

Enrollment Management

What's Next

2022



GREETINGS CAMPUS PARTNERS,

Welcome to Enrollment Management's inaugural "What's Next" Day. As you know, the work of Enrollment Management is closely aligned and in many ways driven by the University's Next Lives Here strategic direction. Especially over the past couple of years, we have launched a number of new initiatives, projects, and processes to support growing our student enrollment and supporting student success. Today is an opportunity for the campus community to hear more about those initiatives and their connection to Next Lives Here.

My hope is that you also take away EM's strong commitment to Access and Success. While our conversations will focus on the connection to the university's strategic direction, especially the university's goals related to strategic sizing, at the root of the work that we do is the opportunity to ensure that higher education, specifically University of Cincinnati, is more accessible to a larger number of students. Our goal in EM is to bring more students into the Bearcat family and to ensure that they are getting the highest quality student experience to prepare them for life and their career.

Thank you to all of our campus partners. COVID has been a challenge across the higher education community. UC's commitment to students has been instrumental in maintaining our enrollment and ensuring student success. Further, the university has been able to use Next Lives here and pillars like Bearcat Promise as a value that has guided our response to COVID to ensure not only that students are successful but that we are continuing to ensure quality instruction and experiential learning.

Sincerely,

A handwritten signature in black ink that reads "Jack Miner". The signature is written in a cursive, flowing style.

Jack Miner

Vice Provost for Enrollment Management

ALL 2021 ENROLLMENT

Undergraduate Student Demographics %

Percentage of Total, Male	47.3%
Percentage of Total, Female	52.7%
Percentage of Total, Full-Time	80.0%
Percentage of Total, Part-Time	20.0%
Average Age (undergrad)	21.8
Percentage of Total, Commuters	81.9%
Percentage of Total, Living in On-Campus Housing	18.1%
Percentage of Total, OOS	16.0%
Percentage of Total, International	3.9%
Percentage of Total, Ohio	80.1%
Percentage of Total, White	70.6%
Percentage of Total, American Indian or Alaska Native	0.1%
Percentage of Total, Native Hawaiian/Other Pacific Islander	0.1%
Percentage of Total, Two or More Races	4.3%
Percentage of Total, Asian	4.8%
Percentage of Total, Hispanic/Latino	4.2%
Percentage of Total, Black/African-American	8.3%
Percentage of Total, Unknown	3.8%
Percentage of Total, First-generation college students	22.6%
2020-2021 First-Year Retention	77.8%
2019-2020 Transfer Retention	74.9%
2021 First-Year Six Year Graduation Rate	72.6%
2019 Transfer Six Year Graduation Rate	68.9%
Fall 2021 First-year median SAT score	1250
Fall 2021 First-year median ACT score	25
Fall 2021 First-year average GPA	3.15
Percentage of 2021 Incoming Class, Transfer Students	5.7%

Undergraduate Student Majors %

Top 5 Majors	1. Exploratory Studies	4.2%
	2. Marketing	3.4%
	3. College Credit Plus	2.9%
	4. Biological Sciences - BS	2.7%
	5. Mechanical Engineering	2.6%
Percentage of Total, A&S	21.2%	
Percentage of Total, CAHS	6.6%	
Percentage of Total, CCM	2.3%	
Percentage of Total, CEAS	15.1%	
Percentage of Total, CECH	9.6%	
Percentage of Total, DAAP	5.9%	
Percentage of Total, LCB	12.7%	
Percentage of Total, CoM	1.2%	
Percentage of Total, Nursing	3.0%	
Percentage of Total, UCBA	11.8%	
Percentage of Total, UCC	6.3%	

FIRST-YEAR

(All Campuses)

First-Year Student Demographics %

Percentage of first-year students among all undergrads	19.9%
Percentage of Total, Male	48.0%
Percentage of Total, Female	52.0%
Percentage of Total, Full-Time	96.0%
Percentage of Total, Part-Time	4.0%
Average Age (first-year)	18.0%
Percentage of Total, Commuters	39.1%
Percentage of Total, Living in On-Campus Housing	60.9%
Percentage of Total, OOS	14.3%
Percentage of Total, International	3.7%
Percentage of Total, Ohio	82.0%
Percentage of Total, White	69.2%
Percentage of Total, American Indian or Alaska Native	0.1%
Percentage of Total, Native Hawaiian/Other Pacific Islander	0.0%
Percentage of Total, Two or More Races	4.9%
Percentage of Total, Asian	5.3%
Percentage of Total, Hispanic/Latino	5.2%
Percentage of Total, Black/African-American	10.6%
Percentage of Total, Unknown	1.1%
Percentage of Total, First-generation college students	26.1%

First-Year Student Majors %

Top 5 Majors	1. Exploratory Studies	9.7%
	2. Business Undecided	4.2%
	3. Pre-Health Professions	3.6%
	4. Interdisciplinary Studies	3.3%
	5. Health Sciences	3.2%
Percentage of Total, A&S	25.4%	
Percentage of Total, CAHS	5.7%	
Percentage of Total, CCM	2.1%	
Percentage of Total, CEAS	17.7%	
Percentage of Total, CECH	6.8%	
Percentage of Total, DAAP	5.2%	
Percentage of Total, LCB	10.4%	
Percentage of Total, CoM	1.5%	
Percentage of Total, Nursing	1.7%	
Percentage of Total, UCBA	17.0%	
Percentage of Total, UCC	6.2%	

Financial Aid %

Percentage of Total Receiving Financial Aid	81.0%
Percentage of Total Pell Eligible	25.7%
Percentage of Total Receiving Federal Work Study	45.0%
Average Unmet Need	19.0%

Total Undergraduate Students 35,339

Total First-Year Students 7030

TRANSFER

(All Campuses)

Transfer Student Demographics %

Percentage of transfer students among all undergrads	5.7%
Percentage of Total, Male	36.3%
Percentage of Total, Female	63.7%
Percentage of Total, Full-Time	59.2%
Percentage of Total, Part-Time	40.8%
Average Age (transfer)	27.2%
Percentage of Total, Commuters	94.6%
Percentage of Total, Living in On-Campus Housing	5.4%
Percentage of Total, OOS	30.2%
Percentage of Total, International	2.8%
Percentage of Total, Ohio	67.0%
Percentage of Total, White	56.6%
Percentage of Total, American Indian or Alaska Native	0.2%
Percentage of Total, Native Hawaiian/Other Pacific Islander	0.2%
Percentage of Total, Two or More Races	4.1%
Percentage of Total, Asian	3.3%
Percentage of Total, Hispanic/Latino	4.5%
Percentage of Total, Black/African-American	11.5%
Percentage of Total, Unknown	17.0%
Percentage of Total, First-generation college students	22.8%

Transfer Student Majors %

Top 5 Majors		
1. Exploratory Studies		7.4%
2. Medical Laboratory Science		5.5%
3. RN to BSN		4.1%
4. Health Information Systems		4.0%
5. Medical Biller/Coder (certificate)		3.9%
Percentage of Total, A&S		22.7%
Percentage of Total, CAHS		13.6%
Percentage of Total, CCM		0.7%
Percentage of Total, CEAS		3.0%
Percentage of Total, CECH		9.9%
Percentage of Total, DAAP		1.9%
Percentage of Total, LCB		4.5%
Percentage of Total, CoM		0.5%
Percentage of Total, Nursing		4.5%
Percentage of Total, UCBA		16.7%
Percentage of Total, UCC		21.1%

Total Transfer Students 1999

UC BLUE ASH

(All Student Types)

UC Blue Ash Student Demographics %

Percentage of UCBA undergrad students among all undergrads	11.8%
Percentage of Total, Male	38.0%
Percentage of Total, Female	62.0%
Percentage of Total, Full-Time	67.2%
Percentage of Total, Part-Time	32.8%
Average Age (UCBA undergrad)	21.6%
Percentage of Total, Commuters	94.0%
Percentage of Total, Living in On-Campus Housing	6.0%
Percentage of Total, OOS	6.2%
Percentage of Total, International	1.1%
Percentage of Total, Ohio	92.7%
Percentage of Total, White	61.7%
Percentage of Total, American Indian or Alaska Native	0.1%
Percentage of Total, Native Hawaiian/Other Pacific Islander	0.2%
Percentage of Total, Two or More Races	5.0%
Percentage of Total, Asian	4.9%
Percentage of Total, Hispanic/Latino	6.8%
Percentage of Total, Black/African-American	18.8%
Percentage of Total, Unknown	1.3%
Percentage of Total, First-generation college students	42.1%

UC Blue Ash Majors %

Top 5 Majors		
1. Pre-Business Administration		14.4%
2. Pre-Health Professions		13.8%
3. Information Technology		5%
4. Psychology		4.7%
5. Business Management Technology		4.3%

Financial Aid %

Percentage of Total Receiving Financial Aid	82.0%
Percentage of Total Pell Eligible	43.3%
Percentage of Total Receiving Federal Work Study	36.4%
Average Unmet Need	18.0%

Total UCBA Undergrad Students 4187

UC CLERMONT

(All Student Types)

UC Clermont Demographics

	%
Percentage of UC Clermont undergrad students among all undergrads	6.3%
Percentage of Total, Male	36.8%
Percentage of Total, Female	63.2%
Percentage of Total, Full-Time	48.7%
Percentage of Total, Part-Time	51.3%
Average Age (UC Clermont undergrad)	27.1%
Percentage of Total, Commuters	99.7%
Percentage of Total, Living in On-Campus Housing	0.3%
Percentage of Total, OOS	20.1%
Percentage of Total, International	0.4%
Percentage of Total, Ohio	79.5%
Percentage of Total, White	67.8%
Percentage of Total, American Indian or Alaska Native	0.2%
Percentage of Total, Native Hawaiian/Other Pacific Islander	0.0%
Percentage of Total, Two or More Races	2.9%
Percentage of Total, Asian	1.0%
Percentage of Total, Hispanic/Latino	3.6%
Percentage of Total, Black/African-American	5.5%
Percentage of Total, Unknown	18.5%
Percentage of Total, First-generation college students	30.5%

UC Clermont Majors

	%
Top 5 Majors	
1. Health Information Systems	11.6%
2. Medical Biller/Coder (certificate)	8.3%
3. Cancer Registry Management (certificate)	5.8%
4. Business Management Technology	4.5%
5. Pre-Business Administration	4.5%

Financial Aid

	%
Percentage of Total Receiving Financial Aid	81.6%
Percentage of Total Pell Eligible	43.0%
Percentage of Total Receiving Federal Work Study	37.7%
Average Unmet Need	18.4%

Total UC Clermont Undergrad Students 2242

UPTOWN

(All Student Types)

Uptown Demographics

	%
Percentage of Uptown undergrad students among all undergrads	46.0%
Percentage of Total, Male	46.0%
Percentage of Total, Female	53.8%
Percentage of Total, Full-Time	75.2%
Percentage of Total, Part-Time	24.8%
Average Age (Uptown undergrad)	23.7%
Percentage of Total, Commuters	84.6%
Percentage of Total, Living in On-Campus Housing	15.4%
Percentage of Total, OOS	22.1%
Percentage of Total, International	8.9%
Percentage of Total, Ohio	69.0%
Percentage of Total, White	67.9%
Percentage of Total, American Indian or Alaska Native	0.1%
Percentage of Total, Native Hawaiian/Other Pacific Islander	0.0%
Percentage of Total, Two or More Races	3.9%
Percentage of Total, Asian	5.2%
Percentage of Total, Hispanic/Latino	4.1%
Percentage of Total, Black/African-American	7.3%
Percentage of Total, Unknown	2.6%
Percentage of Total, First-generation college students	14.8%

Uptown Majors

	%
Top 5 Majors	
1. Exploratory Studies	3.7%
2. Marketing	3.0%
3. College Credit Plus	2.6%
4. Biological Sciences-BS	2.3%
5. Mechanical Engineering	3.1%

Percentage of Total, A&S	20.4%
Percentage of Total, CAHS	8.2%
Percentage of Total, CCM	3.4%
Percentage of Total, CEAS	16.6%
Percentage of Total, CECH	13.2%
Percentage of Total, DAAP	5.6%
Percentage of Total, LCB	14.3%
Percentage of Total, CoM	4.3%
Percentage of Total, Nursing	7.4%

Financial Aid

	%
Percentage of Total Receiving Financial Aid	81.1%
Percentage of Total Pell Eligible	20.4%
Percentage of Total Receiving Federal Work Study	47.4%
Average Unmet Need	18.9%

Total Uptown Undergrad Students

INTERNATIONAL

(All Student Types)

International Student Demographics %

Percentage of international students among all undergrads	10.3%
Percentage of Total, Male	57.5%
Percentage of Total, Female	42.4%
Percentage of Total, Full-Time	76.7%
Percentage of Total, Part-Time	23.3%
Average Age (international)	24.8%
Percentage of Total, Commuters	91.6%
Percentage of Total, Living in On-Campus Housing	8.4%
Percentage of Total, First-generation college students	7.0%

International Student Majors %

Top 5 Majors	1. Electrical Engineering	11.9%
	2. Mechanical Engineering	9.2%
	3. Computer Science	7.3%
	4. Information Technology	4.9%
	5. Computer Engineering	2.9%

Percentage of Total, A&S	11.8%
Percentage of Total, CAHS	1.0%
Percentage of Total, CCM	7.2%
Percentage of Total, CEAS	41.6%
Percentage of Total, CECH	8.3%
Percentage of Total, DAAP	4.0%
Percentage of Total, LCB	14.4%
Percentage of Total, CoM	4.0%
Percentage of Total, Nursing	1.0%
Percentage of Total, UCBA	1.3%
Percentage of Total, UCC	0.2%

Financial Aid %

Percentage of Total Receiving Financial Aid	86.0%
Percentage of Total Pell Eligible	1.9%
Percentage of Total Receiving Federal Work Study	1.9%
Average Unmet Need	14.0%

Total International Students 3633

FIRST-GENERATION

(All Campuses)

First-Generation Demographics %

Percentage of First-Gen students among all undergrads	23.8%
Percentage of Total, Male	39.5%
Percentage of Total, Female	60.4%
Percentage of Total, Full-Time	79.4%
Percentage of Total, Part-Time	20.6%
Average Age (First-Gen)	21.8%
Percentage of Total, Commuters	80.0%
Percentage of Total, Living in On-Campus Housing	14.0%
Percentage of Total, OOS	11.4%
Percentage of Total, International	3.0%
Percentage of Total, Ohio	85.6%
Percentage of Total, White	62.4%
Percentage of Total, American Indian or Alaska Native	0.1%
Percentage of Total, Native Hawaiian/Other Pacific Islander	0.1%
Percentage of Total, Two or More Races	5.6%
Percentage of Total, Asian	5.6%
Percentage of Total, Hispanic/Latino	6.2%
Percentage of Total, Black/African-American	16.4%
Percentage of Total, Unknown	0.6%

First-Generation Majors %

Top 5 Majors	1. Exploratory Studies	4.8%
	2. Pre-Health Professions	3.0%
	3. Biological Sciences-BS	3.1%
	4. Criminal Justice	3.0%
	5. Interdisciplinary Studies	2.8%

Percentage of Total, A&S	22.70%
Percentage of Total, CAHS	7.00%
Percentage of Total, CCM	1.40%
Percentage of Total, CEAS	8.90%
Percentage of Total, CECH	11.40%
Percentage of Total, DAAP	3.60%
Percentage of Total, LCB	9.90%
Percentage of Total, CoM	1%
Percentage of Total, Nursing	3.30%
Percentage of Total, UCBA	20.90%
Percentage of Total, UCC	8.10%

Total First-Gen Students 8418

CINCINNATI PUBLIC SCHOOLS

(All Campuses)

CPS Demographics

	%
Percentage of CPS students among all undergrads	4.6%
Percentage of Total, Male	39.4%
Percentage of Total, Female	60.5%
Percentage of Total, Full-Time	77.3%
Percentage of Total, Part-Time	22.7%
Average Age (CPS)	21.3%
Percentage of Total, Commuters	87.7%
Percentage of Total, Living in On-Campus Housing	12.3%
Percentage of Total, OOS	0.9%
Percentage of Total, International	0.7%
Percentage of Total, Ohio	98.4%
Percentage of Total, White	36.8%
Percentage of Total, American Indian or Alaska Native	0.0%
Percentage of Total, Native Hawaiian/Other Pacific Islander	0.1%
Percentage of Total, Two or More Races	7.8%
Percentage of Total, Asian	3.3%
Percentage of Total, Hispanic/Latino	4.8%
Percentage of Total, Black/African-American	45.3%
Percentage of Total, Unknown	1.2%
Percentage of Total, First-generation college students	37.1%

CPS Majors

	%
Top 5 Majors	
1. College Credit Plus	6.4%
2. Exploratory Studies	5.0%
3. Pre-Health Professions	3.7%
4. Pre-Business Administration	3.2%
5. Interdisciplinary Studies	2.7%
Percentage of Total, A&S	24.7%
Percentage of Total, CAHS	3.9%
Percentage of Total, CCM	2.2%
Percentage of Total, CEAS	6.7%
Percentage of Total, CECH	12.0%
Percentage of Total, DAAP	5.9%
Percentage of Total, LCB	7.0%
Percentage of Total, CoM	1.8%
Percentage of Total, Nursing	2.4%
Percentage of Total, UCBA	23.4%
Percentage of Total, UCC	2.6%

Total CPS Students

1638

UNIVERSITY HONORS PROGRAM

UHP Demographics

	%
UHP Yield Rate	14.9%
Invited to UHP	1644
Confirmed to UHP	245
Percentage of Total, OOS	20.3%
Percentage of Total, International	6.0%
Percentage of Total, Ohio	73.7%
Percentage of Total, A&S	20.0%
Percentage of Total, CAHS	3.6%
Percentage of Total, CCM	2.8%
Percentage of Total, CEAS	28.8%
Percentage of Total, CECH	4.2%
Percentage of Total, DAAP	11.3%
Percentage of Total, LCB	12.6%
Percentage of Total, CoM	13.0%
Percentage of Total, Nursing	3.6%
Percent of total, Transition Students	8.7%
Number of Transition Students, A&S	30
Number of Transition Students, CAHS	8
Number of Transition Students, CCM	1
Number of Transition Students, CEAS	9
Number of Transition Students, CECH	5
Number of Transition Students, DAAP	14
Number of Transition Students, LCB	10
Number of Transition Students, CoM	22
Number of Transition Students, Nursing	3
Total Transition Students	109
Percentage of Total, White	61.0%
Percentage of Total, American Indian or Alaska Native	0.2%
Percentage of Total, Native Hawaiian/Other Pacific Islander	0.0%
Percentage of Total, Two or More Races	6.4%
Percentage of Total, Asian	16.5%
Percentage of Total, Hispanic/Latino	3.3%
Percentage of Total, Black/African-American	5.8%
Percentage of Total, Unknown	0.6%
Graduate Plans, Percent in Grad/Professional School	40.0%
Graduate Plans, Percent in Job/Career Position	54.0%
Graduate Plans, Percent in Volunteer/Service Opportunity/ Competitive Award	2.0%
Graduate Plans, Percent in Unknown/TBD	10.0%

Total UHP Students

1250

all data is for fall 2021 enrollment

