from the pandemic's restrictions.

Additionally, we have partnered with GROK Global Services effective January 2023 to provide an assessment of our structural needs in providing the requisite legal and pastoral services associated with comprehensive international student services. They will be also evaluating market alignment and making recommendations concerning our future investments in the international recruitment marketplace.

Goal 4

Strengthen LSSU's branding and identity through expanded marketing that promotes LSSU as an affordable learning-centered institution that prepares graduates to succeed in their future careers.

Strategy 4.1: Improve and expand marketing for LSSU's academic programs.

1. Redesign outward facing webpages for academic programs to make them more attractive and informative for potential students.
2. Continue to evolve all recruitment collateral annually.

Strategy 4.2: Redesign program-specific webpages for better outreach/recruitment focus.

1. Redesign the LSSU website, with modern and appealing outward facing webpages for academic programs.
2. Redesign the LSSU website, with modern and appealing content throughout.

Strategy 4.3: Expand marketing through social media, billboards, press releases, and other avenues to promote LSSU's affordability and innovative learner-centered programs.

1. Expand LSSU's digital presence through Mogo digital media.
2. Expand LSSU's digital presence in social media (e.g., Facebook, Twitter, Instagram).
3. Create dynamic campaigns on social media sites for cultural enrichment events on campus.
4. Create dynamic campaigns on social media sites for community engagement events.
5. Regularly refresh the LSSU content on the digital billboard in Mackinaw City.
6. Marketing and Communication will increase dynamic press.
7. Marketing and Communication will increase promotional campaigns through multiple media agencies.

In addition to the above strategies, Enrollment Services will also:

- Continue to evolve the freshmen and transfer onboarding activities, including campus visits, pre-college invitationals, and orientations.
- Continue to evolve our Common Application interface.
- Enrollment Services will annually collect and analyze data from all strategic enrollment initiatives to make informed decisions for recruitment and enrollment initiative improvements.

Enrollment Projections

The university revised its 2025 strategic plan enrollment goal in response to nationwide and regional declining enrollment challenges, while still upholding the original intent of the university's Strategic Plan to continue enrollment growth. The Senior Management Team and the Enrollment Services staff are committed to annual percentage increases in enrollment that are right-sized to the mission and

resources of this institution. For the remaining three years of the current strategic plan we anticipate overall enrollment growth of an average of 3% through recruitment of traditional domestic and Canadian populations (First Time in Any College – FTIAC, transfer, readmitted students – recently departed, and pre-college students) as well as continued growth through enhancements to our retention initiatives. These efforts will yield a total population of 1,800 students. To further enhance our total enrollment picture we are also investing in other initiatives that will augment total student enrollments by pursuing student cohorts, currently not reflected in our student profile. These endeavors include:

- Partnering with REUP to identify students who have some credit but no credential and facilitate their re-enrollment at the institution. We have identified 6,898 stop outs from the last 25 years that our partner (REUP) will be cultivating for reenrollment.
- Partnering with FocusEduSolutions to offer micro credentials to the general populace.
- Partnering with GROK Global Services to explore expansion of international recruitment beyond the local Canadian Market.
- Developing programs of study to support the incarcerated population in Chippewa County at the Kinross Correctional Facility to align with the federal government’s approval of the prison education initiative.

These strategies have the potential to bolster total enrollments by 150 – 200 students across a three-year period, resulting in total enrollment of nearly 1925 students in 2025. The following table provides an overview of disaggregated enrollments since fall 2018, and enrollment projections through fall 2027.

Table 6:

Disaggregated enrollment by demographics

	f2018	f2019	f2020	f2021	f2022	f2023 <i>As of 6/26</i>	f2024	f2025	f2026	f2027
New first time in college	409	313	327	374	273	225	278	284	287	290
Continuing	1266	1234	1119	1027	1043	930	991	1001	1024	1027
New Transfer	145	121	158	142	113	106	125	127	127	127
Readmit	38	51	37	44	32	15	33	33	33	33
Full Time	1655	1527	1467	1402	1292	1082	1271	1292	1312	1317
Part Time	496	437	435	404	359	306	391	428	446	477
Non-Degree Part Time	290	245	261	219	190	112	200	210	215	225
Freshmen	720	592	621	639	523	370	357	364	368	371
Sophomores	369	363	321	294	302	272	277	283	293	296
Juniors	412	380	385	317	332	293	302	305	309	309
Seniors	634	629	575	556	494	453	517	520	528	528
Graduate	16	0	0	0	0	0	10	15	12	12
First-Generation	1310	1198	1300	1406	1412	1270				
Non-first generation	291	233	166	101	49	16				
Unknown 1st-gen/Non-first generation	550	533	436	299	190	102				