

## Southwestern College – ERMS Tracking Summary – 5/8/15 File

1. Overall, we are at 69% of our admit goal and 35% of our deposit goal. We are -59 on admits and -32 on deposits from the same week last year. We are +17 on admits this week and +6 on deposits. We canceled 21 files this week. We have 5 admits this week with no academic level.

	Admitted Students				Confirmed Students				Yield			Pending	Cancel		
	2014-15 Actual	2015-16 Goal	2015-16 To-date		2014-15 Actual	2015-16 Goal	2015-16 To-date		2014-15 Actual	2015-16 Goal	2015-16 To-date	2015-16 To-date	2015-16 To-date		
			Number	% of goal			Number	% of goal							
Total	485	520	361	69%	177	196	68	35%	36.5%	37.7%	18.8%	201	92		
Yield needed from pending student pool to meet goal													64%		
Academic Distribution													Number melted / Melt rate		4 / 6%
Academic level 1	103	132	108	82%	51	60	27	45%	49.5%	45.5%	25.0%	45	36		
Academic level 2	73	121	130	107%	24	36	21	58%	32.9%	29.8%	16.2%	74	35		
Academic level 3	206	169	99	59%	64	61	17	28%	31.1%	36.1%	17.2%	62	20		
Academic level 4	83	98	19	19%	28	39	3	8%	33.7%	39.8%	15.8%	15	1		
Academic level 5	20	0	5	0%	10	0	0	0%	50.0%	0.0%	0.0%	5	0		

2. We added 12 FAFSAs, and as a % of the class we are ahead of last year. We added 4 deposits from students with need-based aid. Deposited EFCs are a good bit higher than last year at this time.

FAFSA filers	Admitted Students						Confirmed Students					
	2014-15 Year End	FAFSA filers		Parent Income	Average EFC	Average Need	2014-15 Year End	FAFSA filers		Parent Income	Average EFC	Average Need
		Number	% of total					Number	% of total			
Need-based	278			\$77,317	\$7,765	\$30,324	138			\$74,281	\$6,642	\$31,590
	5/9/2014	208		\$10,705	\$8,899	\$29,046	74			\$10,264	\$8,020	\$29,924
	05/08/2015	183		\$81,025	\$8,860	\$30,779	48			\$93,315	\$10,925	\$28,722
Totals	296	61%		\$91,066	\$13,385	\$28,742	151	85%		\$98,050	\$16,248	\$29,384
	5/9/2014	220	53%	\$17,914	\$15,924	\$27,461	82	84%		\$28,472	\$24,676	\$27,005
	05/08/2015	202	56%	\$97,782	\$20,882	\$28,169	57	84%		\$127,642	\$35,216	\$25,196

3. For First Year Students, we are +8 and +4 this week. We are -67 on admits and -26 on deposits from the same week last year. So what are our thoughts on where we can get to?

	Admitted Students				Confirmed Students				Yield			Pending	Cancel		
	2014-15 Actual	2015-16 Goal	2015-16 To-date		2014-15 Actual	2015-16 Goal	2015-16 To-date		2014-15 Actual	2015-16 Goal	2015-16 To-date	2015-16 To-date	2015-16 To-date		
			Number	% of goal			Number	% of goal							
Total	374	395	280	71%	117	135	58	43%	31.3%	34.2%	20.7%	144	78		
Yield needed from pending student pool to meet goal													53%		
Academic Distribution													Number melted / Melt rate		4 / 6%
Level 5	69	97	90	93%	27	38	24	63%	39.1%	39.2%	26.7%	35	31		
Level 4	54	107	113	106%	15	29	19	66%	27.8%	27.1%	16.8%	62	32		
Level 3	178	132	71	54%	51	46	14	30%	28.7%	34.8%	19.7%	42	15		
Level 2	53	59	1	2%	14	22	1	5%	26.4%	37.3%	100.0%	0	0		
Level 1	20	0	5	0%	10	0	0	0%	50.0%	0.0%	0.0%	5	0		

4. Our FY Profile indicates we are still significantly better than last year on ACT scores of deposited students.

Other Metrics	Admitted Students				Confirmed Students				Pending			
	2015-16 Goal	May 9 2014	2015-16 To-date		2015-16 Goal	May 9 2014	2015-16 To-date		2015-16 Goal	May 9 2014	2015-16 To-date	
			May 8 2015	change from last year			May 8 2015	change from last year			May 8 2015	change from last year
Tuition & fee discount rate	n/a	42.2%	48.0%	5.7%	51.0%	47.4%	50.3%	2.9%	n/a	38.1%	46.7%	8.6%
SAT composite	n/a	1002	988	-14	752	951	1039	88	n/a	975	969	-6
ACT composite	n/a	21.7	21.9	0.2	21.4	21.9	22.3	0.4	n/a	21.4	21.2	-0.2
High school GPA	n/a	3.43	3.48	0.05	3.35	3.45	3.47	0.02	n/a	3.38	3.43	0.05

5. For our Kansas students, we are at 54% of goal on admits and 38% of goal on deposits. We'd need an 84% yield to get to goal with the current admit pool. We are even on admits +1 on deposits over the last week. Our discount is at 51.2% on a goal of 53.3% with the pending pool at 48.4%. We are -56 on admits from the same week last year and -15 on deposits.

	Admitted Students				Confirmed Students				Yield			Pending	Cancel		
	2014-15 Actual	2015-16 Goal	2015-16 To-date		2014-15 Actual	2015-16 Goal	2015-16 To-date		2014-15 Actual	2015-16 Goal	2015-16 To-date	2015-16 To-date	2015-16 To-date		
			Number	% of goal			Number	% of goal							
Total	160	175	94	54%	58	65	27	42%	36.3%	37.1%	28.7%	45	22		
Yield needed from pending student pool to meet goal													84%		
Academic Distribution													Number melted / Melt rate		2 / 7%
Level 5	42	55	36	65%	20	22	14	64%	47.6%	40.0%	38.9%	14	8		
Level 4	30	52	43	83%	9	18	11	61%	30.0%	34.6%	25.6%	21	11		
Level 3	68	43	15	35%	22	17	2	12%	32.4%	39.5%	13.3%	10	3		
Level 2	15	25	0	0%	4	8	0	0%	26.7%	32.0%	0.0%	0	0		
Level 1	5	0	0	0%	3	0	0	0%	60.0%	0.0%	0.0%	0	0		

6. For Out of State students, we are at 81% of the admit goal and 41% of the deposit goal. This is +8 and +2 in the last week. We are -11 on admits vs. last year and -11 on deposits for the same week. We are at 49.5% discount on a goal of 48.9% with a pending pool of 46.0% as our deposit pool is skewed high on quality. We had 13 cancels this week.

	Admitted Students				Confirmed Students				Yield			Pending	Cancel	
	2014-15 Actual	2015-16 Goal	2015-16 To-date Number	To-date % of goal	2014-15 Actual	2015-16 Goal	2015-16 To-date Number	To-date % of goal	2014-15 Actual	2015-16 Goal	2015-16 To-date	2015-16 To-date	2015-16 To-date	
Total	214	220	186	85%	59	70	31	44%	27.6%	31.8%	16.7%	99	56	
Yield needed from pending student pool to meet goal												39%		
Academic Distribution												Number melted / Melt rate		2 / 6%
Level 5	27	42	54	129%	7	16	10	63%	25.9%	38.1%	18.5%	21	23	
Level 4	24	55	70	127%	6	11	8	73%	25.0%	20.0%	11.4%	41	21	
Level 3	110	89	56	63%	29	29	12	41%	26.4%	32.6%	21.4%	32	12	
Level 2	38	34	1	3%	10	14	1	7%	26.3%	41.2%	100.0%	0	0	
Level 1	15	0	5	0%	7	0	0	0%	46.7%	0.0%	0.0%	5	0	

7. For Transfer Students, we are at 58% of our admit goal. We picked up 9 admits and 2 deposits this week. Discount is 29.7% on a goal of 43.7% with the pending pool discount at 33.1%. We are up 15 admits vs. the same date last year and -4 on deposits.

	Admitted Students				Confirmed Students				Yield			Pending	Cancel	
	2014-15 Actual	2015-16 Goal	2015-16 To-date Number	To-date % of goal	2014-15 Actual	2015-16 Goal	2015-16 To-date Number	To-date % of goal	2014-15 Actual	2015-16 Goal	2015-16 To-date	2015-16 To-date	2015-16 To-date	
Total	111	125	81	65%	60	61	10	16%	54.1%	48.8%	12.3%	57	14	
Yield needed from pending student pool to meet goal												89%		
Academic Distribution												Number melted / Melt rate		0 / 0%
C GPA: 3.30 & Above	34	35	18	51%	24	22	3	14%	70.6%	62.9%	16.7%	10	5	
C GPA: 3.00 - 3.29	19	14	17	121%	9	7	2	29%	47.4%	50.0%	11.8%	12	3	
C GPA: 2.50 - 2.99	28	37	28	76%	13	15	3	20%	46.4%	40.5%	10.7%	20	5	
C GPA: 2.49 & Below	30	39	18	46%	14	17	2	12%	46.7%	43.6%	11.1%	15	1	

8. Our FY and TR Financial Information has us down .2% on discount, and we are up to 35.7% of the revenue needed from this class.

Financial Summary	Admitted	Confirmed Students				Pending
	2015-16 To-date	2014-15 Actual	2015-16 Goal	2015-16 To-date	% of goal	2015-16 To-date
Tuition revenue	\$9,312,356	\$4,369,245	\$5,056,016	\$1,754,128	34.7%	\$5,184,996
Required fee revenue	\$108,300	\$26,550	\$58,800	\$20,400	34.7%	\$60,300
Room/board revenue	\$2,527,560	\$1,086,924	\$1,249,177	\$460,200	36.8%	\$1,416,000
Other charges revenue	\$0	\$0	\$0	\$0	0.0%	\$0
Total revenue	\$11,948,216	\$5,482,719	\$6,363,993	\$2,234,728	35.1%	\$6,661,296
Unfunded institutional gift - tuition	\$4,167,600	\$1,930,786	\$2,472,401	\$835,200	33.8%	\$2,222,600
Unfunded institutional gift - room/board	\$0	\$0	\$0	\$0	0.0%	\$0
Funded institutional gift	\$54,701	\$21,064	\$21,064	\$4,000	19.0%	\$25,001
Net tuition/fee revenue	\$5,198,355	\$2,443,945	\$2,621,351	\$935,328	35.7%	\$2,997,695
Average net tuition/fees revenue	\$14,400	\$13,808	\$13,374	\$13,755	102.8%	\$14,914
Avg. net t&f revenue w/o full-pays	\$13,786	\$13,217		\$13,381		\$13,947
Tuition revenue minus unfunded gift	\$5,099,968	\$2,390,990	\$2,541,068	\$874,140	34.4%	\$2,962,396
Room/board revenue minus unfunded gift	\$2,527,560	\$1,086,924	\$1,249,177	\$460,200	36.8%	\$1,416,000
Overall revenue minus unfunded gift	\$7,735,828	\$3,504,464	\$3,849,045	\$1,354,740	35.2%	\$4,438,696
Tuition & fee discount rate	44.8%	44.4%	48.7%	47.3%		42.8%

9. Data from the FAFSA Reports 2 of 5 students this week listed us in position 1, moving our first position rating from 44.6% to 44.4.

**2015-16 By School Position**

FAFSA Position	Admitted		Confirmed		
	Number	Percent of Total	Number	Percent of Total	Yield
1	68	44.4%	39	76.5%	57.4%
2	27	17.6%	5	9.8%	18.5%
3	14	9.2%	1	2.0%	7.1%
4	18	11.8%	3	5.9%	16.7%
5	10	6.5%	2	3.9%	20.0%
6	5	3.3%	1	2.0%	20.0%
7	4	2.6%	0	0.0%	0.0%
8	5	3.3%	0	0.0%	0.0%
9	1	0.7%	0	0.0%	0.0%
10	1	0.7%	0	0.0%	0.0%
w/ FAFSA	153	54.6%	51	87.9%	33.3%
No FAFSA	127	45.4%	7	12.1%	5.5%
<b>TOTAL</b>	<b>280</b>	<b>100.0%</b>	<b>58</b>	<b>100.0%</b>	<b>20.7%</b>

10. Here's what last year looked like:

**2014-15 By School Position**

FAFSA Position	Admitted		Confirmed		
	Number	Percent of Total	Number	Percent of Total	Yield
1	113	53.3%	80	80.0%	70.8%
2	26	12.3%	5	5.0%	19.2%
3	26	12.3%	6	6.0%	23.1%
4	18	8.5%	3	3.0%	16.7%
5	9	4.2%	1	1.0%	11.1%
6	7	3.3%	1	1.0%	14.3%
7	6	2.8%	3	3.0%	50.0%
8	5	2.4%	0	0.0%	0.0%
9	1	0.5%	0	0.0%	0.0%
10	1	0.5%	1	1.0%	100.0%
w/ FAFSA	212	56.7%	100	87.7%	47.2%
No FAFSA	162	43.3%	14	12.3%	8.6%
<b>TOTAL</b>	<b>374</b>	<b>100.0%</b>	<b>114</b>	<b>100.0%</b>	<b>30.5%</b>

11. Issues for the week:
- a. What do we think an honest set of goals would be?
  - b. What can we do in Kansas?
  - c. Questions and concerns