

Snapshot of NMHU Funnel Recruitment and Enrollment Yield Rates
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Fall 2019 as of 6/5/19

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

UNDERGRADUATE FIRST-TIME FRESHMEN STUDENT ENROLLMENT FUNNEL								
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	YTD 2019
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	9693
Applications*	4626	4249	3509	2681	3851	2239	1172	1138
Incomplete	1950	2697	1768	1202	1289	654	347	278
Admitted	2676	1552	1741	1479	2562	1585	825	860
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.

UNDERGRADUATE TRANSFER STUDENT ENROLLMENT FUNNEL								
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	YTD 2019
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	663
Applications*	875	962	889	769	799	695	623	370
Incomplete	329	373	335	189	202	180	137	145
Admitted	546	589	554	580	597	515	486	225
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

NMHU CAMPUS VISIT PROGRAM					
	# of High School/Transfer Student Visits	# of Group Visits	# of Other Visits	# of Prospective Students Served	Total Served
2018-2019	102	32	12	1025	1355
2017-2018	68	35	14	1797	1811

SOURCE: Office of Student Recruitment & Undergraduate Admissions