

S. NREM RECRUITMENT REPORT. FY 2015

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This report includes data for NREM prospects and enrolled NREM students for the fall 2014, spring 2015, and summer 2015 terms (FY 2015; July 1, 2014 to June 31, 2015); with an anticipated enrollment of FY15. Any prospect with an anticipated enrollment outside of FY15 will not be included in this year's data and previous or future reports should be consulted. A prospect is any high school student, transfer student or non-traditional student that showed interest in Animal Ecology or Forestry majors. Few student prospects provided incomplete profile information and were omitted from the following report. New enrollment refers to any student entering NREM either as a new Iowa State (ISU) student or a student changing majors to Animal Ecology or Forestry from another ISU program. Information is based on data in the NREM Recruiting Database maintained by the CALS Student Services Center and through the ISU Office of the Registrar.

I. RECRUITMENT AND ENROLLMENT

A. Most of NREM's FY 2015 prospects (98%) declared a fall anticipated entry term. Seventy six percent of the student prospects were interested in an Animal Ecology major; a small percentage (4%) were interested in both Animal Ecology and Forestry (Table 1). A total of 156 new students started in NREM in fall 2014 (Table 2); although not all students were known prospects and in the NREM recruitment database (Table 3). Of the prospects that applied to ISU, 60% of them received and accepted an offer and enrolled while another 22% declined their offer. The remaining 18% either declined after accepting an offer, failed to follow through with enrollment, or were denied admission (Table 4).

Table 1. NREM Prospects with FY 2015 anticipated enrollment

	Fall 2014	Spring 2015	Summer 2015	FY 2015	Percent per Major
Animal Ecology	152	4	1	157	76%
Forestry	42	0	0	42	20%
Both AECL & FOR interest	8	0	0	8	4%
Total prospects per term	202	4	1	207	-
Percent prospects per term	98%	2%	0%	-	-

Table 2. New NREM student enrollment (NSE) in FY 2015 including freshmen, transfer students, and major changes.

	Fall 2014	Spring 2015	Summer 2015	Total FY 2015	Percent by Status/major
Total Freshmen	70	1	1	72	39%
AECL	62	0	1	63	87.5%
FOR	8	1	0	9	12.5%
Total Transfers	31	5	0	36	19%
AECL	22	4	0	26	72%
FOR	9	1	0	10	28%
Total Major Changes	55	24	0	79	42%
AECL	51	18	0	69	87%
FOR	4	6	0	10	13%
Total NSE	156	30	1	187	-
NSE Percent	83%	16%	1%	-	-

Table 3. New student enrollment success of prospect list (pNSE) compared to total enrollment (tNSE) over previous 2 years

	FY 2014				FY 2015				Prospects %Δ	(p)NSE %Δ
	Prospects	(p)NSE	(t)NSE	Success	Prospects	(p)NSE	(t)NSE	Success		
AECL	270	87	99	32%	157	51	89	32%	-42%	-36%
FOR	131	18	18	14%	42	12	19	30%	-68%	-22%
Both	-	-	-	-	8	-	-	-	-	-
Total	401	105	117	26%	207	63	108	30%	-48%	-9%

Table 4. Application status of NREM prospective students

	Animal Ecology	Forestry	Both AECL & FOR Interest	Total	Percent of Total Prospects
Applied	89	26	0	116	56%
Received Offer/Didn't accept	17	8	0	25	12%
Denied	1	0	0	1	0.5%
Failed to register	1	0	0	1	0.5%
Accepted/Declined	14	4	1	19	9%
Accepted Offer	56	14	0	70	34%
Did not apply	68	16	7	91	44%
Total Prospect	157	42	8	207	-

B. The majority of new students enroll for the fall semesters each FY making fall enrollment numbers a good indicator for major/department size. Based on the Registrar's undergraduate student enrollment statistics for fall 2014, NREM ranks in the top 5 largest departments in the College of Agriculture and Life Sciences (Table 5). At the university level, data is provided by major and not department, therefore making it difficult to compare department size based on enrollment numbers. In the long term, there

has been a steady increase in NREM enrollment size at a similar rate as the overall ISU enrollment increase (Table 6).

Table 5. Total enrollment for top undergraduate departments in the College of Agriculture & Life Sciences, FY15.

	Enrollment
COLLEGE OF AGRICULTURE & LIFE SCIENCES	
Animal Science (3 Majors)	1076
Ag Education & Studies (2 Majors + Certificate)	533
Ag Business	489
Ag & Bio Systems Engineering (2 Majors)	458
NREM	453
Agronomy	334
IOWA STATE UNIVERSITY	
To see how NREM majors compare to majors University wide, visit www.registrar.iastate.edu/sites/default/files/uploads/stats/major/majf2014.pdf This compares by major only and not by department	

Table 6. Total NREM fall enrollment 2009-2014

	F 2014	F 2013	F 2012	F 2011	F 2010	F 2009
Animal Ecology	357	365	340	339	313	295
Forestry	96	97	96	83	75	78
Total	453	462	437	422	288	373
Percent %Δ						
3 Year %Δ NREM	+3.7%	+9.5%	+12.6%	+13.1%	+23.6%	+26%
3 Year %Δ ISU	+13%	+23%	+11%	+8%	+7%	+3%
5 Year %Δ NREM	+16.8%	+24%	+39%	+42%	-17%	+13%
5 Year %Δ ISU	+25%	+23%	+18%	+16%	+13%	-

Recruitment and Enrollment Discussion: While 39% of new students entered as freshman, 42% joined NREM by a change in major after the start of their first semester (Table 2). Looking back at previous years, this is typically the case. In FY14 and FY13 the majority percentages of new students, 34% and 43% respectively, were major changes. Many of these students learn about NREM through departmental exchanges through 110 Visit Days or by word of mouth. This high percentage of major changes indicates that prospects are being missed in recruitment activities or NREM is overlooked when students visit with admissions. To address this challenge, improved relationships can be built throughout the state with high school and community college educators and NREM ambassadors as the Department seeks to expand their recruitment range. In addition, increased networking and relationships with Admissions personnel so that NREM comes to mind when students talk about their interests.

Overall, NREM enrollment numbers continue to increase steadily. Animal Ecology and Forestry numbers can be compared to other individual majors by visiting www.registrar.iastate.edu/sites/default/files/uploads/stats/major/majf2014.pdf In terms of trends over time, NREM numbers fluctuate yearly with increases and decreases in enrollment. However, when

viewed over 3 or 5 years, there is a marked continuous increase in enrollment. This increase is almost on par with the overall university increase in undergraduate enrollment (Table 6).

II. NEW STUDENT PROFILE

A. The majority of prospects (57.5%) originate from Iowa followed by Illinois (13%) and Minnesota (6%). (Table 7). Within Iowa, most prospects (39%) are from the central region of the state closely followed by the eastern region (27%) (Table 8). Polk County is the highest source of prospective students (35%) (Table 9).

Table 7. Location of NREM student prospects by state or U.S. territory

	Prospects per state/territory	Percent per state/territory
IA	119	57.5%
IL	26	13%
MN	13	6%
WI	10	5%
NE	6	3%
KS	5	2%
MO, SD	4	2% each
NV	3	1%
PA, NJ, CO, TX, PUERTO RICO	2	1% each
MA, AZ, CA, IN, GA, MI	1	0.5% each
Unknown	1	0.5%

Table 8. Number of NREM student prospects by region within Iowa

	Prospects per IA Region	Percent per IA Region
Central	49	39%
Eastern	34	27%
Southeastern	16	13%
Northeastern	8	7%
Northwestern	9	6%
Southwestern	10	8%

Table 9. Top 5 recorded counties of Iowa prospects

	Prospects per IA County	Percent per County	Region of County
Polk	24	35%	Central
Linn	8	12%	Southeastern
Scott and Johnson	6	9% each	Eastern
Pottawattamie	5	7%	Eastern
Story	4	6%	Central

B. Prospects interested in transferring to ISU for FY15 come from a community colleges and universities; 27% from Des Moines Area Community College (DMACC), followed by 9% and 6% from Kirkwood CC and

Marshalltown CC respectively (Table 10). Every other institution, 16 in total, provided only 1 prospect each and included Iowa community colleges, Iowa universities, and colleges in 3 other states (IL, PA, and MA).

Table 10. Top colleges of prospective transfer students

	Prospects per School	Percent per School	Region of Iowa
Des Moines Area Community College	9	27%	Central
Kirkwood Community College	3	9%	Eastern
Marshalltown Community College	2	6%	Central

C. Students that changed majors from another ISU major in FY15 came principally from Animal Science (Table 11). Most of the students changed to NREM during the fall semester, however, a significant number also changed in the spring semester. Any student that changed majors to NREM between July 1, 2014 and August 21, 2014 were included in the fall 2014 count and those that changed between May 9, 2015 and June 30, 2015 were included in the spring 2015 count.

Table 11. Previous majors of students changing to NREM

	Fall 2014	Spring 2015	Total FY15
Animal Science	25	7	32
Biology	6	7	13
LAS Open	4	2	6
Mechanical Engineering	4	0	4
Environmental Science	1	2	3
Other	15	6	21

New Student Profile Discussion: Most prospects showing interest in NREM are from Iowa, Illinois, Minnesota, and Wisconsin (Table 7). Many students come to ISU from Minnesota for NREM programs because there are not similar programs/majors at Minnesota universities. There is only about a \$4,000 difference between the University of Minnesota’s in-state tuition and ISU’s out-of-state tuition making the cost differential low. For Illinois residents, only one of the University of Illinois campuses offers a program in natural resources and in-state tuition for Illinois universities is significantly more than ISU’s out-of-state tuition cost.

A majority of NREM student prospects come from counties in central and eastern regions of Iowa (Table 8 and 9). These regions contribute to greater number of prospective students due to the simple fact that population density is greater in these regions. The population density also increases the success of word of mouth recruitment between acquaintances. Some eastern Iowa prospects may also be choosing to attend ISU instead of the University of Iowa because ISU/NREM may have the program they are interested in. NREM’s Forestry major is unique within the state, making NREM a likely choice for those interested in natural resources.

The primary group of transfer students enroll in NREM programs from Des Moines Area Community College (DMACC; Table 10). Proximity, higher population density and good communication between ISU

and DMACC are responsible. A number of these DMACC prospects seem to have the final plan of attending ISU and NREM but for financial or comfort reasons, choose to start at DMACC.

Animal Science, Biology, Environmental Science, and LAS Open Option majors are the primary source of students changing to an NREM major. Animal Science generally the major source (Table 11). This suggests that either many students are changing their interests to wildlife or that initially students are not aware of NREM program/majors.

III. RECRUITMENT ACTIVITIES

A. The numbers in Table 12 are representative of those prospective students that visited with an NREM recruiter/adviser and declared an anticipated FY 2015 enrollment. Those numbers were compared with the number of those same prospects that enrolled at ISU. Of 100 visiting prospects, 36% enrolled in Animal Ecology or Forestry at ISU for FY 2015.

Table 12. Number of visits with FY 2015 anticipated entry per recruiter and enrollment success of those visits

	Animal Ecology	AECL Enrollment Success	Forestry	Forestry Enrollment Success	Both AECL & FOR Interest	Enrollment Success	Total Visits
Amanda	1	1	0	-	0	-	1
Doug	0	-	2	1	0	-	2
John	24	15	1	-	0	-	25
Miranda	1	0	0	-	0	-	1
Sarah	51	9	11	5	4	1	66
Sue	3	2	1	1	0	-	4
Tim	1	0	0	-	0	-	1
Total	81	28	15	7	4	1	100
Percent Success	-	35%	-	47%	-	25%	36%

B. Due to the transition of staff and lack of coordinator, the Ambassador Program was temporarily discontinued. No visits were made to schools in FY 2015 thus prospective numbers are lower than previous years. The program will continue FY 2016.

C. Recruitment activities were limited to on campus events due to the change in student services staff. More activities should occur FY 2016 with the resumption of the Ambassador Program and other recruitment efforts.

Table 13. NREM on-campus recruitment events, FY15.

ON CAMPUS
Riceville School Visit
CALS Visit Day
Junior Visit Day
Future Farmers of American Convention
Experience Iowa State Days
Admission Scheduled Visits

D. The NREM Department has been increasing its social media exposure. During FY15, the number of Facebook “likes” grew from 459 to 591 (Fig. 1). FY 2014 had a similar rate of increase in “likes”, 347 to 459. Note the large spike in “likes” and reach (reach being the number of views; Fig. 2) during much of December. The first largest peak is in response to a post of an NREM faculty interview on a local news channel. The remaining December activity coincides with active posts and updates of the students participating in the Antarctica faculty led trip.

Figure 1. New Facebook “Likes” in FY 2015

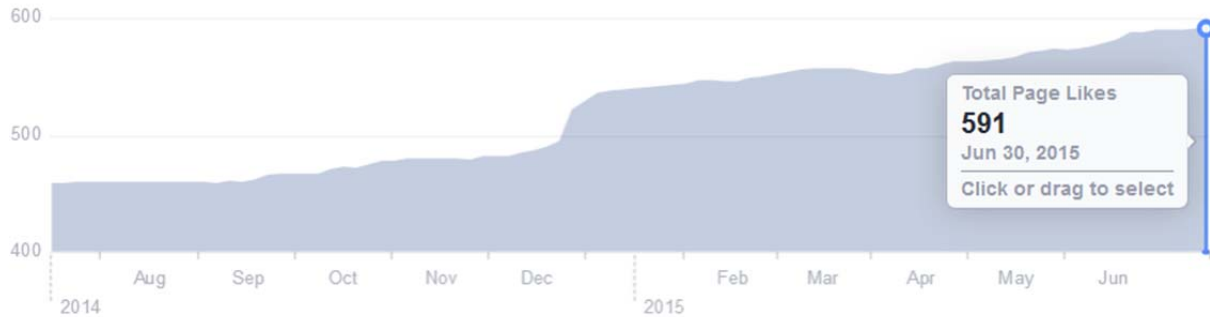
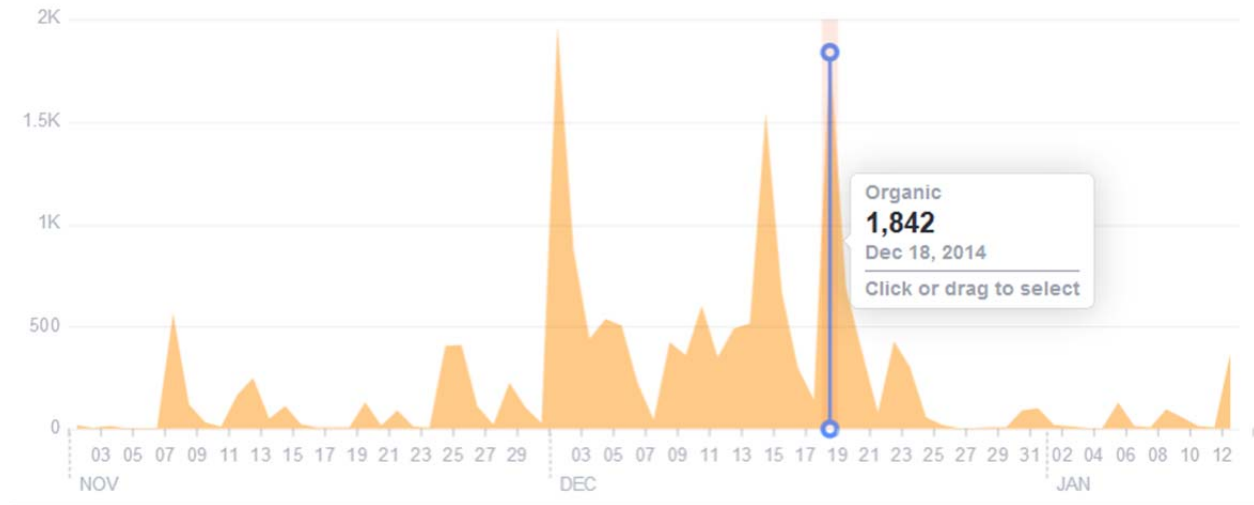


Figure 2. Number of audience reached on Facebook in FY 2015



Recruitment Activities Discussion: Prospect visits with NREM recruiters/faculty have had a 36% average success of enrollment in NREM majors for FY15 (Table 12), despite a smaller prospective student base reached, FY14 had a success rate of 27%. FY13 had fewer visits and an even higher success rate than FY15 with 47% of prospects enrolling at ISU (Table 11 FY 2013 Recruitment Report). Overall, prospective student visits with the department are successful.

Recruitment activities are anticipated to increase once the Ambassador Program is renewed for FY16. However, based on the above percentages of success for FY 2015, many students were reached on campus and recruitment was successful despite this lack.

Facebook has been a successful launch into social media for NREM; most successful when posting about professors –news interviews, articles, old pictures, and photos of study abroad trips. More pictures, videos and descriptions of faculty and student experiences are being collected to showcase on Facebook and the department website.