

## Enrollment Summary Summer and Fall 2010

- **Summer**

- 8,633 Headcount was a 9% Increase over 2009.
- 42,074 Student Credit Hours were a 10.5% Increase over 2009.
- Extensive promotion of 2nd Pell grant opportunity was a critical factor.
- New Beginning Freshmen Headcount up by 18%, compared to 2009.
- Significant increases in Summer enrollment were due to a variety of factors including extensive communication by Enrollment Management to students regarding Dept. of Ed. Second Pell Grant for summer and contacting students who had not returned.

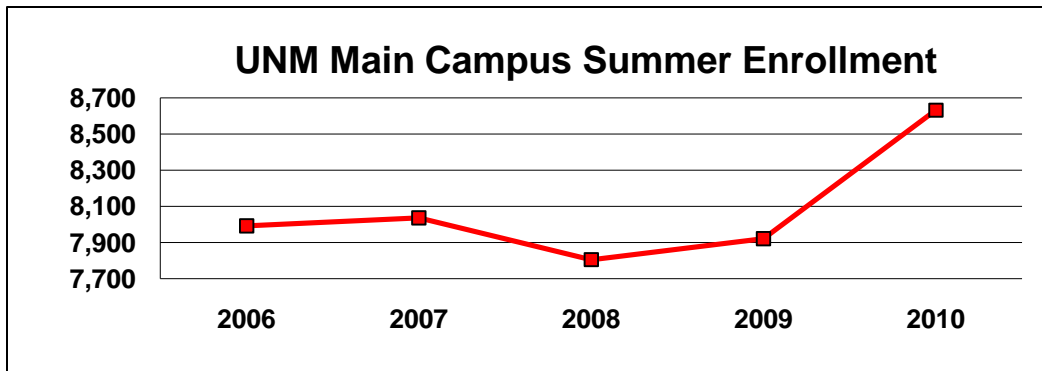
- **Fall**

- Headcount is up by 5.32% to 28,757. This is a record high enrollment.
- Student credit hours are up by 5.7% (2.7% over goal). This is also a record.
- First Time in College Enrollment is up 6% to 3,604. This is a record number and includes a 19% increase in non-residents.
  - States with 8 or more Beginning Freshmen in descending order include, TX, CA, AZ, CO, FL, VA, MD, NV, and NY and states with large increases are: AZ, CA, FL, MD, NV, OR, PA, TX, and WA.
  - NM schools with large increases: Albuquerque Academy, Amy Biehl, Highland, Hope Christian, Manzano, Sandia, South Valley Academy, and East Mountain (ABQ), Artesia, Calrsbad, Clovis, Dexter, Española Valley, Gallup, Hobbs, Robertson and West Las Vegas (Las Vegas), Mayfield (Las Cruces), Pojoaque, Roswell, SF Indian School, Texico, and Valencia.
  - The average SAT from last year to this year point in time has improved 52 points from 1,096 to 1,148.
- Transfer students are up 4.3%.
  - States with large increases: CA, GA, MO, NM, NY, and TX.
  - NM Schools with large increases: CNM, NM Military Inst, NM State U, San Juan College, Southwest Indian Poly Inst, and Western NM U.
- On-line and EU have very strong increases of 65% and 43% respectively.
- Non-residents overall are up 9.6%.
- National Merit Scholars and National Scholars overall are up 86%.

## Enrollment Summary Main Campus

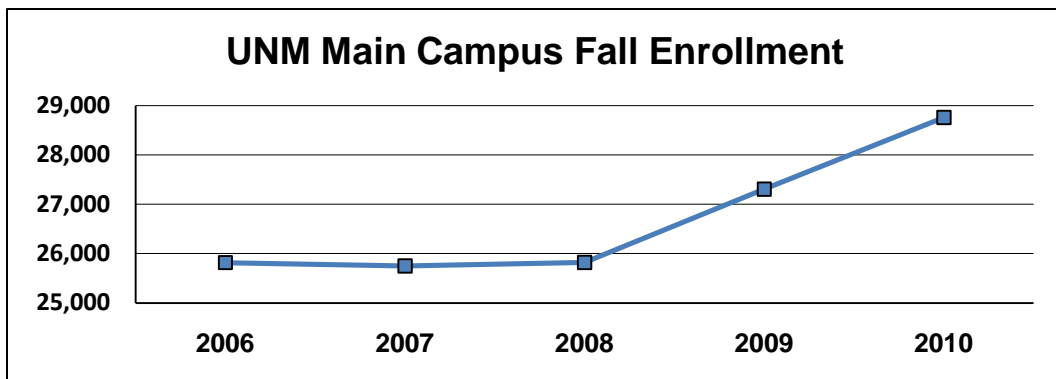
### Summer 2010

	HEADCOUNT	SCH	FTE
<b>Summer 2010 Totals:</b>	8,633	42,074	7,012
<b>% Change from 2009:</b>	8.98%	10.50%	10.46%



### Fall 2010

	HEADCOUNT	SCH	FTE
<b>Fall 2010 Totals:</b>	28,757	335,470	23,116
<b>% Change from 2009:</b>	5.32%	5.70%	5.50%



**Summer 2010  
Headcount by Enrollment Status**

**Main Campus**

<b>Enrollment Status</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>1 yr. Chg.</b>
Returning	6,705	6,657	6,453	6,355	<b>7,224</b>	13.67%
Readmit	426	594	526	593	<b>547</b>	-7.76%
New Beginning Fresh.	88	93	109	95	<b>112</b>	17.89%
New Beginning Other	34	31	24	10	<b>15</b>	50.00%
Undergrad Transfers						
from NM	71	98	63	114	<b>89</b>	-21.93%
from outside NM	69	55	49	82	<b>71</b>	-13.41%
New Non-Degree	371	307	361	412	<b>319</b>	-22.57%
New Graduate	229	201	221	261	<b>256</b>	-1.92%
New First Prof	0	1	0	0	<b>0</b>	N/A
<b>Total Headcount</b>	<b>7,993</b>	<b>8,037</b>	<b>7,806</b>	<b>7,922</b>	<b>8,633</b>	<b>8.98%</b>

**Summer 2010  
Headcount by Classification**

**Main Campus**

<b>Classification</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>1 yr. Chg.</b>
Freshmen	357	361	296	310	<b>376</b>	21.29%
Sophomore	810	816	770	777	<b>921</b>	18.53%
Junior	1,175	1,276	1,182	1,213	<b>1,429</b>	17.81%
Senior	2,375	2,544	2,664	2,623	<b>2,795</b>	6.56%
Unclassified	16	6	0	5	<b>1</b>	-80.00%
Subtotal Undergrad	<b>4,733</b>	<b>5,003</b>	<b>4,912</b>	<b>4,928</b>	<b>5,522</b>	<b>12.05%</b>
Non-Degree	912	799	821	917	<b>831</b>	-9.38%
Total Undergrad	<b>5,645</b>	<b>5,802</b>	<b>5,733</b>	<b>5,845</b>	<b>6,353</b>	<b>8.69%</b>
Anderson Grad	334	330	315	295	<b>343</b>	16.27%
Grad Programs	1,842	1,781	1,655	1,674	<b>1,812</b>	8.24%
Law School	97	96	89	97	<b>120</b>	23.71%
Pharm. D.	51	28	14	11	<b>5</b>	-54.55%
Total Grad/Prof	<b>2,324</b>	<b>2,235</b>	<b>2,073</b>	<b>2,077</b>	<b>2,280</b>	<b>9.77%</b>
<b>Grand Total</b>	<b>7,969</b>	<b>8,037</b>	<b>7,806</b>	<b>7,922</b>	<b>8,633</b>	<b>8.98%</b>

**Fall 2010  
Headcount by Enrollment Status**

**Main Campus**

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>1 yr. Chg.</b>
Returning	18,695	18,662	18,542	19,088	<b>20,262</b>	<b>6.15%</b>
Readmit	1,521	1,529	1,475	1,679	<b>1,627</b>	<b>-3.10%</b>
New Beg. Freshmen	3,026	2,910	3,225	3,409	<b>3,604</b>	<b>5.72%</b>
New Beg. Other	51	60	60	72	<b>143</b>	<b>98.61%</b>
Undergrad Transfers						
from NM	708	745	710	893	<b>968</b>	<b>8.40%</b>
from outside NM	296	343	285	400	<b>380</b>	<b>-5.00%</b>
New Non-Degree	453	440	426	429	<b>524</b>	<b>22.14%</b>
New Graduate	853	856	932	1,121	<b>1,013</b>	<b>-9.63%</b>
New First Prof	214	204	165	213	<b>236</b>	<b>10.80%</b>
<b>Total Headcount</b>	<b>25,817</b>	<b>25,749</b>	<b>25,820</b>	<b>27,304</b>	<b>28,757</b>	<b>5.32%</b>

**Fall 2010  
Headcount by Level**

**Main Campus**

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>1 yr. Chg.</b>
Undergraduate	18,199	18,259	18,395	19,611	<b>20,655</b>	<b>5.32%</b>
Graduate Programs	4,366	4,289	4,231	4,393	<b>4,551</b>	<b>3.60%</b>
Anderson Grad.	469	466	474	510	<b>620</b>	<b>21.57%</b>
Law	344	344	344	345	<b>355</b>	<b>2.90%</b>
Medicine	306	304	303	317	<b>334</b>	<b>5.36%</b>
PharmD	359	360	359	347	<b>354</b>	<b>2.02%</b>
Non-Degree	1,774	1,727	1,714	1,781	<b>1,888</b>	<b>6.01%</b>
<b>Total Headcount</b>	<b>25,817</b>	<b>25,749</b>	<b>25,820</b>	<b>27,304</b>	<b>28,757</b>	<b>5.32%</b>

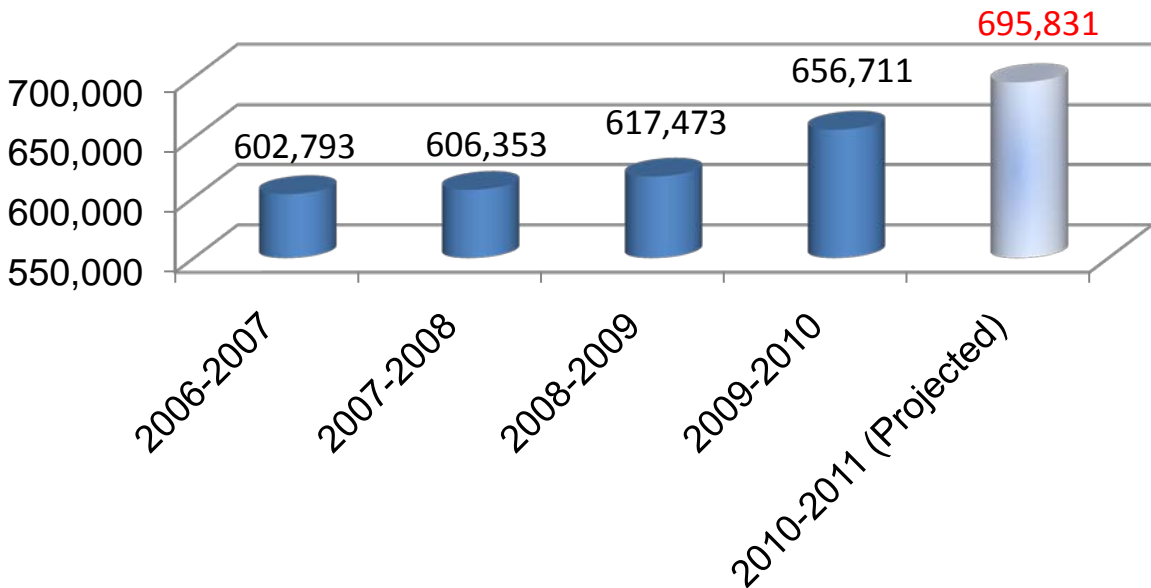
- Graduate programs overall are up 3.6% despite a slight drop in new students.
- Anderson Graduate is up over 20%.

**Fall 2010  
Student Credit Hours**

**Main Campus**

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>1 yr. Chg.</b>
Undergraduate	233,023	233,688	237,302	252,777	<b>266,053</b>	<b>5.25%</b>
Graduate Programs	32,785	32,178	32,289	34,342	<b>35,849</b>	<b>4.39%</b>
Anderson Grad.	3,527	3,559	3,645	4,100	<b>5,009</b>	<b>22.17%</b>
Law	4,992	4,962	4,933	5,003	<b>5,213</b>	<b>4.20%</b>
Medicine	6,234	5,604	5,443	5,845	<b>6,793</b>	<b>16.22%</b>
PharmD	5,260	5,572	5,783	5,998	<b>6,127</b>	<b>2.15%</b>
Non-Degree	8,522	8,515	8,561	9,312	<b>10,426</b>	<b>11.96%</b>
<b>Total SCH</b>	<b>294,343</b>	<b>294,078</b>	<b>297,956</b>	<b>317,377</b>	<b>335,470</b>	<b>5.70%</b>

**Academic Year Credit Hours**



- Projecting academic year credit hours for the summer, fall, and spring semesters of 2010-2011 would indicate a 5.9% increase over 2009-10.

## Branch Campuses

### Summer 2010

BRANCH CAMPUSES	HEADCOUNT			
	Summer 2009	Summer 2010	CHANGE	%CHANGE
Gallup	709	885	176	24.82%
Los Alamos	437	454	17	3.89%
Taos	345	462	117	33.91%
Valencia	764	886	122	15.97%

BRANCH CAMPUSES	STUDENT CREDIT HOURS			
	Summer 2009	Summer 2010	CHANGE	%CHANGE
Gallup	3,285	4,530	1,245	37.90%
Los Alamos	1,641	1,802	161	9.81%
Taos	1,510	2,298	788	52.19%
Valencia	3,438	4,209	771	22.43%

### Fall 2010

BRANCH CAMPUSES	HEADCOUNT			
	Fall 2009	Fall 2010	CHANGE	%CHANGE
Gallup	2,873	3,026	153	5.33%
Los Alamos	718	767	49	6.82%
Taos	1,523	1,622	99	6.50%
Valencia	2,256	2,338	82	3.63%

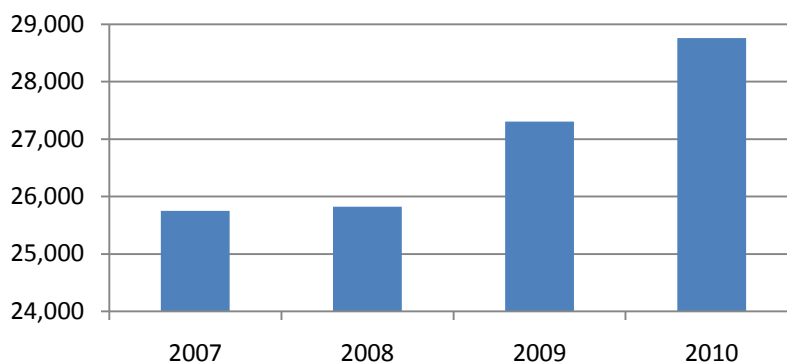
  

BRANCH CAMPUSES	STUDENT CREDIT HOURS			
	Fall 2009	Fall 2010	CHANGE	%CHANGE
Gallup	27,907	29,472	1,565	5.61%
Los Alamos	5,047	5,534	487	9.65%
Taos	11,819	13,282	1,463	12.38%
Valencia	19,564	21,391	1,827	9.34%

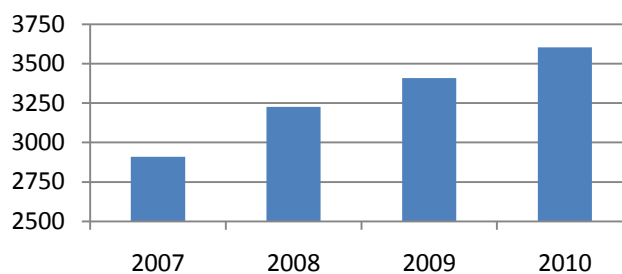
## Enrollment Trends

- Strategies have emphasized innovative marketing campaigns with sequenced and segmented messages for in-state and out-of-state students.
- During this growth period, it has been essential to monitor class availability and ensure sufficient courses are available to meet demand.
- Tactics have included a focus on encouraging students to return to the university and take increased course loads in an effort to improve graduation outcomes.

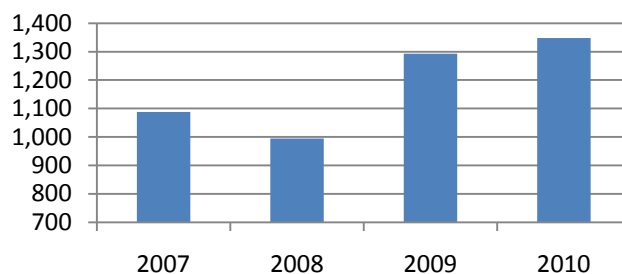
### Main Campus Enrollment



### Beginning Freshman

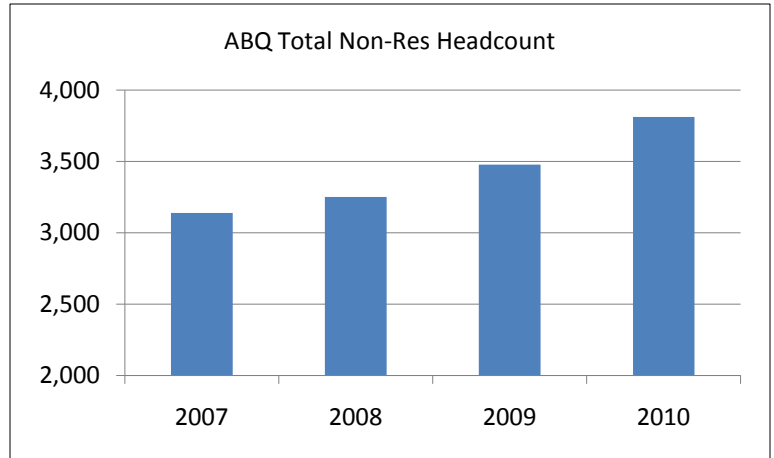


### Transfers

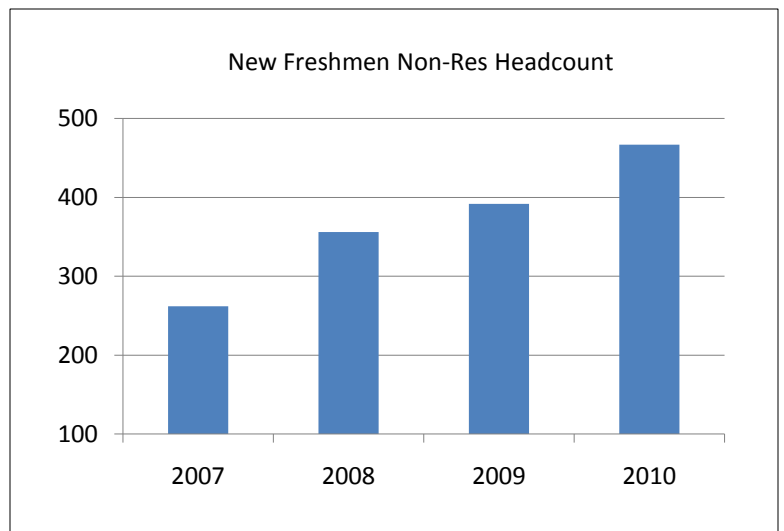


## Non-resident Growth

Overall, non-residents have grown from 3,138 in 2007 to 3,813 in 2010 (22%).

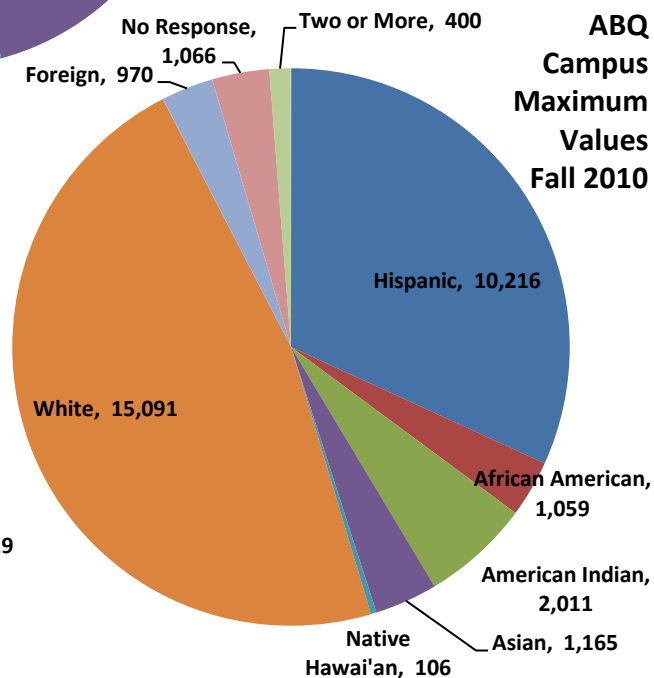
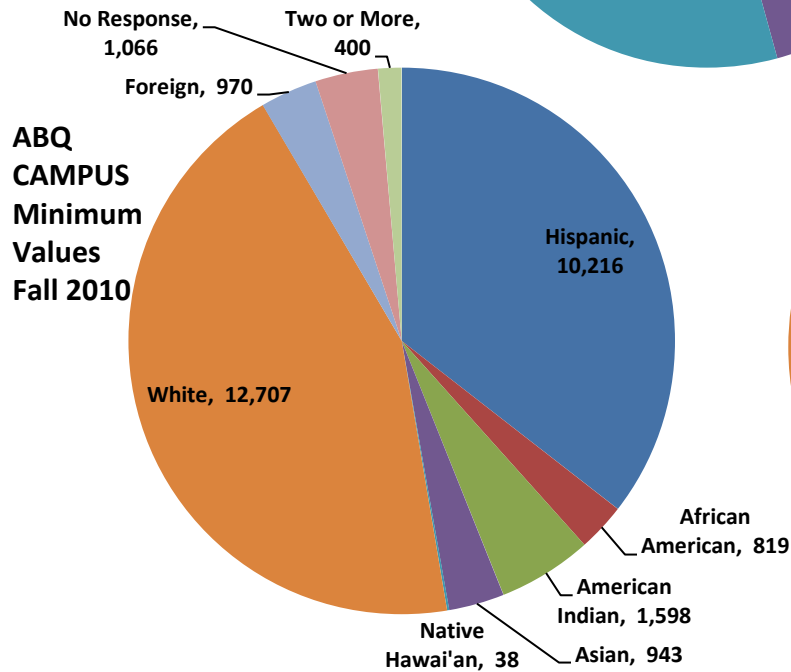
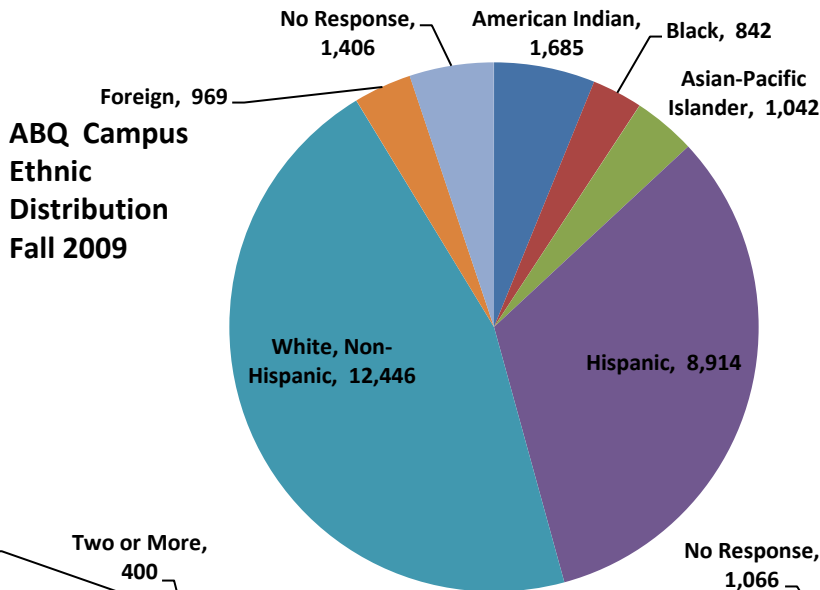


Of the enrolled beginning freshmen 87% are NM residents, and 13% are non-residents. This ratio was 89% and 11% in 2009.





## Ethnicity Reporting Changes



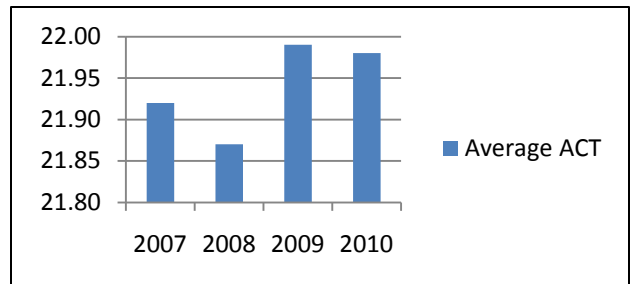
\* There are new Federal rules for collecting and reporting race/ethnic data as of Summer 2010. Individuals are now given the option of identifying themselves as Hispanic or Not Hispanic, and are also given the option of selecting one or more races. For Federal reporting, anyone who selects Hispanic is reported as Hispanic regardless of any race choices they select. Anyone who selects Not Hispanic and two or more races is reported as "Two or More".

The "Minimum" column reports these Federal categories which sum to the total headcount.

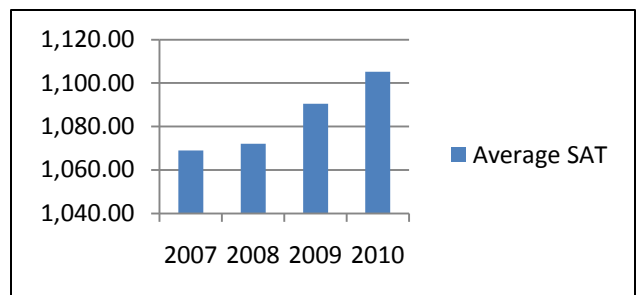
The "Maximum" column reports the total for each of the race categories. For example, the "Maximum" American Indian total will include anyone who selected American Indian alone or in combination with any other race/ethnicity category. The total of the "Maximum" column may exceed the total headcount.

## First Time in College Profile

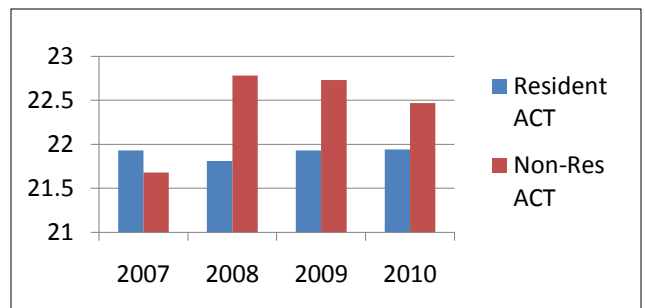
Average ACT for the new freshman cohorts has increased and remained flat.



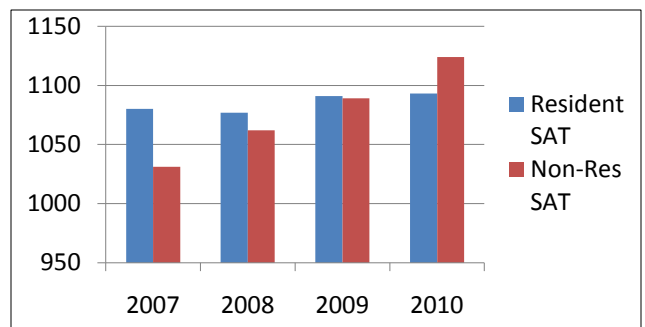
Average SAT for the cohorts has increased substantially and has surpassed the national average of 1017.



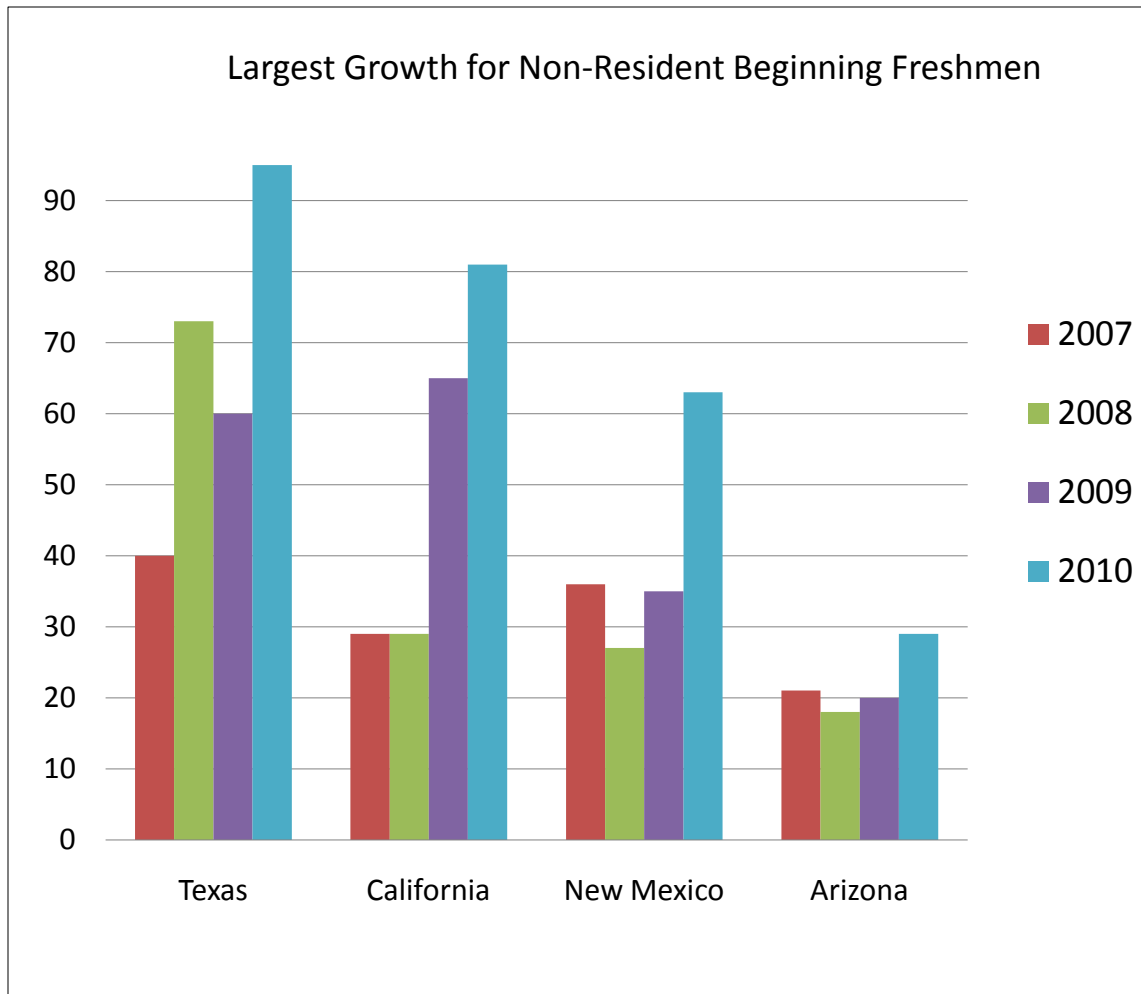
Average ACT has increased and remained flat for non-residents and remained flat for residents.



Average SAT has increased for non-residents and remained flat for residents.



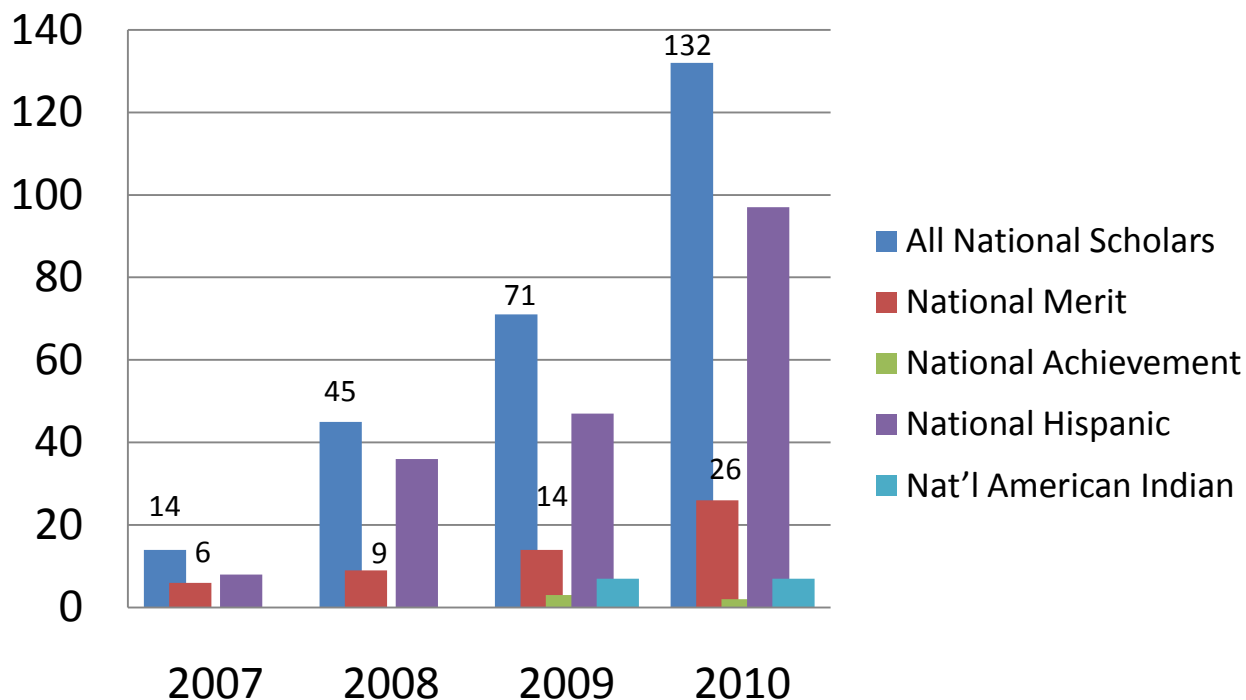
## First Time in College Non-residents



The 2010 class has significant growth from Texas, California, and Arizona as well as non-residents attending New Mexico high schools.

Recruitment efforts targeting new markets have been productive with many states realizing emerging growth patterns on a smaller scale.

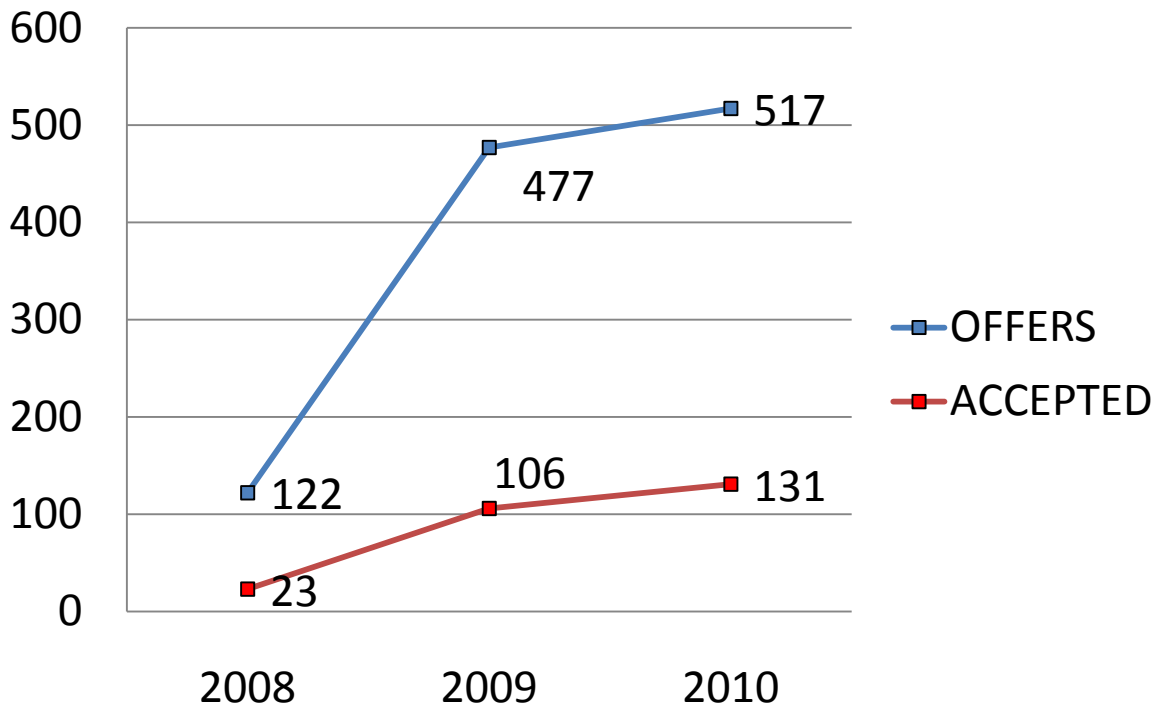
## National Scholars Growth



◆ For the first time in its history, UNM is listed as a sponsoring institution in the National Merit Scholarship Corporation publications. This prestige is granted to only the top 200 institutions enrolling National Merit Scholars and puts UNM in the same company with highly regarded flagship institutions such as the University of North Carolina at Chapel Hill and The Ohio State University; and private institutions like the University of Southern California and New York University.

## Gateway Program

### Students Offered Gateway



- In 2008 the program was implemented with several criteria restricting eligibility.
- 2009 entrance was less restrictive and included a marketing strategy.
- 2010 included a 24% increase in participants.
- Future plans include additional enhancements to the program. Participation will increase as UNM applies more selectivity to the admission process.