

**Snapshot of NMHU Funnel Recruitment and Enrollment Yield Rates**  
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Fall 2019 as of 5/8/19

**Table 1. NMHU Undergraduate first-time freshmen enrollment funnel numbers for Fall 2012 through Fall 2019.**

<b>UNDERGRADUATE FIRST-TIME FRESHMEN STUDENT ENROLLMENT FUNNEL</b>								
	<b>Fall 2012</b>	<b>Fall 2013</b>	<b>Fall 2014</b>	<b>Fall 2015</b>	<b>Fall 2016</b>	<b>Fall 2017</b>	<b>Fall 2018</b>	<b>YTD 2019</b>
Raw Leads	N/A	N/A	N/A	N/A	780	2447	75,000	37, 194
Inquiries	N/A	N/A	4580	5726	3339	6482	3578	9462
Applications*	4626	4249	3509	2681	3851	2239	1172	1116
Incomplete	1950	2697	1768	1202	1289	654	347	266
Admitted	2676	1552	1741	1479	2562	1585	825	850
Enrolled	443	355	284	299	320	193	273	TBD
% Yield **	16.6%	22.9%	16.3%	20.2%	12.4%	12.1%	33%	TBD

SOURCE: Office of Student Recruitment & Undergraduate Admissions

Raw Leads are purchased name buys (NRCCUA, ACT, and College Board)

Inquiries are collected (Info Cards, Go to College Fairs, YouVisit, and Slate)

\*Includes applicants that did not inquire

2014, 2015, 2016, 2017 include all inquiries collected but is not specific to the term in which the student intends to enroll YTD 2018 and YTD 2019

include only Raw Leads and Inquiries that are specific to the term in which the student intends to enroll

\*\* Yield is calculated based on the number enrolled divided by admitted

**Table 2. NMHU Undergraduate transfer enrollment funnel numbers for Fall 2012 through Fall 2019.**

<b>UNDERGRADUATE TRANSFER STUDENT ENROLLMENT FUNNEL</b>								
	<b>Fall 2012</b>	<b>Fall 2013</b>	<b>Fall 2014</b>	<b>Fall 2015</b>	<b>Fall 2016</b>	<b>Fall 2017</b>	<b>Fall 2018</b>	<b>YTD 2019</b>
Raw Leads	N/A	N/A	N/A	N/A	N/A	N/A	N/A	73,478
Inquiries	N/A	N/A	N/A	391	686	639	359	653
Applications*	875	962	889	769	799	695	623	292
Incomplete	329	373	335	189	202	180	137	128
Admitted	546	589	554	580	597	515	486	164
Enrolled	409	478	369	372	397	395	348	TBD
% Yield **	75%	81%	66%	64%	66%	77%	72%	TBD

SOURCE: Office of Student Recruitment & Undergraduate Admissions and University Relations

Raw Leads are purchased name buys (College Fish)

Inquiries are collected (Info Cards, Go to College Fairs, YouVisit, and Slate)

\*Includes applicants that did not inquire

2014, 2015, 2016, 2017 include all inquiries collected but is not specific to the term in which the student intends to enroll

2018 and YTD 2019 include only Raw Leads and inquiries that are specific to the term in which the student intends to enroll

Enrolled numbers were not included for transfers on the admission reports prior to 2014

\*\* Yield is calculated based on the number enrolled divided by admitted

**Table 3. NMHU campus visit program**

<b>NMHU CAMPUS VISIT PROGRAM</b>					
	<b># of High School/Transfer Student Visits</b>	<b># of Group Visits</b>	<b># of Other Visits</b>	<b># of Prospective Students Served</b>	<b>Total Served</b>
<b>2018-2019</b>	92	29	12	914	1199
<b>2017-2018</b>	68	35	14	1797	1811

SOURCE: Office of Student Recruitment & Undergraduate Admissions