

September 10, 2014



Research Planning & Institutional Effectiveness
Fifteenth Day Enrollment Statistics
Salem Campus - Fall 2014

Student Retention Drives Kent State Enrollment Growth at Its Kent Campus; Campus Also Welcomes Highest-Achieving Freshman Class

Kent Campus sets new all-time high in total enrollment

Kent State University continues to set records and reach its enrollment goals. The university released its official 15th day census data for the 2014 Fall Semester, reporting the highest retention rate for the Kent Campus in the university's 104-year history. Retention of Kent Campus freshmen has increased to 81.7 percent, up from last year's record retention level of 77.6 percent. This represents the percentage of freshmen who continue their studies at the university for their sophomore year.

"Kent State's faculty, staff and administrators continue to dedicate themselves to improving student success," said Todd Diacon, Kent State's senior vice president for academic affairs and provost. "In the last three years, we have built on that dedication by improving academic advising, expanding support services and co-curricular experiences, and encouraging students to enroll in and pass at least 15 credit hours per semester so that they will graduate in four years. These efforts and others have lifted our retention and graduation rates to record highs."

The Kent Campus also is welcoming its highest-achieving freshman class while also setting a new all-time high enrollment record. The academically motivated freshmen have an average GPA of 3.34 and average ACT score of nearly 23; both are records for an incoming class. Unduplicated (or preponderant) headcount at the Kent Campus for fall 2014 is 28,457 students, exceeding last year's record of 28,019. This marks the eighth consecutive year of enrollment growth on the Kent Campus.

"The Class of 2018 has impressive credentials, setting a new record for our incoming class in terms of average GPA and ACT," said Kent State President Beverly Warren. "We've exceeded our enrollment and retention goals across the board, and with the Kent Campus at capacity, this is shaping up to be an amazing year. Our record retention rate shows that we put students first, helping them succeed in the classroom so they can graduate on time."

Total enrollment for the 2014 Fall Semester across the university's eight campuses is 41,214 students. The unduplicated headcount for the Regional Campuses is 12,757 students. Students are counted only once at the campus at which they hold a majority of their course load. After a significant increase in enrollment due to the recession, enrollment at the Regional Campuses has adjusted to the current economic climate and is in line with its expected enrollment under normal conditions.

T. David Garcia, Kent State's associate vice president for enrollment management, said the university's efforts to build student retention are working.

"For the past five years, Kent State has strategically built its enrollment plan focused on retention," Garcia said. "One key factor that plays a significant role with retention is increasing the academic profile of the entering freshman class. We have seen the average high school GPA increase from 3.21 in 2009 to a 3.31 in 2013 to a 3.34 in 2014. The payoff for Kent State is huge as we are seeing the fall-to-fall freshman retention rate hit 81.7 percent for the first time in the history of Kent State. The hard work and extra efforts from faculty and staff who spend many hours working on initiatives that focus on retention is amazing."

Popular Majors and Degree Programs Contribute to Enrollment Growth in Colleges

*The **College of Business Administration**, ranked in the top tier of 2015 U.S. News & World Report's "Best Undergraduate Business Programs," reported a 3 percent increase in fall enrollment and a freshman retention rate of 83.8 percent, up from 80 percent last year. With total enrollment of 3,379, it is one of the larger colleges on the Kent Campus and maintains prestigious Association to Advance Collegiate Schools of Business (AACSB) dual accreditation in both business and accounting, an honor earned by fewer than 1 percent of business colleges worldwide.

*The **College of Nursing**, with partnerships with more than 100 hospitals, clinics and extended care facilities allowing students to get valuable experience and develop relationships in their fields, reported a 3 percent increase in fall enrollment. The college has 2,078 total students enrolled and graduated 352 bachelor's and master's students in May.

*The **College of the Arts**, which includes the School of Theatre and Dance, School of Music, School of Art, and School of Fashion Design and Merchandising, reported a 6.9 percent increase in fall enrollment. The Fashion School is ranked fourth in the country by Fashionista.com. The college has total enrollment of 2,723 students. In addition, the new 115,000 square-foot Center for the Visual Arts, part of the university's Foundations of Excellence initiative, will bring together all School of the Art programs under one roof.

*The **College of Applied Engineering, Sustainability and Technology**, which includes Northeast Ohio's only aeronautics program and is one of 30 elite colleges to earn accreditation by the Aviation Accreditation Board International (AABI), reported a 10 percent increase in fall enrollment. The college has total enrollment of 1,042 and will begin offering classes in the new Aeronautics and Technology building along the science corridor beginning in January.

*The **College of Communication and Information**, which includes the School of Journalism and Mass Communication, School of Visual Communication Design, School of Library and Information Science and School of Communications Studies, reported a fall increase of 2 percent and has total enrollment of 3,236 students.

A Growing and Diverse Student Body Attracted to Kent State

The number of new AALANA (African American, Latino American and Native American) freshman students increased to 690 students, up 3.3 percent from 668 students last year. The university's strong advising, retention and student success services contribute to the attraction of AALANA high students with average high school GPA scores of 3.21, up from 3.18 last year.

Global Competitiveness Reaches More International Level

With a current enrollment of 2,668 international students, Kent State has one of the largest international student bodies in Ohio. Fall enrollment increased by 9.03 percent with students from 103 countries now attending classes.

Record Online Enrollment as More Than 40 Percent of Kent State Students Take Advantage of Virtual Classrooms

More Kent State students are embracing the flexibility of taking online courses. A record 16,604 students signed up for distance learning classes, an 8.9 percent increase compared with 15,251 students taking one or more online courses last year. Overall, more than 40 percent of Kent State students are taking one or more online courses.

Online growth can be found in nearly every concentration and in degrees that can be completed entirely online, including master's programs in Public Relations, Instructional Technology, and User Experience Design and bachelor's degrees in Insurance Studies, Public Health, and Nursing.

Increased Graduate School Enrollment Points to Success

Graduate school enrollment at the Kent Campus also continues to grow, including a 173 percent increase in enrollment in Kent State's School of Digital Science and 41.9 percent increase in enrollment in the College of Public Health.

Enrollment in graduate programs for Science, Technology, Engineering and Math (STEM) is up 10.7 percent on the Kent Campus with 629 students seeking advanced degrees in STEM compared to 568 last year.

Overall, 6,138 students, a 2 percent increase over 6,018 students last year, are taking advantage of the more than 50 master's programs in more than 100 areas of specialization as well as 23 doctoral programs with more than 50 specializations.

Other highlights:

*Kent State's School of Digital Science continues to experience significant enrollment growth with 324 students, up 87.3 percent compared to 173 last year.

*Two Kent State colleges are each experiencing double-digit growth. Enrollment in the College of Public Health is up 12.5 percent to 794 students compared to 706 last year, while enrollment in the College of Applied Engineering, Sustainability and Technology reached 1,042, a 10.1 percent increase over the 946 students who were enrolled a year ago. Kent State's eight campuses are located in Ashtabula, East Liverpool, Geauga, Kent, Salem, Stark, Trumbull and Tuscarawas. For more information about Kent State, visit www.kent.edu.

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Photo Caption:

Kent State University students walk down the Lefton Esplanade as fall classes get underway on the Kent Campus, which boasts an all-time high for enrollment with 28,457 students taking classes.

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**Kent State University
Class Level Breakdown Report**

Concurrent Headcount						FTE			
Career	Class Level	Fall 2013	Fall 2014	Change	%Change	Fall 2013	Fall 2014	Change	%Change
Undergraduate	Freshman	520	474	-46	-8.85	367.80	338.93	-28.87	-7.85
	Sophomore	392	399	7	1.79	211.53	222.67	11.13	5.26
	Junior	349	311	-38	-10.89	166.87	151.80	-15.07	-9.03
	Senior	391	438	47	12.02	189.07	198.87	9.80	5.18
	Post Undergraduate	64	63	-1	-1.56	31.00	31.47	0.47	1.51
	Undergraduate Non-Degree	128	112	-16	-12.50	59.60	44.67	-14.93	-25.06
Undergraduate - Total		1,844	1,797	-47	-2.55	1,025.87	988.40	-37.47	-3.65
Career	Class Level	Fall 2013	Fall 2014	Change	%Change	Fall 2013	Fall 2014	Change	%Change
Graduate	Masters	2	0	-2	-100.00	0.40	0.00	-0.40	-100.00
	Graduate Non-Degree	0	2	2	/0	0.00	0.47	0.47	/0
Graduate - Total		2	2	0	0.00	0.40	0.47	0.07	16.67
Overall - Total		1,846	1,799	-47	-2.55	1,026.27	988.87	-37.40	-3.64

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Kent State University Class Level Breakdown Report

Concurrent Headcount						FTE			
Career	College_Desc	Fall 2013	Fall 2014	Change	% Change	Fall 2013	Fall 2014	Change	% Change
Undergraduate	Coll of Appl Eng/Sustain/Tech	25	22	-3	-12.00	8.80	8.73	-0.07	-0.76
	Coll of Arch and Env Design	2	4	2	100.00	0.40	0.73	0.33	83.33
	Coll of Ed Health Human Svcs	171	166	-5	-2.92	101.13	99.73	-1.40	-1.38
	College of Arts and Sciences	181	207	26	14.36	97.67	109.93	12.27	12.56
	College of Business Admin	108	109	1	0.93	58.20	52.20	-6.00	-10.31
	College of Comm and Info	39	44	5	12.82	14.27	14.33	0.07	0.47
	College of Nursing	327	365	38	11.62	200.40	216.53	16.13	8.05
	College of Public Health	14	11	-3	-21.43	4.07	5.00	0.93	22.95
	College of the Arts	12	8	-4	-33.33	6.07	2.00	-4.07	-67.03
	Regional Campuses	906	814	-92	-10.15	502.47	451.73	-50.73	-10.10
	School of Digital Sciences	2	2	0	0.00	0.40	1.20	0.80	200.00
	Undergraduate Studies	57	45	-12	-21.05	32.00	26.27	-5.73	-17.92
Undergraduate - Total		1,844	1,797	-47	-2.55	1,025.87	988.40	-37.47	-3.65
Career	College_Desc	Fall 2013	Fall 2014	Change	% Change	Fall 2013	Fall 2014	Change	% Change
Graduate	Coll of Ed Health Human Svcs	2	2	0	0.00	0.40	0.47	0.07	16.67
Graduate - Total		2	2	0	0.00	0.40	0.47	0.07	16.67
Overall - Total		1,846	1,799	-47	-2.55	1,026.27	988.87	-37.40	-3.64

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Kent State University
College and Class Level Breakdown on Enrollment

College_Desc	Class	Headcount	FT	PT	Hrs	FTE	Male	Female	Int'l	AALANA
Coll of Appl Eng/Sustain/Tech	Freshman	6	4	2	59	3.93	4	2	0	0
	Sophomore	3	0	3	18	1.20	3	0	0	0
	Junior	7	1	6	36	2.40	7	0	0	0
	Senior	5	0	5	15	1.00	5	0	0	0
	Post Undergraduate	1	0	1	3	0.20	0	1	0	0
Coll of Appl Eng/Sustain/Tech - Total		22	5	17	131	8.73	19	3	0	0
Coll of Arch and Env Design	Freshman	2	0	2	5	0.33	1	1	1	1
	Sophomore	1	0	1	3	0.20	1	0	0	0
	Senior	1	0	1	3	0.20	0	1	0	0
Coll of Arch and Env Design - Total		4	0	4	11	0.73	2	2	1	1
Coll of Ed Health Human Svcs	Freshman	41	25	16	431	28.73	10	31	0	4
	Sophomore	40	15	25	317	21.13	3	37	0	6
	Junior	30	7	23	210	14.00	4	26	0	1
	Senior	51	23	28	498	33.20	9	42	0	7
	Post Undergraduate	4	2	2	40	2.67	0	4	0	0
	Graduate Non-Degree	2	0	2	7	0.47	0	2	0	0
Coll of Ed Health Human Svcs - Total		168	72	96	1,503	100.20	26	142	0	18
College of Arts and Sciences	Freshman	71	52	19	813	54.20	28	43	0	4
	Sophomore	49	18	31	414	27.60	17	32	0	3
	Junior	31	4	27	167	11.13	13	18	0	2
	Senior	51	4	47	240	16.00	13	38	0	3
	Post Undergraduate	5	0	5	15	1.00	1	4	0	1
College of Arts and Sciences - Total		207	78	129	1,649	109.93	72	135	0	13
College of Business Admin	Freshman	30	14	16	289	19.27	13	17	0	3
	Sophomore	32	11	21	255	17.00	15	17	0	3
	Junior	13	2	11	95	6.33	4	9	0	2
	Senior	33	1	32	141	9.40	15	18	0	1
	Post Undergraduate	1	0	1	3	0.20	1	0	0	1
College of Business Admin - Total		109	28	81	783	52.20	48	61	0	10
College of Comm and Info	Freshman	11	7	4	112	7.47	5	6	0	1
	Sophomore	10	1	9	35	2.33	3	7	0	0
	Junior	8	0	8	25	1.67	5	3	0	2
	Senior	15	0	15	43	2.87	4	11	1	1
College of Comm and Info - Total		44	8	36	215	14.33	17	27	1	4
College of Nursing	Freshman	82	56	26	930	62.00	12	70	0	8
	Sophomore	62	26	36	560	37.33	12	50	0	4
	Junior	72	25	47	644	42.93	8	64	0	3

Kent State University
College and Class Level Breakdown on Enrollment

College_Desc	Class	Headcount	FT	PT	Hrs	FTE	Male	Female	Int'l	AALANA
College of Nursing	Senior	123	23	100	929	61.93	13	110	2	5
	Post Undergraduate	26	5	21	185	12.33	9	17	0	1
College of Nursing - Total		365	135	230	3,248	216.53	54	311	2	21
College of Public Health	Freshman	3	1	2	26	1.73	0	3	0	0
	Sophomore	1	1	0	12	0.80	0	1	0	0
	Junior	4	1	3	27	1.80	1	3	0	0
	Senior	3	0	3	10	0.67	1	2	0	1
College of Public Health - Total		11	3	8	75	5.00	2	9	0	1
College of the Arts	Freshman	1	0	1	3	0.20	0	1	0	1
	Sophomore	3	0	3	15	1.00	0	3	0	2
	Junior	2	0	2	6	0.40	2	0	0	0
	Senior	2	0	2	6	0.40	1	1	0	0
College of the Arts - Total		8	0	8	30	2.00	3	5	0	3
Regional Campuses	Freshman	192	119	73	2,055	137.00	57	135	0	17
	Sophomore	194	82	112	1,687	112.47	54	140	0	12
	Junior	141	44	97	1,059	70.60	36	105	0	8
	Senior	154	34	120	1,098	73.20	68	86	1	8
	Post Undergraduate	26	8	18	226	15.07	7	19	0	0
	Undergraduate Non-Degree	107	19	88	651	43.40	42	65	0	1
Regional Campuses - Total		814	306	508	6,776	451.73	264	550	1	46
School of Digital Sciences	Freshman	1	1	0	14	0.93	1	0	0	0
	Junior	1	0	1	4	0.27	0	1	0	0
School of Digital Sciences - Total		2	1	1	18	1.20	1	1	0	0
Undergraduate Studies	Freshman	34	21	13	347	23.13	17	17	0	2
	Sophomore	4	1	3	24	1.60	2	2	0	0
	Junior	2	0	2	4	0.27	1	1	0	0
	Undergraduate Non-Degree	5	0	5	19	1.27	3	2	0	1
Undergraduate Studies - Total		45	22	23	394	26.27	23	22	0	3
Overall - Total		1,799	658	1,141	14,833	988.87	531	1,268	5	120

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Kent State University
Undergraduate Students Who Were Approved for Admission/Admitted

Admitted Breakdown			
Admit Type	Ohio Students	Out-Of-State*	International
1st Time Freshmen - Adult **	37		
1st Time Freshmen -High School***	244	6	1
1st Time Freshmen -Other****	29	1	
PSEO	110		
Transfer	124	6	
Transient / Guest	4		
Undergraduate - Other	23		
Overall - Total	571	13	1

Admitted and Enrolled Breakdown				Admitted and Enrolled Campus FTE		
Admit Type	Ohio Students	Out-Of-State*	International	Ohio Students	Out-Of-State*	International
1st Time Freshmen - Adult **	24			20.67		
1st Time Freshmen -High School***	160	2		146.80	1.93	
1st Time Freshmen -Other****	21	1		17.53	0.93	
PSEO	100			41.33		
Transfer	89	4		70.40	3.40	
Transient / Guest	2			0.53		
Undergraduate - Other	15			11.60		
Overall - Total	411	7		308.87	6.27	

*Based on the state of origin the student declared at point of admission.

**Students who are 21 or over.

***Students who were admitted directly from High School.

****Students who are under 21 and have been out of High School at least one year.

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Kent State University
Graduate Students Who Were Approved for Admission/Admitted

No Data Available

No Data Available

No Data Available

*Students will be counted once for each program/student type they applied for at the campus selected. All withdrawn applications have been removed from any count.

Research, Planning and Institutional Effectiveness - September 10, 2014

Kent State University
Concurrent Enrollment Based On Permanent Address - Ohio Counties

COUNTY_NAME	Undergraduate									Graduate									Grand Total		
	Full-Time			Part-Time			Total			Full-Time			Part-Time			Total			All		
	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	Total
Ashtabula	0	2	2	6	28	34	6	30	36	0	0	0	0	0	0	0	0	0	6	30	36
Belmont	0	0	0	0	2	2	0	2	2	0	0	0	0	0	0	0	0	0	0	2	2
Butler	0	0	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1
Carroll	1	5	6	0	6	6	1	11	12	0	0	0	0	0	0	0	0	0	1	11	12
Columbiana	120	239	359	134	280	414	254	519	773	0	0	0	0	1	1	0	1	1	254	520	774
Cuyahoga	2	1	3	17	22	39	19	23	42	0	0	0	0	0	0	0	0	0	19	23	42
Delaware	0	1	1	1	0	1	1	1	2	0	0	0	0	0	0	0	0	0	1	1	2
Fairfield	0	0	0	0	2	2	0	2	2	0	0	0	0	0	0	0	0	0	0	2	2
Franklin	0	1	1	1	3	4	1	4	5	0	0	0	0	0	0	0	0	0	1	4	5
Geauga	0	2	2	4	6	10	4	8	12	0	0	0	0	0	0	0	0	0	4	8	12
Harrison	0	0	0	1	1	2	1	1	2	0	0	0	0	0	0	0	0	0	1	1	2
Highland	0	0	0	0	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1
Holmes	0	0	0	1	1	2	1	1	2	0	0	0	0	0	0	0	0	0	1	1	2
Huron	0	0	0	0	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1
Jefferson	2	1	3	2	12	14	4	13	17	0	0	0	0	0	0	0	0	0	4	13	17
Lake	0	0	0	4	9	13	4	9	13	0	0	0	0	0	0	0	0	0	4	9	13
Licking	0	1	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1
Lorain	0	0	0	1	1	2	1	1	2	0	0	0	0	0	0	0	0	0	1	1	2
Mahoning	28	126	154	60	132	192	88	258	346	0	0	0	0	0	0	0	0	0	88	258	346
Marion	0	1	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1
Medina	0	1	1	4	7	11	4	8	12	0	0	0	0	0	0	0	0	0	4	8	12
Montgomery	0	0	0	0	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1
Morrow	0	0	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1

Kent State University
Concurrent Enrollment Based On Permanent Address - Ohio Counties

COUNTY_NAME	Undergraduate									Graduate						Grand Total					
	Full-Time			Part-Time			Total			Full-Time			Part-Time			Total			All		
	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	Total
Muskingum	0	0	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1
Pickaway	0	0	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1
Portage	2	18	20	18	40	58	20	58	78	0	0	0	0	0	0	0	0	0	20	58	78
Putnam	0	0	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1
Seneca	0	0	0	0	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1
Stark	9	41	50	33	56	89	42	97	139	0	0	0	0	0	0	0	0	0	42	97	139
Summit	1	9	10	30	44	74	31	53	84	0	0	0	0	1	1	0	1	1	31	54	85
Trumbull	2	16	18	11	62	73	13	78	91	0	0	0	0	0	0	0	0	0	13	78	91
Tuscarawas	0	2	2	11	14	25	11	16	27	0	0	0	0	0	0	0	0	0	11	16	27
Wayne	0	2	2	1	2	3	1	4	5	0	0	0	0	0	0	0	0	0	1	4	5
	167	469	636	345	734	1,079	512	1,203	1,715	0	0	0	0	2	2	0	2	2	512	1,205	1,717

Kent State University
Concurrent Enrollment Based On Permanent Address - States

STATE_NAME	Undergraduate									Graduate									Grand Total		
	Full-Time			Part-Time			Total			Full-Time			Part-Time			Total			All		
	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	TOTAL	MALE	FEM	TOTAL
Florida	0	0	0	0	2	2	0	2	2	0	0	0	0	0	0	0	0	0	0	2	2
Michigan	0	0	0	0	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1
Minnesota	0	0	0	0	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1
Missouri	0	1	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1
New Jersey	0	0	0	1	1	2	1	1	2	0	0	0	0	0	0	0	0	0	1	1	2
New York	0	0	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1
Ohio	167	478	645	351	755	1,106	518	1,233	1,751	0	0	0	0	2	2	0	2	2	518	1,235	1,753
Pennsylvania	0	2	2	1	4	5	1	6	7	0	0	0	0	0	0	0	0	0	1	6	7
South Carolina	0	0	0	0	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1
Texas	0	1	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1
Washington	0	0	0	0	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1
West Virginia	0	2	2	3	5	8	3	7	10	0	0	0	0	0	0	0	0	0	3	7	10
Wyoming	0	0	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1
	167	484	651	358	771	1,129	525	1,255	1,780	0	0	0	0	2	2	0	2	2	525	1,257	1,782