

# ENROLLMENT UPDATE

## Summer 2005 (as of 5/9/25):

- 1,028 enrolled vs. 913 last year → **+12.6% YoY**
- Growth supported by:
  - Targeted social media campaigns (Marketing)
  - Student outreach via EAB Navigate

## Fall 2025 Enrollment (as of 5/9/25)

- Total: 1,725 vs. 1,612 → **+7.0%**
- Continuing: 1,374 vs. 1,297 → **+5.9%**
- SEEK: 181 vs. 141 → **+28.4%**
- ACE: 183 vs. 161 → **+13.7%**
- Transfers: 83 vs. 81 → **+2.5%**
- Freshmen: 108 vs. 112 → **-3.6%**



# ADMISSIONS FUNNEL

## Freshmen (as of 5/9/25):

### Freshman

- Applications: 14,966 v. 14,446 → +3.6% YOY
- Admitted: 8,602 v. 8,917 → -3.5% YoY
- Committed: 682 v. 559 → +22% YoY

### Transfer

- Applications: 2,435 v. 2,576 → -5.5% YOY
- Admitted: 1,096 v. 1,204 → -9.0% YoY
- Committed: 298 v. 325 → -8.3% YoY

## Key Communication & Engagement Efforts

- Acceptance letters sent (75%+ viewed by freshmen, 80%+ by transfers)
- Email campaigns: You Belong at York, Financial Aid Masterclass, Dean's Letters, & more
- Text outreach for non-viewed acceptance letters
- Faculty engagement: Admit List Shared with OAA
- Strengthen new student workflow with key office

# EVENTS & RECRUITMENT INITIATIVES



## Campus & Virtual Engagement

- 300+ in-person events, expanded tours (5x daily)
- Virtual info sessions & social media campaigns
- Recruitment calendar to strengthen presence
- FAFSA, TAP, Dream Act workshops (Tues/Thurs)

## Multiple Accepted Student Receptions

April 26 & April 30

- Engaged over 100 prospective students and families per events through panels, tours, and on-the-spot commitment support.
- Created a welcoming campus experience that strengthened student confidence and excitement about choosing York.

## Major Event: Mini -Open House

March 20, 2025

# RETENTION & NEXT STEPS

## Proactive Engagement

- EM EAB Navigate campaigns to keep current students on track
- Targeted communications by student groups (SEEK, ACE, continuing)

## Financial Aid

Category	2024 – 2025	2023 – 2024	% Change
Packaging	6,826	6,655	+2%
FAFSA Submitted	13,706	14,729	-7%
Work-Study	135	126	+7.1%

## Community & Belonging Initiatives

- Student Affairs and Academic Events throughout the semester
- Advising outreach building stronger relationships early
- Continuing student enrollment up 9.4% YoY