Enrollment & Student Recruitment Updates

January 23, 2017

Update on Funded Enrollment

3 Year Enrollment Analysis (Funded FTE)				
	UG Lower	UG Upper	Total	YOY Growth
2014-2015	78	1,081	1,159	
2015-2016	69	1,121	1,191	2.8%
2016-2017	61	1,025	1,086	-8.8%
3 Year Change (AY 15 – AY 17)	-22%	-5%	-6%	
	Grad I	Grad II	Total	YOY Growth
2014-2015	402	67	468	
2015-2016	366	68	433	-7.5%
2016-2017	338	71	409	-5.6%
3 Year Change (AY 15 – AY 17)	-16%	6%	-13%	

What Happens When Enrollment Drops?

- It impacts our budget
  - Tuition collections are below budgeted levels
  - Off-campus fee that supports ETA is below budgeted level
  - Differential tuition, which supports undergrad education, is below budgeted level
  - And, future performance base funding will likely decrease

Actual (& Estimated) Tuition Collections

	AY 2015 Su 14, Fall 14, Spring 15	AY 2016 Su 15, Fall 15, Spring 16	AY 2017 (estimated) Su 16, Fall 16, Spring 17
Tuition	$11.4M	$11.0M	$10.4M
Differential Tuition	$1.2M	$1.1M	$986K
Totals	$12.6M	$12.1M	$11.4M

Why (We Think) Enrollment is Changing

- At the undergraduate level
  - Decrease in students enrolling in the minors due to the 120 credit rule and "time to degree" rule
  - More students are attending community colleges
  - More community colleges are offering BA/BS degrees

- At the graduate level
  - More programs and colleges of public health
  - More online programs

What We're Doing: Programming

College-wide

Award Florida Outstanding Woman in Public Health

Industrial hygiene bridge program for college students

Biostatistics bridge program for college students

Community disaster management training and drills

Sponsor FPHA Luncheon

Host Flu Shot Day

Service-learning

What We're Doing: Programming

Undergraduate

Environmental health bridge program for high school students

Support Great American Teach-in and K-12 career days

Week of Welcome

What We're Doing: Recruitment

College-wide

USF Health Showcase

Florida Public Health Association Annual Educational Conference

American Public Health Association Annual Meeting & Exposition

US Public Health Service Corps Symposium

American Industrial Hygiene Conference & Exposition

American Society of Safety Engineers Safety Conference

Bi-Annual Social Marketing Conference

Southeast Society of Toxicology Conference

This is Public Health ASPPH Graduate Fair

Regional community and state colleges

Regional health fairs

Visit day pairing prospective and current students

Cross-campus collaborations with honors college and health professions

What We're Doing: Recruitment

Undergraduate

Presentations to key campus groups:

- Veterans, Greek life, undeclared and non-admitted nursing majors, student orgs and classes
- Admissions, honors college, and pre-health staff

House calls in residence halls

Tabling at weekly Bulls Market and wellness fairs

USF admission's Stampede of Success

Regional high schools

What We're Doing: Marketing

Advertising

Limited ads on Florida Public Broadcasting radio

Booth sponsorship at major conferences where faculty present

Petersons guide (online and print)

ASPPH view book

SOPHAS.org

B'nai B'rith print magazine

Limited ads in professional publications

What We're Doing: Marketing

Multimedia & Web

Invested in dedicated resource to boost search engine optimization

Revamping COPH home page, student life pages, prospective student pages; creating dedicated page for veterans

Dozens of videos on safety, river blindness, vaccines, brain eating amoeba, what is public health, online programs, alumni and student profiles—how our practice really is our passion!

Social Media

Facebook 2,494 likes

LinkedIN 2,682 members

Twitter 390 followers

Instagram 286 followers

What We're Doing: Marketing

College-wide

Increased social media engagement
- Facebook ↗ 87% since '13-14
- LinkedIn ↗ 36.8% since '13-14
- YouTube ↗ added more than 20 videos in the past two years
- Launched Twitter, Instagram and Flickr in 2016

Monthly newsletter to 6,000+ internal and external constituents, plus prospective students

Bi-monthly prospective student newsletter

Promote recruiting events on social media

Promotional giveaways

Academic programs booklet

Stories and news releases

Degree, concentration and course flyers, brochures

Undergraduate Marketing

UNDERGRADUATE

Minor and Certificate in Infection Control

Designed for individuals interested in pursuing a career in infection prevention and control.

Course list:

HSC 4032 – Foundations of Infection Control
HSC 4504 – Foundations of Public Health Immunology
HSC 4031 – Emerging Infectious Diseases
HSC 4430 – Occupational Health and Safety
HSC 4573 – Foundations of Food Safety

Program director:

Contact person:

May be completed on-line, on campus, or in combination

USF HEALTH COLLEGE OF PUBLIC HEALTH UNIVERSITY OF SOUTH FLORIDA

our practice is our passion.

Facebook and Twitter pages

- Dedicated study abroad Facebook pages

Academic programs booklet

Major, minor, study abroad and course flyers

This is Public Health video

Veterans video

Stories and news releases

What Works: UG Focus Group

How did you find us?

- CREATTE program
- Took a course
- Facebook, googled public health -> COPH website
- Introduced to public health in k-12
- Personal interest books
- Word of mouth (friends, USF advisor)

What would attract new majors?

- Guaranteed opportunity to work with faculty (not students) on research
- More practical experience like summer institute or service-learning

Future Steps

- Need increased involvement in student recruitment by faculty
- Open course sections when a section fills, when possible
- Creating a Living Learning Community for public health students
- Find ways to engage BSPH students in research
- Creating new opportunities for students to engage in public health in the community, from service learning to more summer institutes