

To: Katherine Rowe, President  
 Peggy Agouris, Provost  
 Ginger Ambler, Vice President for Student Affairs

Cc: Cabinet, Working Group Members

From: Jeremy Martin, Vice President for Strategy & Innovation

Date: November 10, 2023

Re: W&M Undergraduate Enrollment Projections, 2023-2026

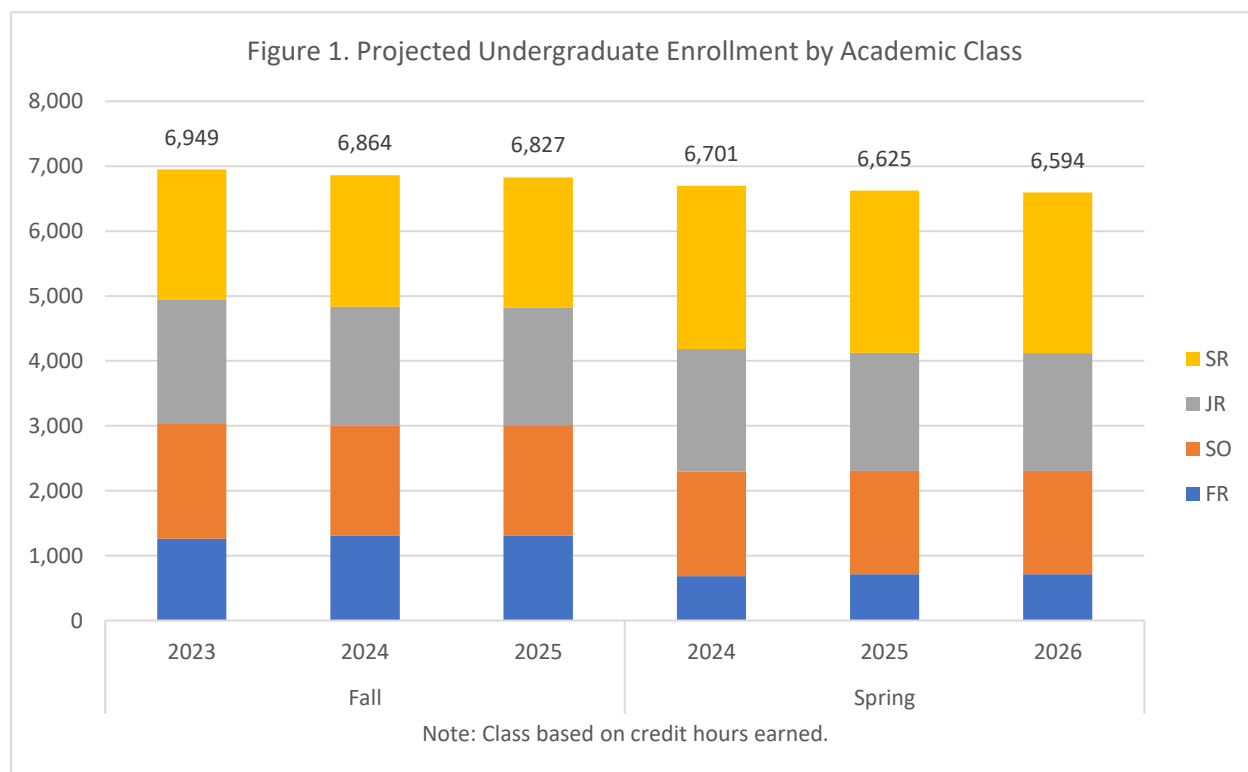
The Enrollment Projections Working Group launched in July 2022 to improve data-driven estimates for use in planning to serve the needs of William & Mary’s undergraduate students. The group met in October 2023 to update its headcount projection including the fall census data.

This headcount projection provides an estimate of the total number of undergraduates enrolled by academic class and living arrangements under current policies. The Office of Institutional Research, particularly Sophy Feng and Xuchen Zhou, deserve the lion’s share of the credit for these projections. The spring 2023 and fall 2023 projections proved accurate within one percentage point of actuals.

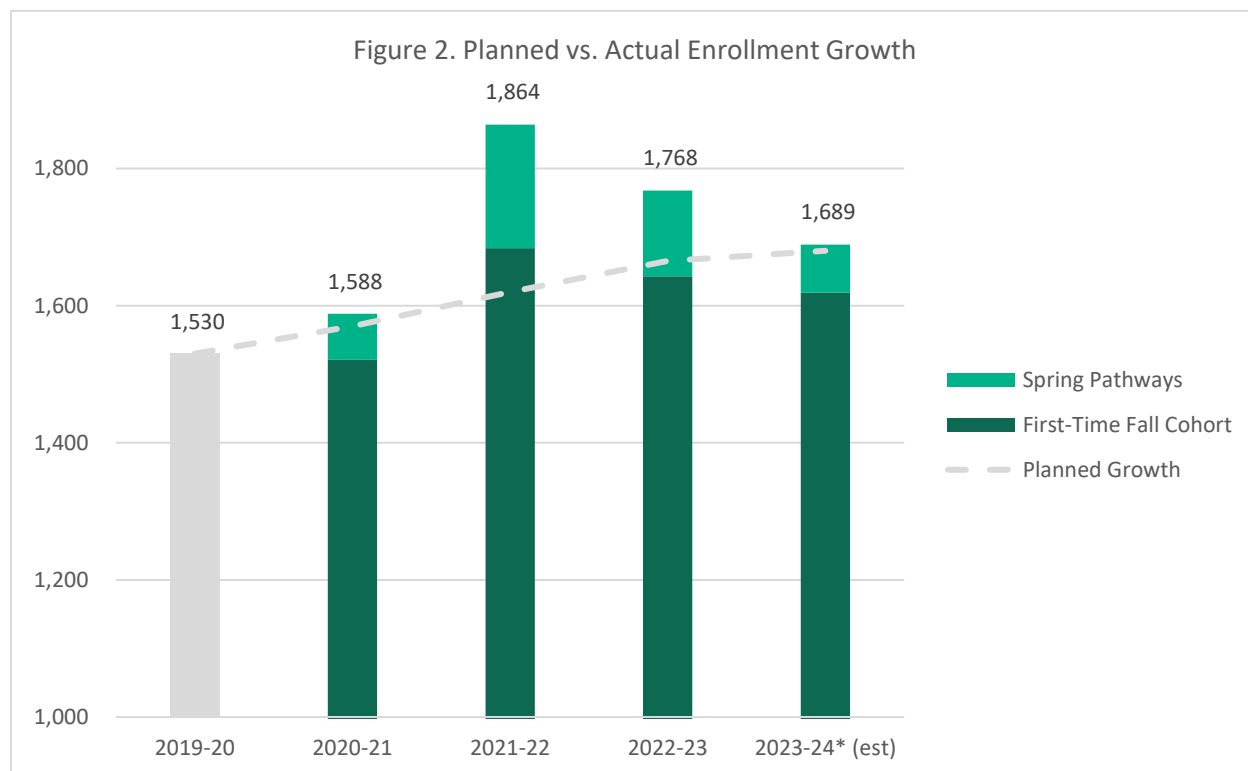
Some important notes for reviewing the graph and table below:

- Academic class is determined based on credit hours earned, not social class/entering cohort.
- The assumption of stable admissions target ranges:

	Fall	Spring
First-Time, Full-Time	1,600-1,650	(n/a; 0-5 unique deferrals)
Transfer	170-190 traditional	60-75 pathways students 60-80 traditional



Of note, undergraduate enrollment is expected to decrease slightly from the fall 2023 high point of 6,949 students. In the following fall semesters, decreases of -1.2% and -0.5% reflect the degree progress and graduation of the larger enrolling cohorts during the 2021-22 and 2022-23 academic years. The 2023-24 enrolling cohort is on target with the “Smart Growth” plan approved by the Board of Visitors in spring 2020.



#### Enrollment Projections Working Group Members:

- Ben Boone, Assistant Dean for Educational Policy, Arts & Sciences
- Alana Davis, Associate Provost and University Registrar
- Maggie Evans, Associate Vice President for Student Affairs (Campus Living)
- Sophy Feng, Director of Institutional Research
- Barbara Forth, Chief Data Officer
- Stacey Harris, Dean of Students
- Harriet Kandell, Director of Housing & Residence Life
- Shelly Laurenzo, Assistant Dean for Undergraduate Education, Arts & Sciences
- Jacob Long, Assistant Vice President for Budget & Financial Planning
- Jeremy Martin, Vice President for Strategy & Innovation
- Kim Momballou, Deputy University Registrar
- Suzanne Raitt, Dean of Arts & Sciences, Chancellor Professor of English
- Cory Springer, Associate Registrar
- Tim Wolfe, Associate Vice President for Enrollment & Dean of Admission
- Xuchen Zhou, Assistant Director of Institutional Research

Table 1. W&amp;M Undergraduate Enrollment Projection, Fall 2022-Spring 2025.

Student Status	Residency	Classification	Housing	Confirmed	Projected				
				Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025
Degree-Seeking UG	In-state	Freshman	On	750	400	770	412	770	412
			Off	13	13	13	14	14	14
		Sophomore	On	1009	921	927	893	927	893
			Off	79	59	131	81	134	82
		Junior	On	577	801	646	805	638	800
			Off	691	423	550	376	550	377
		Senior	On	355	534	423	615	441	627
			Off	1017	1170	940	1049	892	1008
	Out-of-state	Freshman	On	496	267	521	281	521	281
			Off	2	5	1	5	1	5
		Sophomore	On	637	592	557	564	558	564
			Off	54	41	86	55	87	56
		Junior	On	243	423	300	419	292	415
			Off	399	239	336	220	336	221
		Senior	On	113	188	150	236	160	242
			Off	514	627	514	601	507	596
<b>Total</b>				<b>6,949</b>	<b>6,701</b>	<b>6,864</b>	<b>6,625</b>	<b>6,827</b>	<b>6,594</b>

## Notes: Definitions for Classification

- Freshman (or first year): undergraduate who has < 24 earned credit hours
- Sophomore (or second year): undergraduate who has 24 -53 earned credit hours
- Junior (or third year): undergraduate who has 54-85 earned credit hours
- Senior (or fourth year): undergraduate who has >85 earned credit hours