



# **Fall 2019 Undergraduate Enrollment Report**

The following provide data and narrative highlights related to the University of Delaware's Fall 2019 undergraduate enrollment, including retention and graduation rates, as well as Newark and Associate of Arts first year enrollment, and transfer enrollment.

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## **Executive Summary**

### New- and Continuing-Student Fall Census

The University of Delaware's new first-year class totals 4,144 students, the third-consecutive year the University topped 4,000 new first-year students on the Newark campus. The Class of 2023 is among the most diverse in the University's history, with 722 domestic underrepresented minority students, the most ever. The new class also has the most African-American students—5.4%—up from 4.6% in 2014. Underrepresented minority students now comprise 17% of UD's total student population, compared with 11% a decade ago.

The new class includes a record-breaking 1,407 Delaware resident students, up from 1,377 last fall. New Blue Hens hail from 32 U.S. states and 36 nations. The Class of 2023 is also highly talented, boasting 635 honors students, the most ever. Further bolstering Blue Hens' diverse backgrounds and experiences are 558 new transfer students from Delaware and around the U.S., the largest transfer class in UD's history.

In another record for UD, the University welcomed 473 new Associate in Arts Program (AAP) students who are studying at campuses in Georgetown, Dover and Wilmington, Delaware. This is the largest and most diverse AAP class the University has ever enrolled, with 187 students from domestic underrepresented minority groups.

The total enrollment picture, new and continuing students on the Newark campus this fall, also includes much good news. Delaware residents have their strongest representation since 2015, and international enrollments have reached an all-time high. Overall undergraduate enrollment declined modestly -- by less than .5% -- compared to last year, and it is up 3% compared to 2015. We are still on track and expect to achieve the university goal of +1000 undergraduates by fall 2021 compared to fall 2016.

### Future Challenges

Overall enrollment is driven by both new student enrollments and the retention of currently-enrolled students. While our long-term strategies to address both areas show signs of success that are illustrated in this report, we face a number of challenges in achieving our enrollment goals. Chief among these challenges is the significant contraction of the pipeline of high school graduates, especially in our major recruitment territories. This trend is projected to continue to worsen in the coming years. The expectation that we would ameliorate the shrinking-pipeline phenomenon by increasing international enrollment is, at least in the short run, thwarted by an unfavorable geopolitical climate that has negatively affected international enrollments throughout the US.

Because the market is contracting, competition among colleges and universities is heightened. A major competitive tool is merit aid, "scholarships" that are based on institutional tuition discounts rather than endowed funding. Average discounts are now in excess of 50% for many schools, while our tuition-and-fee discount was at 34% in the most recent cycle. Although we are doing very well with our state residents, our revenue model depends on strong performance among non-state residents, and competitive pricing for those students is key to attracting them. Schools do not advertise their discount rates, so it is

difficult to determine an ideal rate that will be competitive in a given year, and that rate must work within our budgetary model.

There are limitations based on infrastructure, as well. The highest demand from prospective students is for majors that have capacity limitations due to faculty resources, facilities and/or accreditation restrictions. Examples include nursing, biomedical engineering, computer science and finance where we have more qualified applicants than our infrastructure can serve. And as our enrollment has grown, pressure to house the increasing population creates additional challenges as we move away from guaranteed housing beyond year one, and no guaranteed housing for transfer students. Transfer student demand is currently on an upswing, but we have difficulty yielding transfer students if we do not guarantee their housing.

In the near term, changes to processes are having a positive effect. Although it is very early in the cycle, our move to Early Action admission has resulted in record-level applications for this point in the year. That will allow us to make admission decisions earlier than in the past, and that should have a positive effect on yields. The addition of more advisors whose targeted support is going to traditionally underrepresented and underserved populations of enrolled students should increase retention rates among those student populations. Continuing to evolve our strategies around attracting and retaining students will be critical to our long-term success.

### Further Highlights

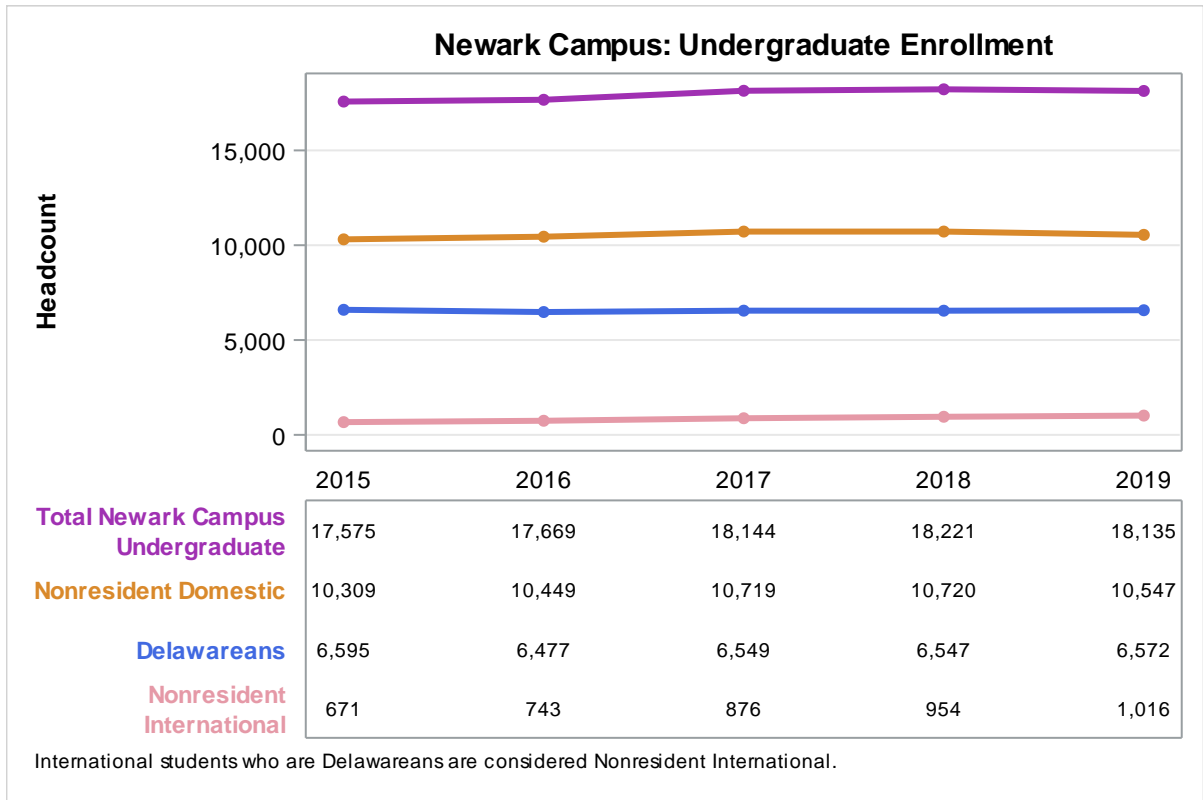
New-student highlights with more detail included in the full report include:

- A record number of domestic underrepresented minority students
- Continuing strong enrollment among academically-strong students
- An AAP enrollment that is both the largest and most diverse in our history
- A record enrollment of non-resident transfer students

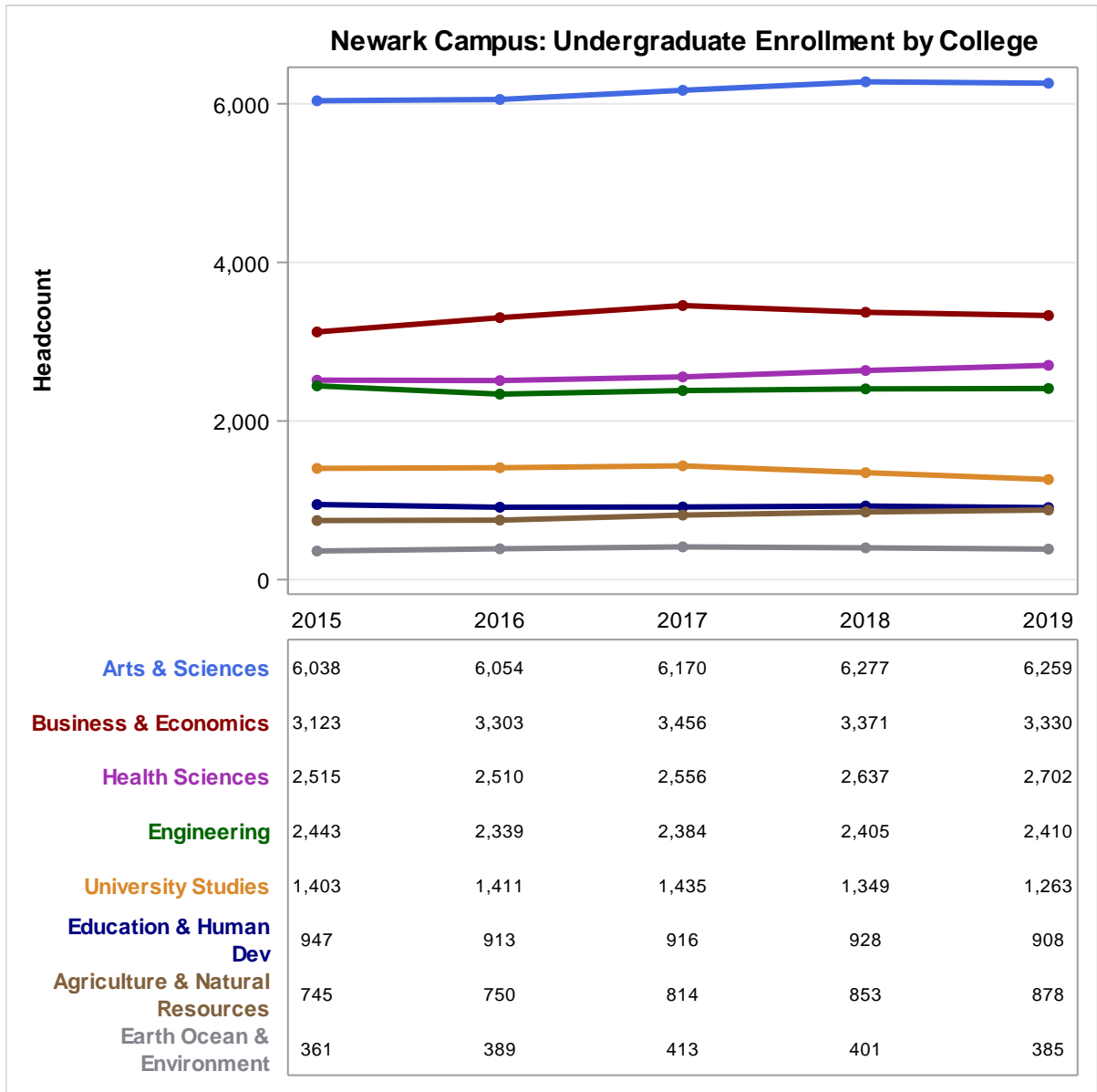
Details regarding total-student enrollment with more description in the full report include:

- Overall enrollments by residency: in-state, out-of-state and international
- Overall enrollments by College
- Increasing racial and ethnic diversity of the student body
- Increasing service to low-income families in the state
- Increasing international representation
- Continuing strong graduation rates
- Continued growth in the Associate in Arts program that serves as a pipeline to Newark

## Section 1: Overall Enrollment

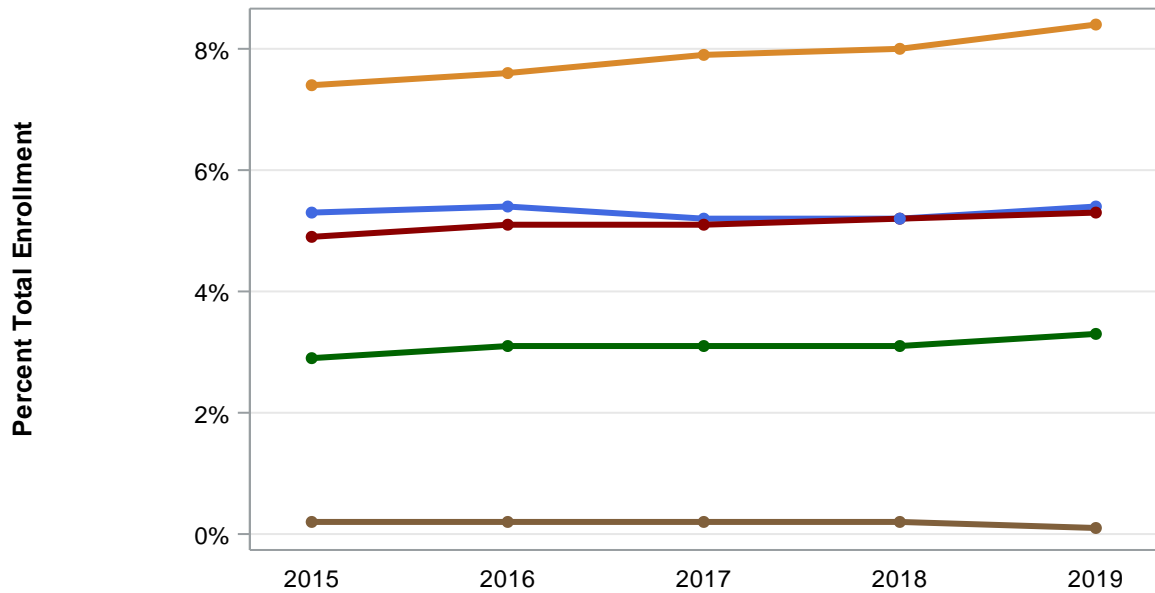


The graph and accompanying chart above provide enrollment trends for the last five years for the Newark campus. Notably, Delaware resident enrollments are the strongest they have been since 2015. International enrollments are at an all-time high. On the other hand, there is a decline in non-resident domestic enrollments compared to the previous two falls. Overall undergraduate enrollment declined modestly, less than .5% compared to the previous fall. Overall enrollment has grown by a substantial 3% compared to 2015. We still expect to achieve the university goal of +1000 undergraduates by fall 2021 compared to fall 2016, which was a goal set by President Assanis when he arrived in 2016.



Among our seven colleges, the College of Agriculture and Natural Resources has had the steadiest growth, increasing in size every year for the last five and increasing by 18% overall compared to 2015. Generally strong growth has also been achieved in the College of Arts and Sciences, the Lerner College of Business and Economics, and the College of Health Sciences. Enrollment in the other three colleges has been fairly flat, and enrollment in the University Studies program is down. A major challenge in addition to population declines is an increase in competitive practices, including heavy tuition discounting, by a glut of post-secondary institutions in the region. Close collaboration between the colleges and the division of enrollment management is our key to attracting, enrolling and keeping students despite this increasingly competitive and volatile market for students.

**Newark Campus: Undergraduate Enrollment by Selected IPEDS Race/Ethnicity  
Percent of Total Undergraduate Enrollment**

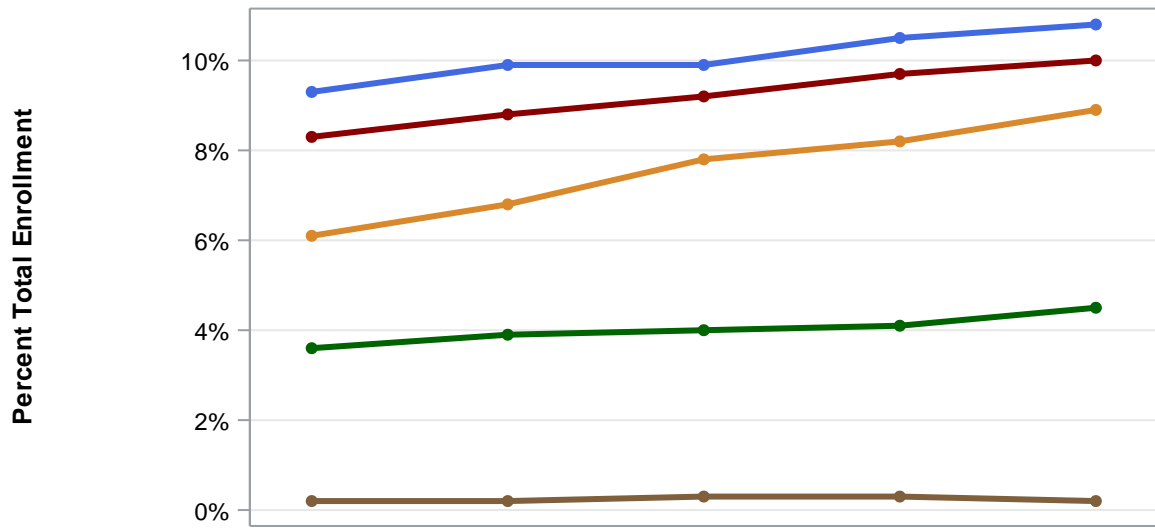


	2015	2016	2017	2018	2019
<b>Hispanic</b>	7.4% (1299)	7.6% (1347)	7.9% (1434)	8% (1461)	8.4% (1529)
<b>Black/African American</b>	5.3% (926)	5.4% (951)	5.2% (951)	5.2% (953)	5.4% (985)
<b>Asian</b>	4.9% (864)	5.1% (905)	5.1% (929)	5.2% (956)	5.3% (958)
<b>Two or More Races</b>	2.9% (504)	3.1% (543)	3.1% (557)	3.1% (570)	3.3% (607)
<b>Other</b>	0.2% (29)	0.2% (31)	0.2% (36)	0.2% (32)	0.1% (26)

Other includes Alaska Native or American Indian, Native Hawaiian or Other Pacific Islander.

Our undergraduate enrollment continues to become more diversified, and this year’s class has record enrollments among students who identify as Latinex, black and multiracial – all historically underrepresented (URM) at UD. Our UG enrollment is the most ethnically and racially diverse in the history of the University. There are 4,105 students of color enrolled this fall compared to 3,972 students of color enrolled last fall which was also a record.

**Newark Campus: Resident Undergraduate Enrollment  
by Selected IPEDS Race/Ethnicity  
Percent of Total Resident Undergraduate Enrollment**

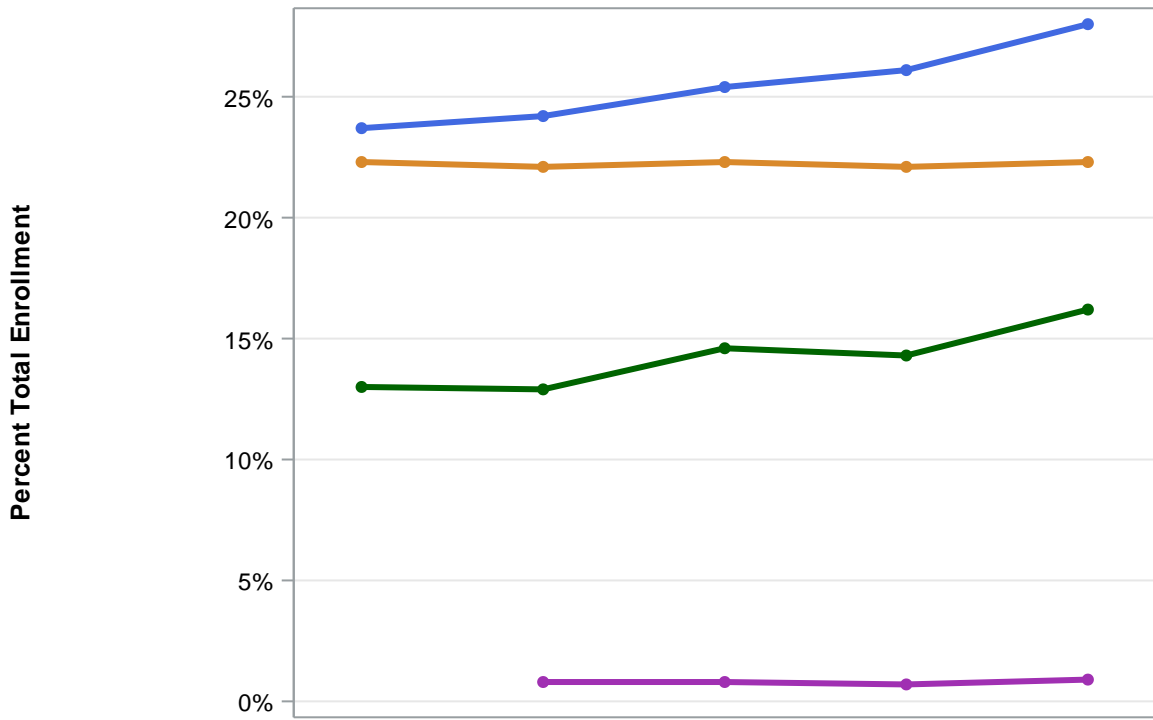


	2015	2016	2017	2018	2019
<b>Black/African American</b>	9.3% (613)	9.9% (639)	9.9% (647)	10.5% (686)	10.8% (713)
<b>Asian</b>	8.3% (548)	8.8% (574)	9.2% (604)	9.7% (634)	10% (660)
<b>Hispanic</b>	6.1% (405)	6.8% (442)	7.8% (512)	8.2% (534)	8.9% (583)
<b>Two or More Races</b>	3.6% (239)	3.9% (252)	4% (261)	4.1% (271)	4.5% (293)
<b>Other</b>	0.2% (14)	0.2% (16)	0.3% (20)	0.3% (18)	0.2% (15)

Other includes Alaska Native or American Indian, Native Hawaiian or Other Pacific Islander.

Among Delawareans, the increased diversity is also pronounced with gains among every student-of-color (SOC) group over the last five years. From a base of 1819 students in 2015, enrollment of students of color has grown 24% to 2264 students this fall.

**Newark Campus: Resident Undergraduate Diversity Characteristics  
Percent of Total Resident Undergraduate Enrollment**



	2015	2016	2017	2018	2019
<b>Pell Grant Recipient</b>	23.7% (1566)	24.2% (1567)	25.4% (1666)	26.1% (1711)	28% (1841)
<b>First Generation</b>	22.3% (1474)	22.1% (1436)	22.3% (1466)	22.1% (1448)	22.3% (1465)
<b>Low-Income<sup>1</sup></b>	13% (856)	12.9% (835)	14.6% (957)	14.3% (935)	16.2% (1064)
<b>Veteran using Benefits<sup>2</sup></b>		0.8% (51)	0.8% (53)	0.7% (47)	0.9% (59)

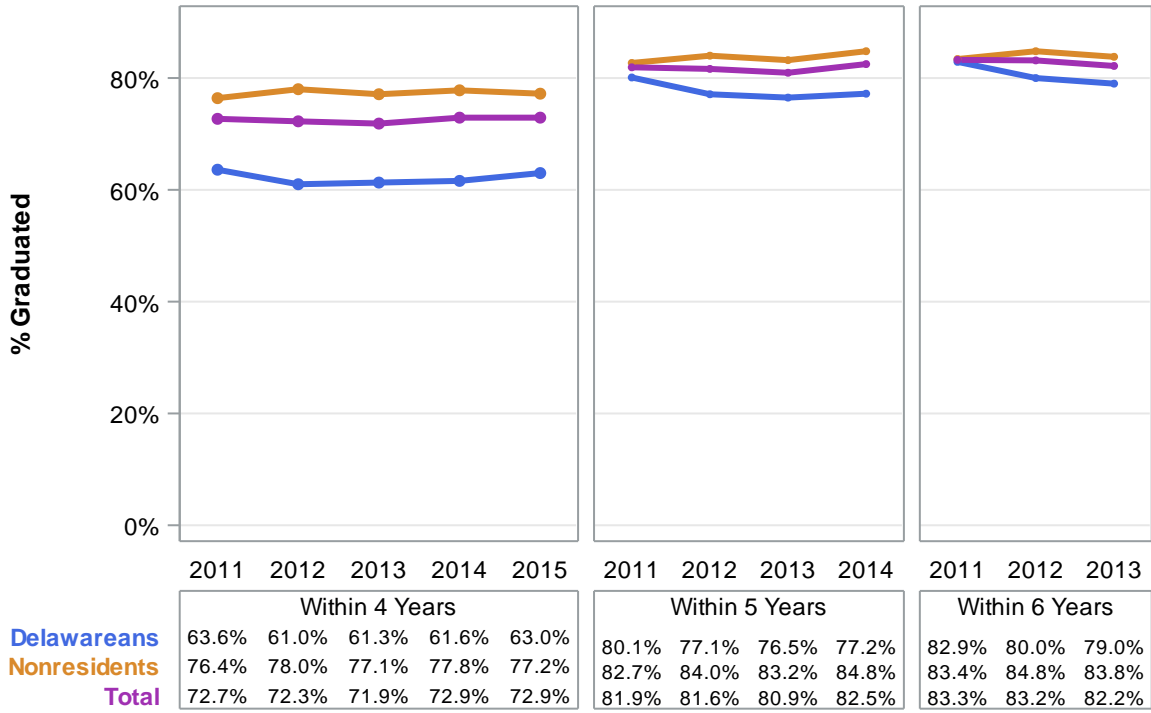
<sup>1</sup> Family's taxable income for the preceding year did not exceed 150% of the poverty level.

<sup>2</sup> Information on veterans receiving benefits is available beginning in fall 2016.

Our overall increases in Pell-eligible and other low-income students are driven by our state residents. As illustrated in this chart, Pell-eligible Delaware UG students now comprise 28% of our resident UG enrollment in fall '18 compared to 23.7% in fall '15. We are proud of this record of service to our region and pleased to note that it weighs heavily in the ranking formula of US News and World Report.



### Newark Campus: Graduated within 4, 5 and 6 years by Cohort

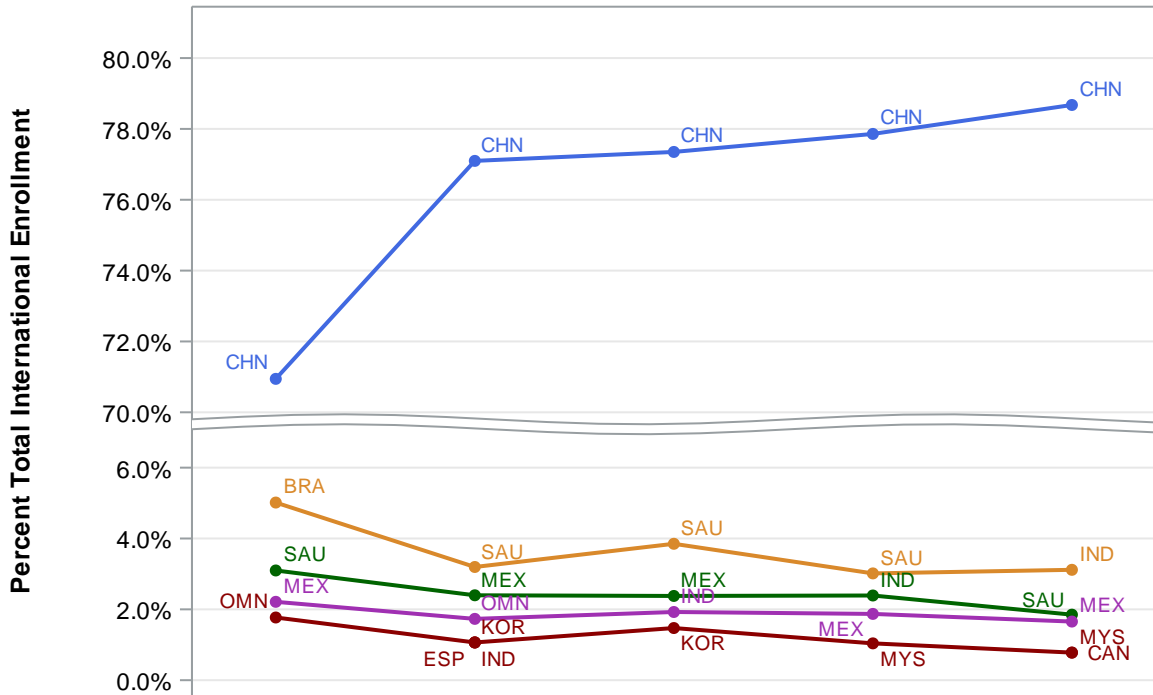


The last cohort for each graduated within category reflects a revised cohort.

The revised cohort reflects students who did not graduate because they were deceased or students in the armed force for more than one semester.

Graduation rates are fairly stable and better than national norms. Our recent attention to “finish in 4” should result in continued improvements over the longer term. Our current 4-year graduation rate is tied with last year as the strongest it has been in five years. The 5-year graduation rate is the strongest in five years.

### Newark Campus: Top 5 Countries as Percent of Total International Undergraduate Student Enrollment

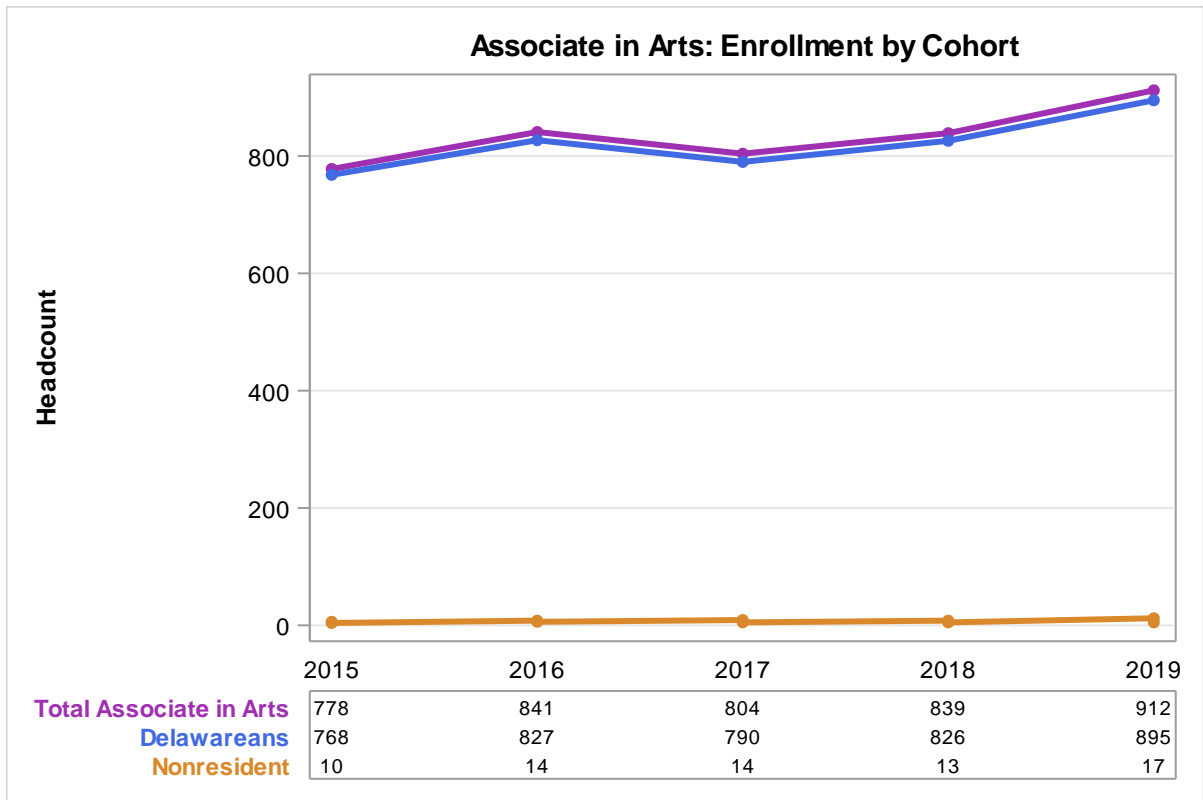


	2015	2016	2017	2018	2019
<b>Top 1</b>	70.9% (481)	77.1% (579)	77.3% (683)	77.9% (749)	78.7% (808)
<b>Top 2</b>	5% (34)	3.2% (24)	3.9% (34)	3% (29)	3.1% (32)
<b>Top 3</b>	3.1% (21)	2.4% (18)	2.4% (21)	2.4% (23)	1.9% (19)
<b>Top 4</b>	2.2% (15)	1.7% (13)	1.9% (17)	1.9% (18)	1.7% (17)
<b>Top 5</b>	1.8% (12)	1.1% (8)	1.5% (13)	1% (10)	0.8% (8)
<b>Students from</b>	48 Countries and Territories	50 Countries and Territories	58 Countries and Territories	67 Countries and Territories	66 Countries and Territories

BRA=Brazil CAN=Canada CHN=China ESP=Spain IND=India KOR=Korea  
MEX=Mexico MYS=Malaysia OMN=Oman SAU=Saudi Arabia

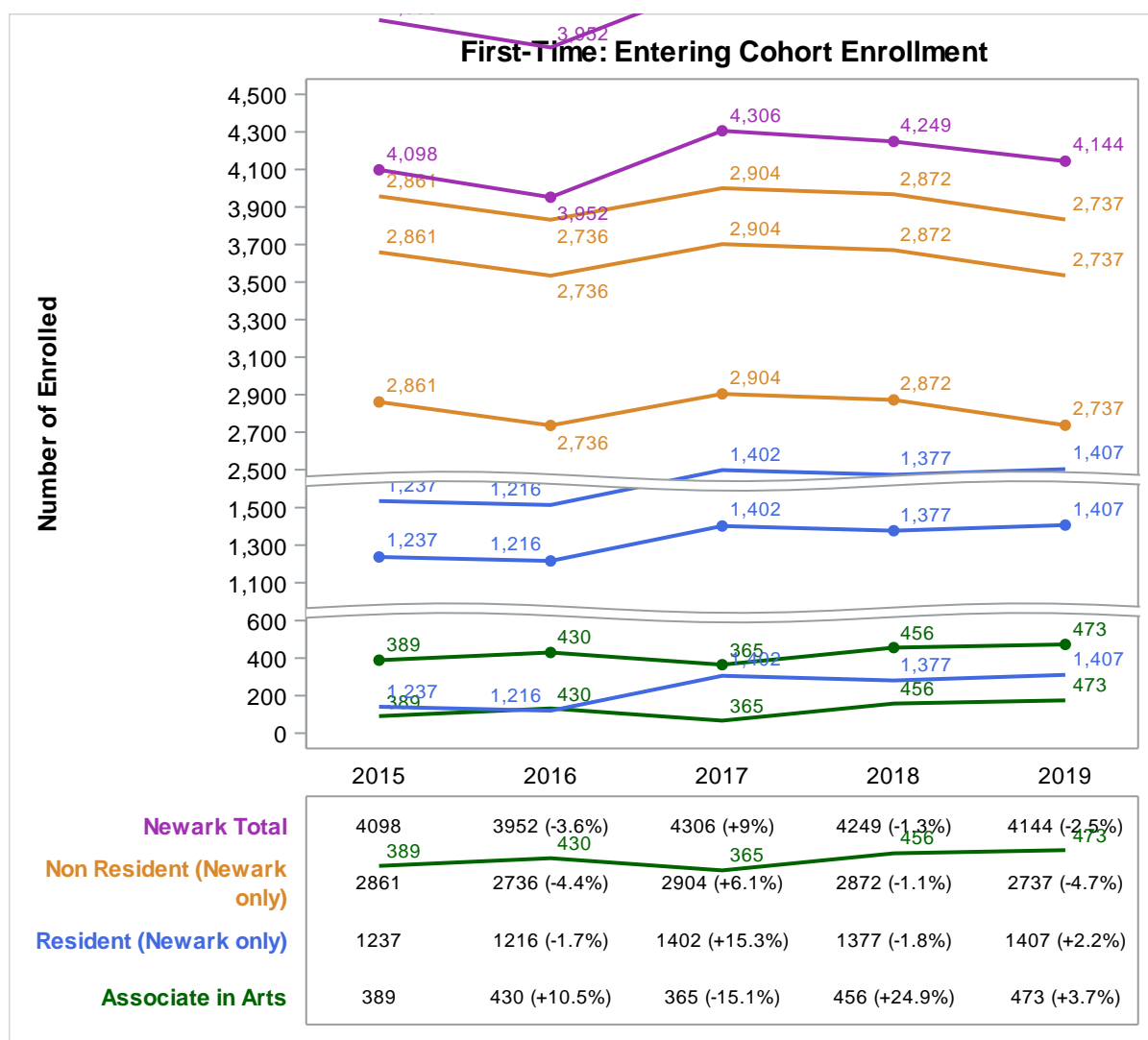
For example, China has the highest enrollment; Brazil has the second highest enrollment in 2015; Saudi Arabia has the second highest enrollment in 2016, 2017 and 2018; India has the second highest enrollment in 2019.

China continues to be over-represented in our international enrollment, although the geopolitical environment may soon change this reality. We continue to work hard to diversify our international enrollments, and our undergraduates represent 66 different countries, reflecting our intentional efforts to increase the diversity of our international enrollment as we increase international enrollment overall.



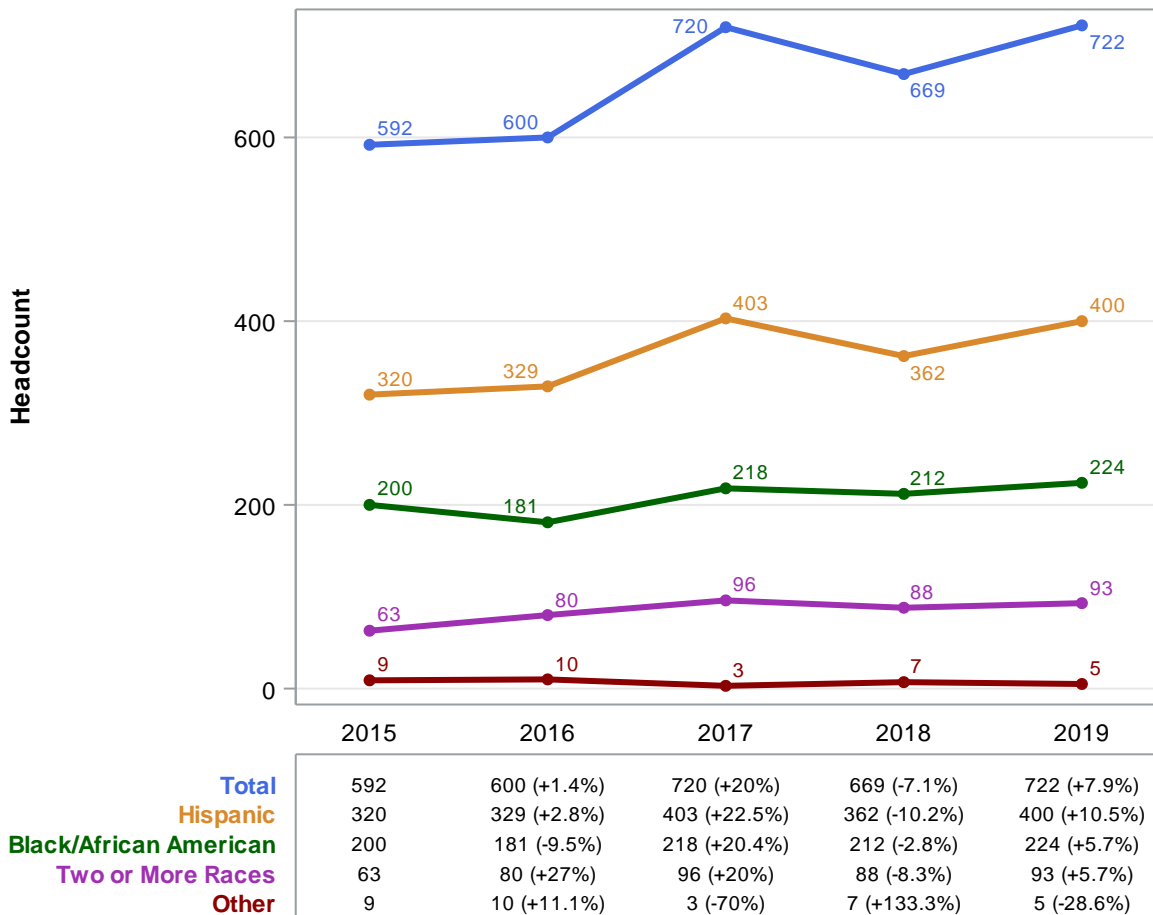
Our Associate in Arts enrollment hit a new record this year. There is a 17% increase in this fall’s AAP enrollment compared to fall 2015. There has been an intentional effort to increase appreciation for the AAP among state residents, and that is paying off. Also helpful to enrollment growth is the addition of Early Teacher Education associate’s degree in Wilmington and Georgetown. Ultimately, this is a great driver to Newark enrollments when students transition in their junior year. And due to the strong racial, ethnic and socioeconomic diversity among those enrolled in AAP, they are a future driver for strengthening this diversity on the Newark campus.

## Section 2: New Student Enrollment



Enrollment: totals by residency – While the enrollment goal for new first-year students, 4350, was not achieved, the expectation for Delaware residents was exceeded. 30 more Delawareans enrolled in Newark compared to last year’s enrollment of Delawareans, making this a record. Enrollment in the AAP program also set a record. Note that enrollments of students entering through the English Language Institute (ELI) were included in first-year counts prior to Fall 2018 since students did not earn college credit while enrolled in ELI’s Conditional Admission Program (CAP). ELI students now bring credits earned in their foundation year at UD (Academic Transitions), so they are included in the transfer counts starting with the fall 2018 cohort.

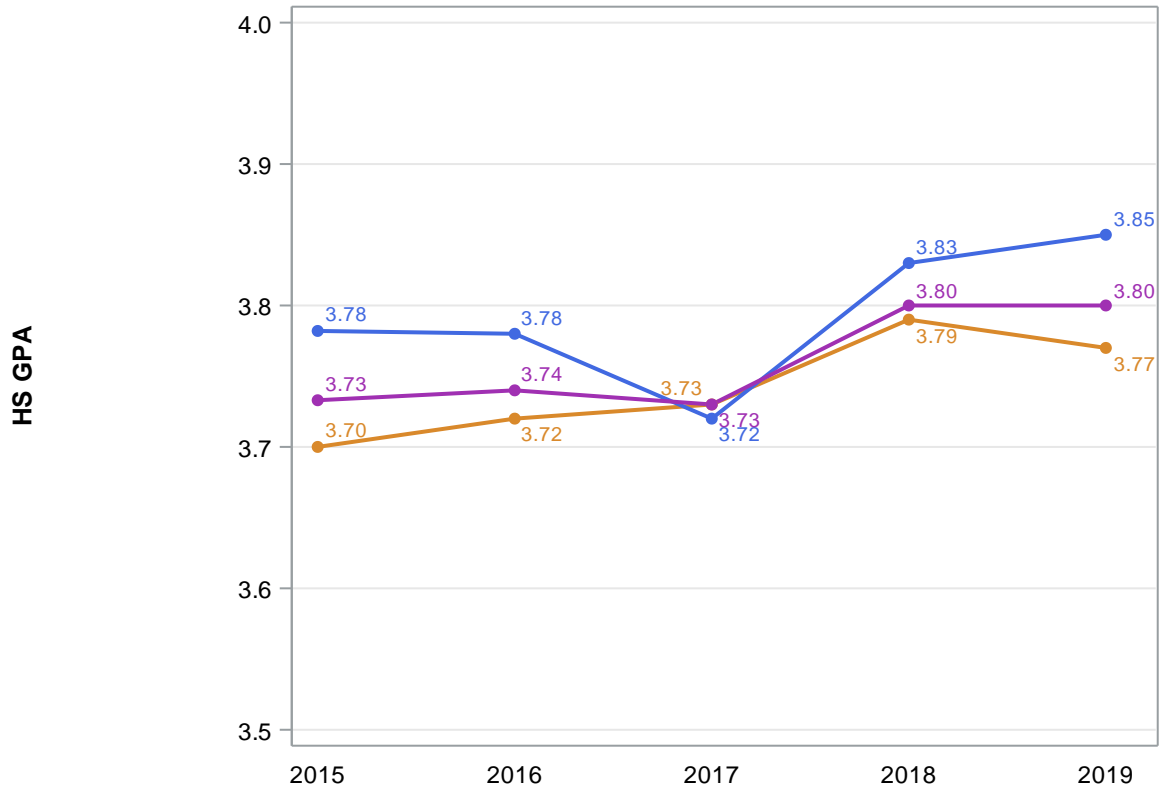
### Newark Campus: Entering Domestic Undergraduate Underrepresented Minority Enrollment by Ethnicity and Term



Other includes Alaska Native or American Indian, Native Hawaiian or Other Pacific Islander.

Diversity: Enrollment of URM Students – We are slightly ahead of the former record set in fall 2017, and we are significantly ahead of other years. Strategically, we continue to increase focused outreach and service to URM applicants and their families. We have also increased the diversity of our professional and student staff in the office of admissions, further demonstrating our commitment to diversity to our prospective students and their families.

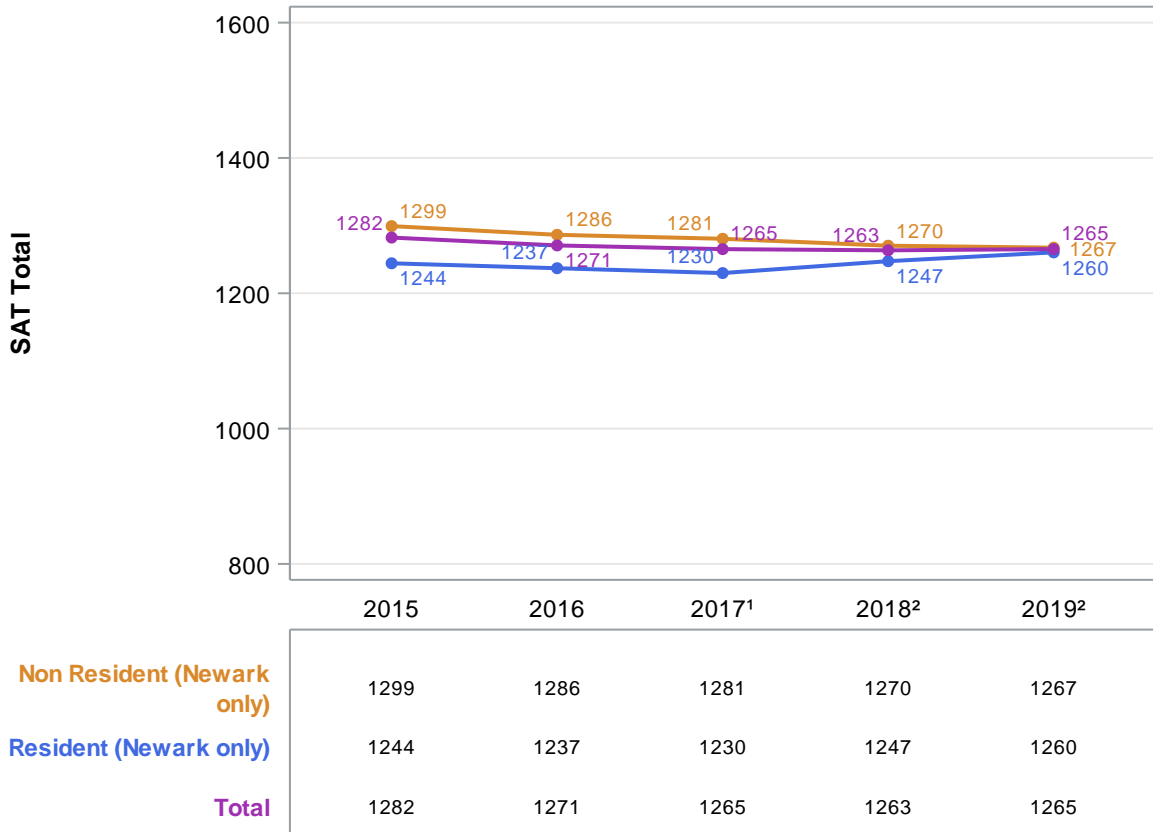
### Newark Campus: Median High School GPA of Entering First-Time Cohorts



	2015	2016	2017	2018	2019
<b>Non Resident (Newark only)</b>	3.70	3.72	3.73	3.79	3.77
<b>Resident (Newark only)</b>	3.78	3.78	3.72	3.83	3.85
<b>Total</b>	3.73	3.74	3.73	3.80	3.80

Quality Measures: GPA – The high school GPA of our enrolled class continues to reflect the high- performing students that are attracted to UD. This is true for residents as well as non-residents of the state. The GPA for residents is the highest in five years, while the total GPA in the current year is tied with last year as the highest in this comparison set.

### Newark Campus: Average SAT of Entering First-Time Cohorts

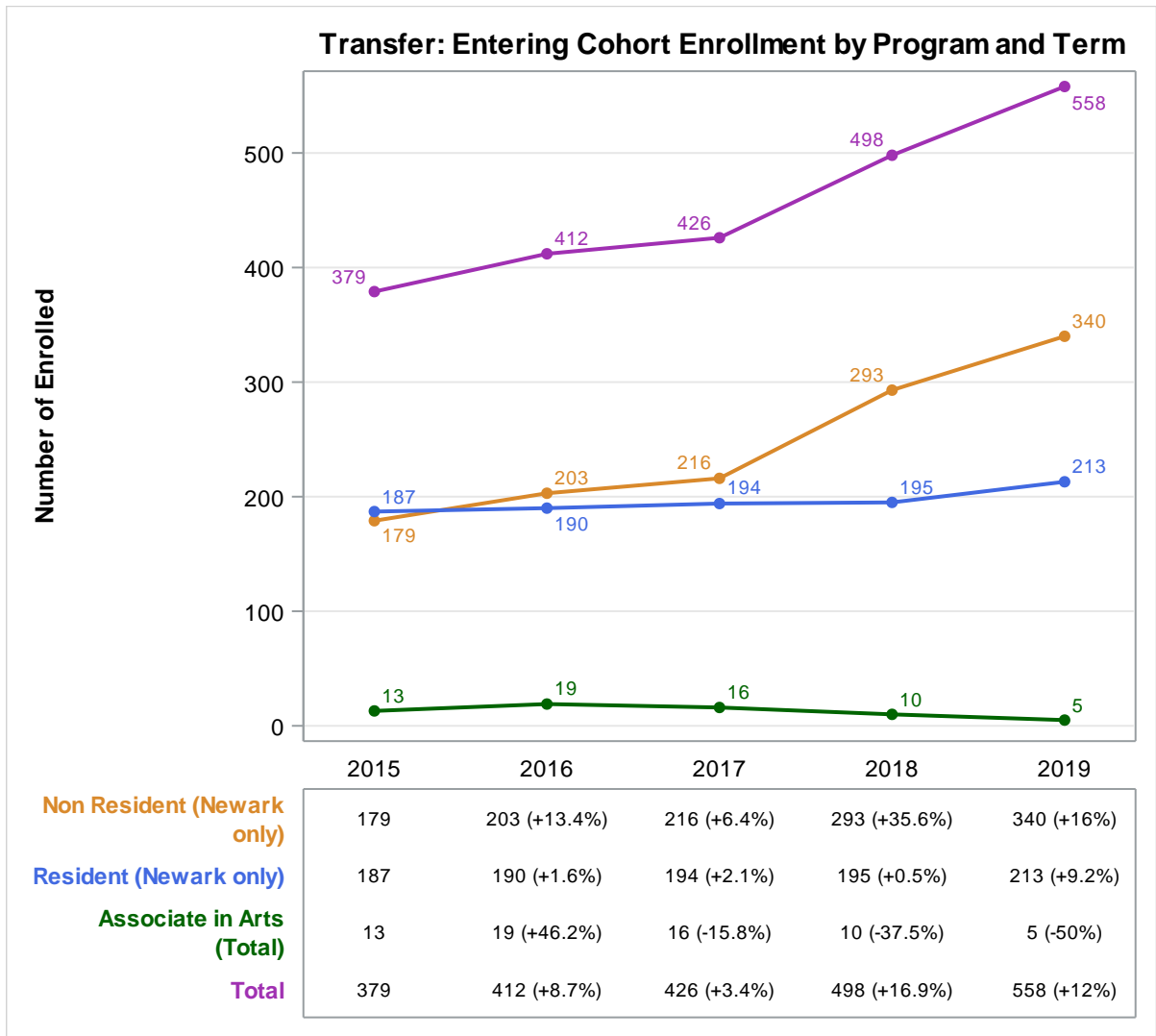


Note: The College Board and ACT released new concordance tables in 2016 and 2018.

<sup>1</sup> Beginning in fall 2017, SAT scores reported consist of two sections: (1) mathematics and computation and (2) evidence-based writing and reading with a total of 800 potential points per section and a maximum score of 1600 points on the overall test. This replaced the 2400 point scale prior to 2016.

<sup>2</sup> Converted ACT scores are not included with SAT scores.

Quality Measure: SAT Scores – Overall scores are consistent over three years, with a slight uptick this year driven by a sharp increase in resident scores. Scores are consistent with last year. Non-resident scores are down slightly from last year. Due to the many changes in the test during the last 5 years, the College Board cautions against multi-year comparisons, especially scores prior to 2017.



Transfer Students: Enrollment – There was a healthy increase in enrollments from all transfer sectors this fall, and especially non-residents. This was true for both international and domestic non-residents. Because the biggest increase came from non-residents, this was an especially positive outcome for net tuition revenue.