WHO ARE OUR STUDENTS?

STUDENT DEMOGRAPHICS AT ST. CLOUD STATE

WHO ARE OUR STUDENTS?

STUDENT DEMOGRAPHICS

Based on End-of-Term/Final Record

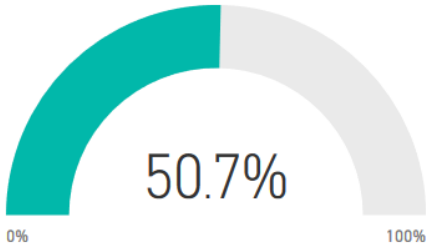
Term: Fall 2017

Student Level: Undergraduate

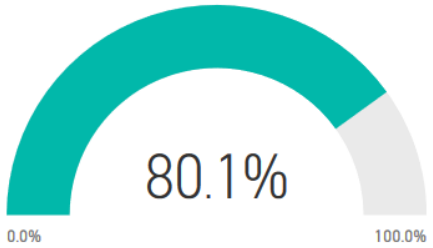
Degree-seeking Status: Degree Seeking

Number of Students Enrolled: **9,680**
(Based on selected filters)

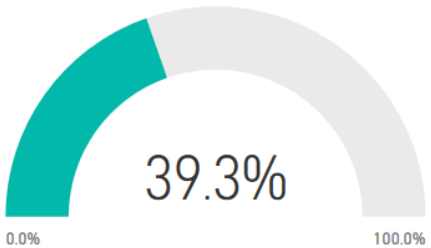
Percent Female Students



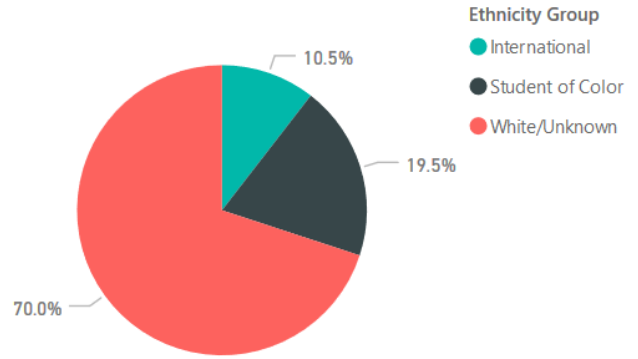
Percent Minnesota Residents



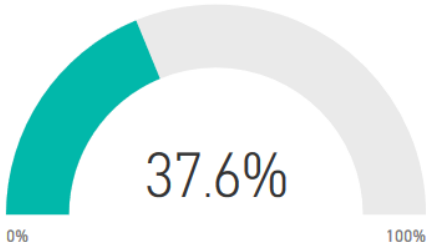
Percent Pell Grant Eligible Students



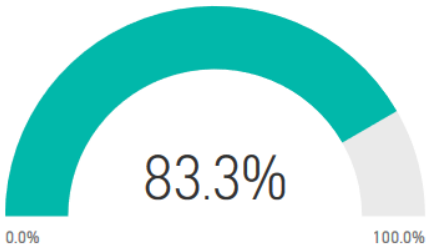
Student Ethnicity



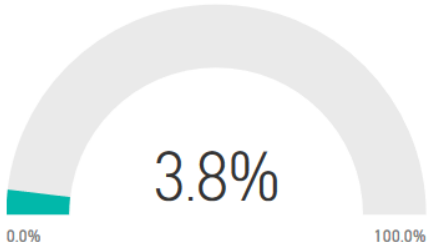
Percent Students Entering as Transfer



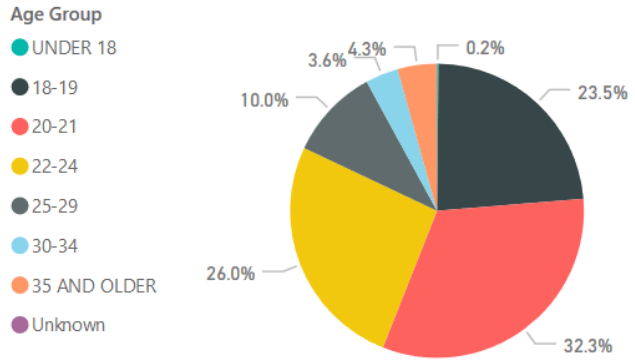
Percent Students Enrolled Full-time



Percent Student Veterans



Student Age



WHO ARE OUR STUDENTS?

STUDENT DEMOGRAPHICS

Based on End-of-Term/Final Record

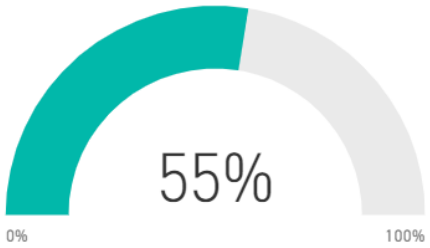
Term: Fall 2017

Student Level: Graduate

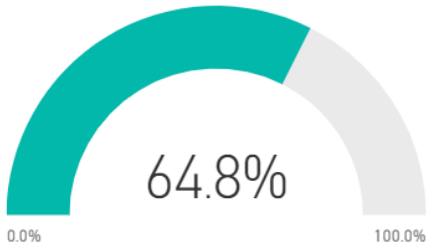
Degree-seeking Status: Degree Seeking

Number of Students Enrolled: **1,717**
(Based on selected filters)

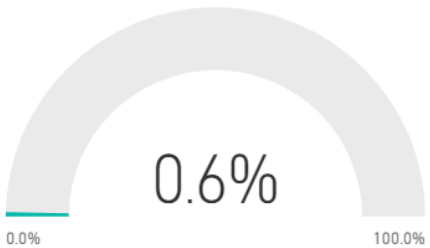
Percent Female Students



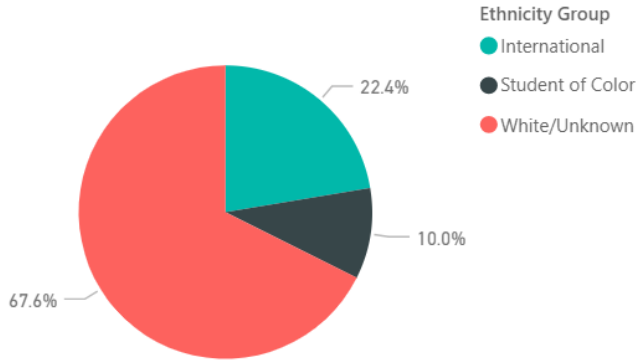
Percent Minnesota Residents



Percent Pell Grant Eligible Students

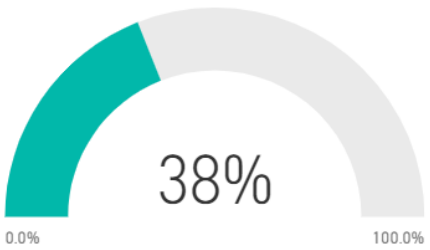


Student Ethnicity

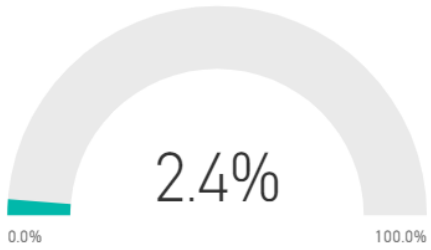


Percent Students Entering as Transfer

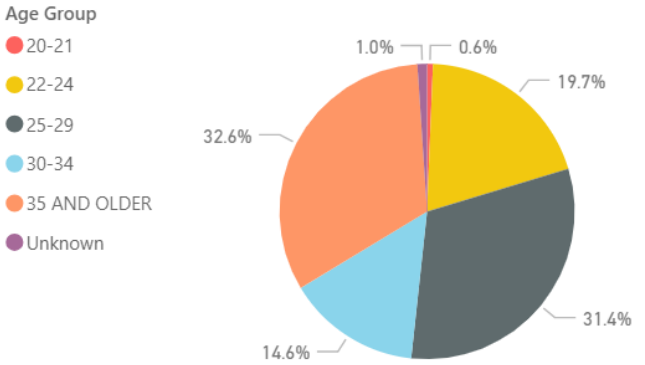
Percent Students Enrolled Full-time



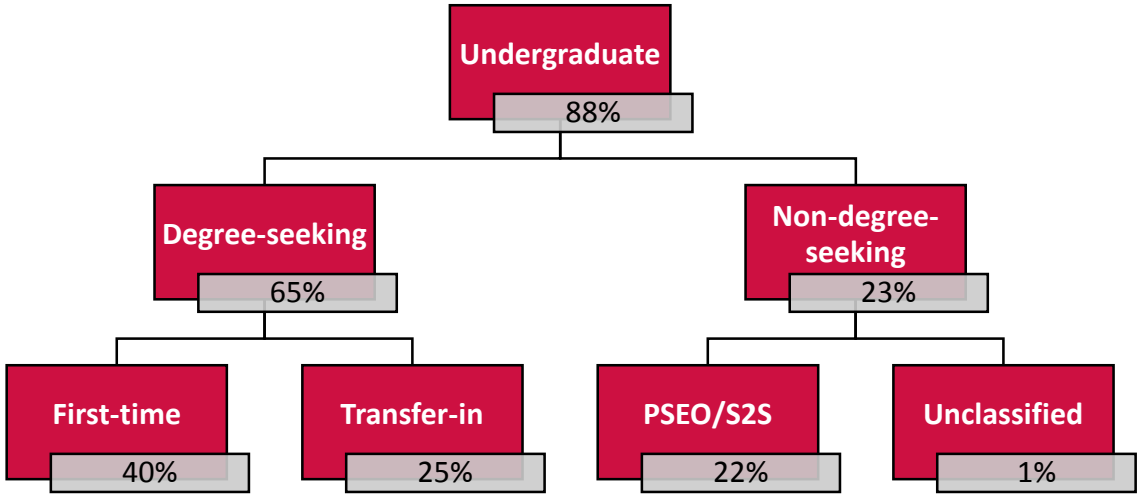
Percent Student Veterans

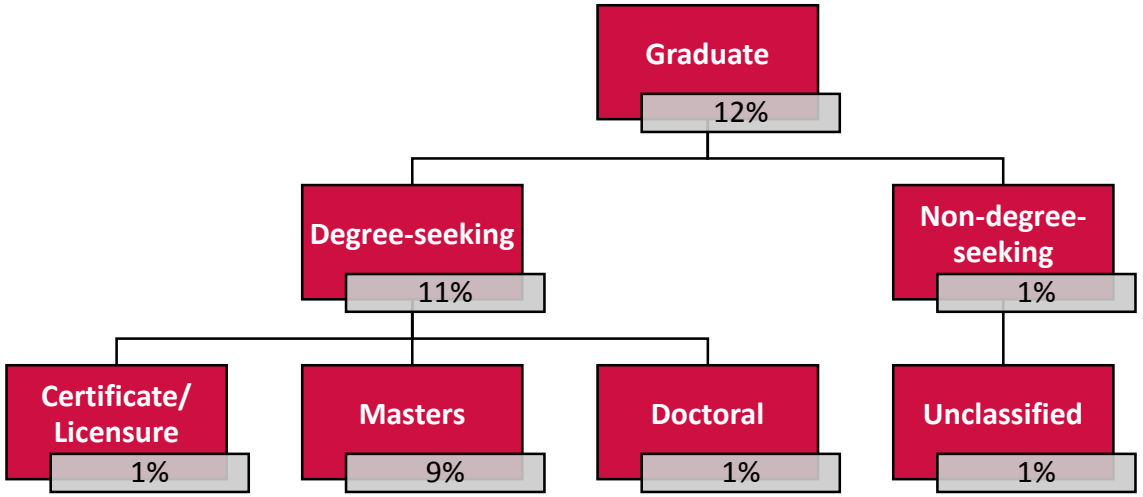


Student Age

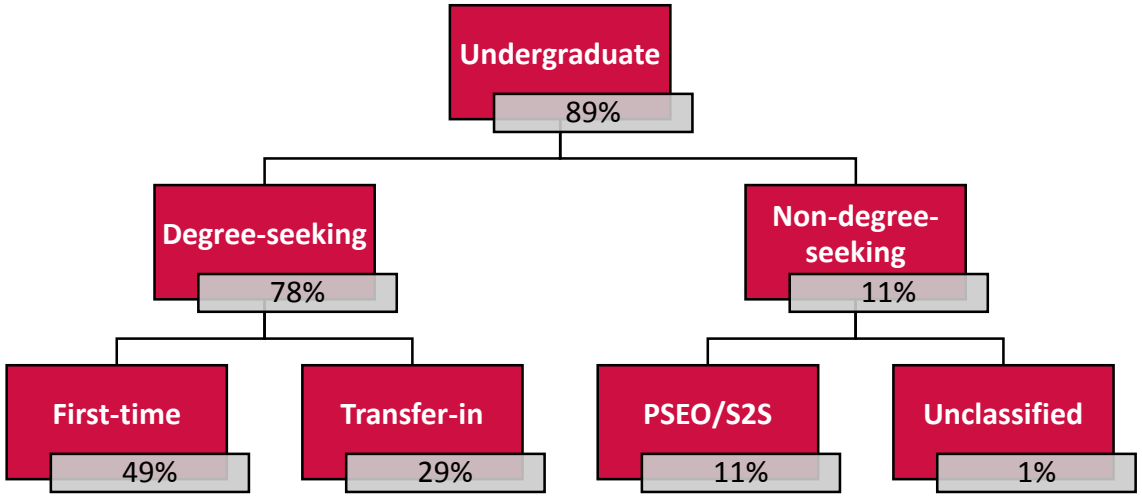


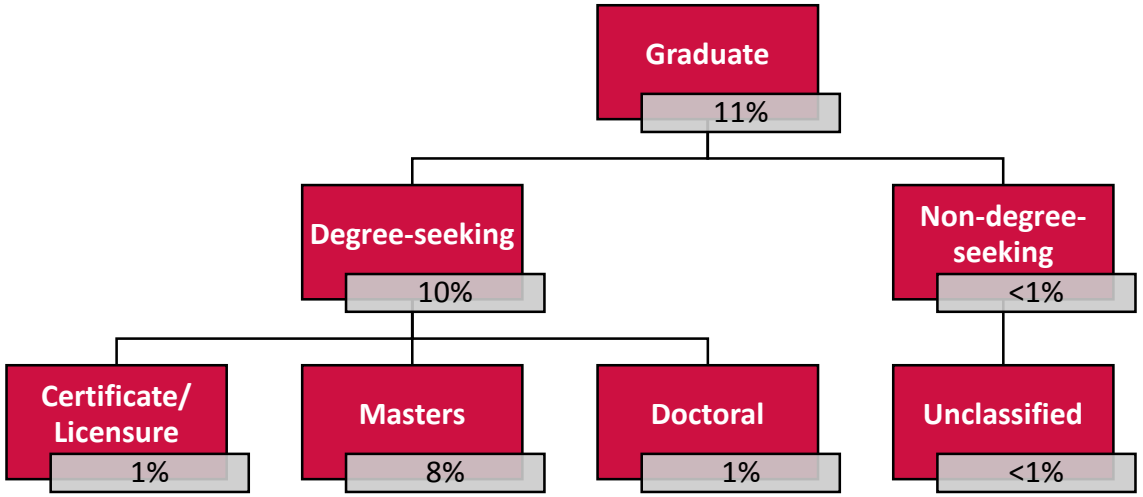
Headcount by Entering Student Type





FYE Generated by Entering Student Type



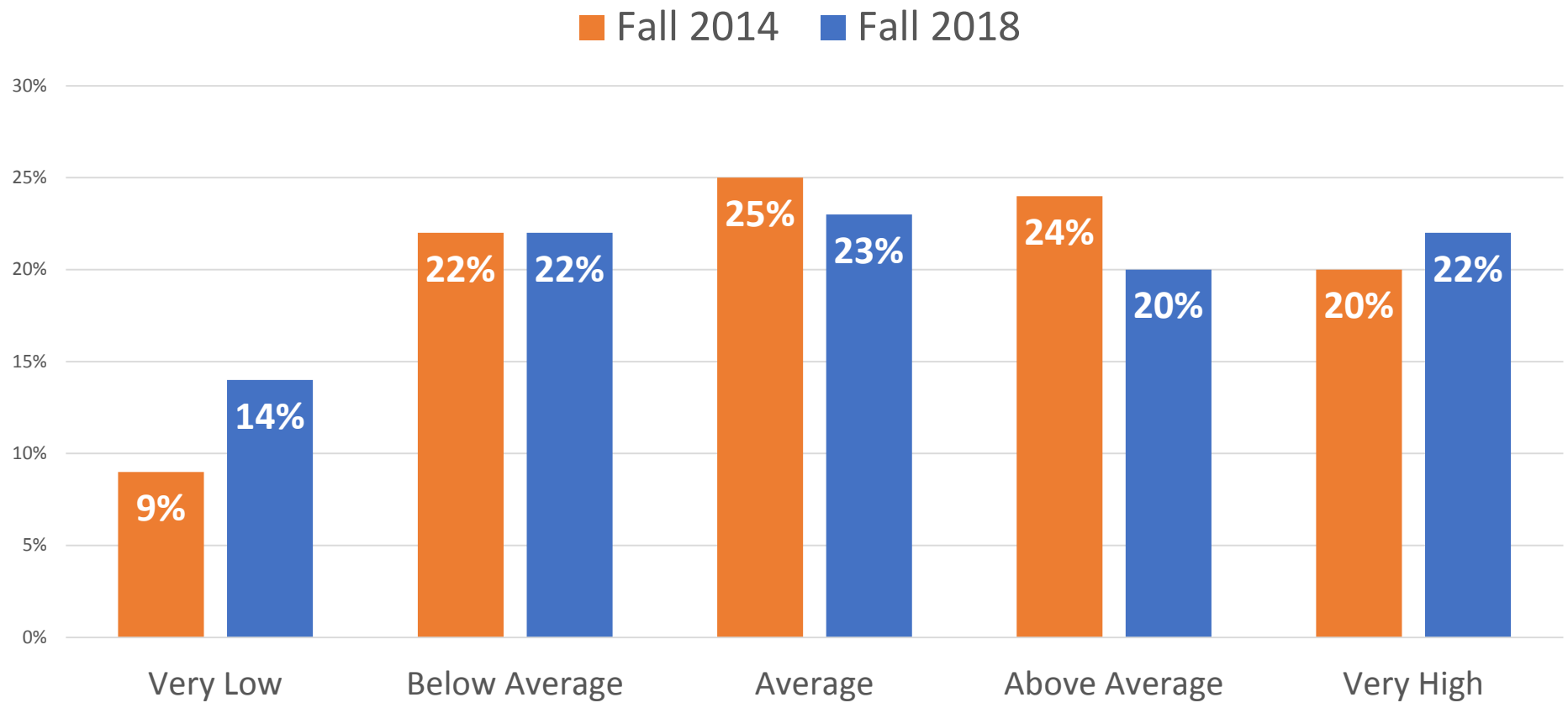


What are Demographics?

- Academic Profile
  - ACT Score
  - High School Rank
  - High School GPA
  - Quality Points Predicted (QPP)
- Age
- Citizenship
- Expected Family Contribution (EFC)
- First Generation / Parents' Education
- Gender
- Geographic
  - Zip code
  - County
  - State
  - Minnesota EDR
  - Distance from St. Cloud State
  - Closest Minnesota University
- Marital Status
- Pell Grant Eligible / Low Income
- Race/Ethnicity
- Unmet Need
- Veteran Status

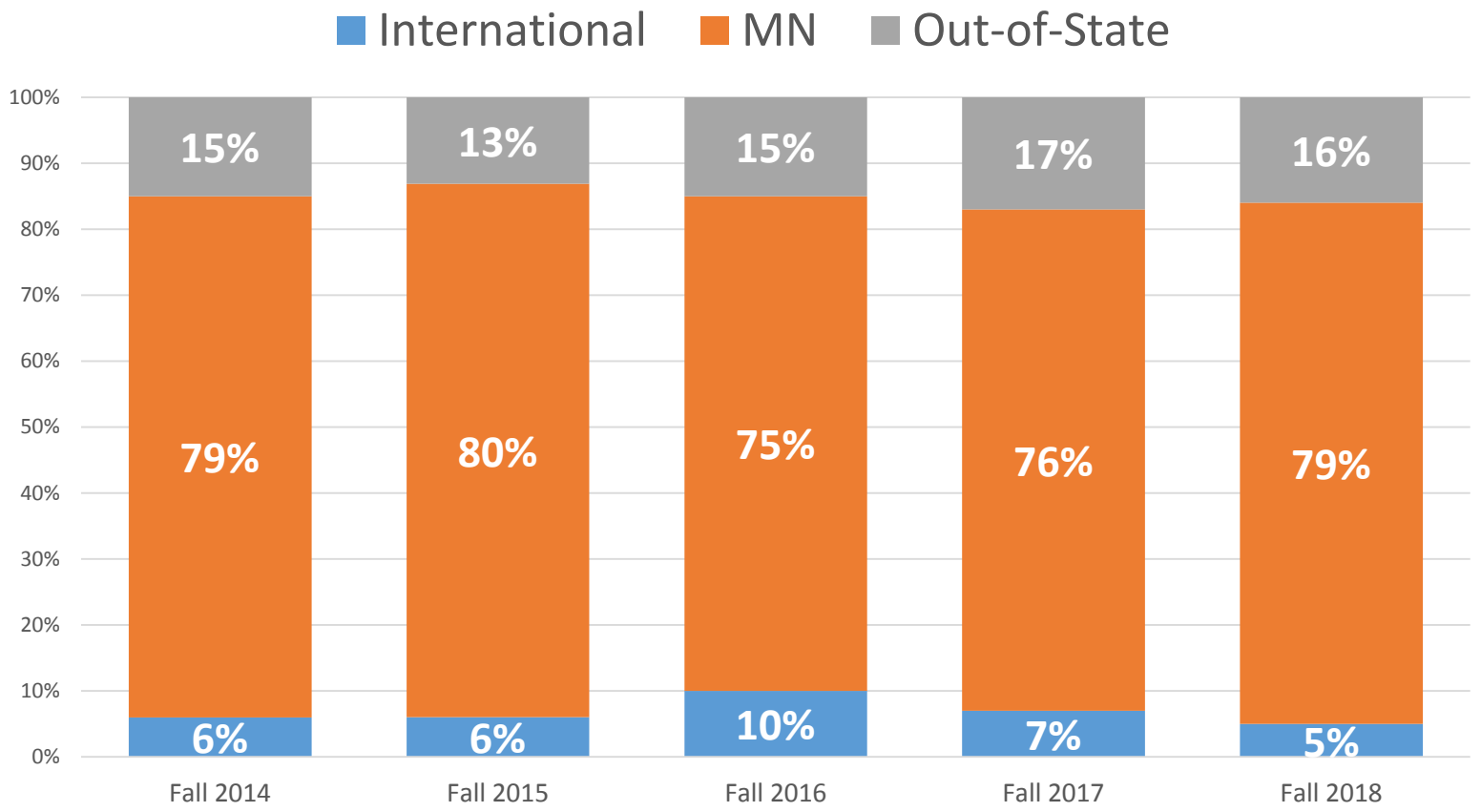
Academic Profile

First-time students by high school academic profile



Geographic Location

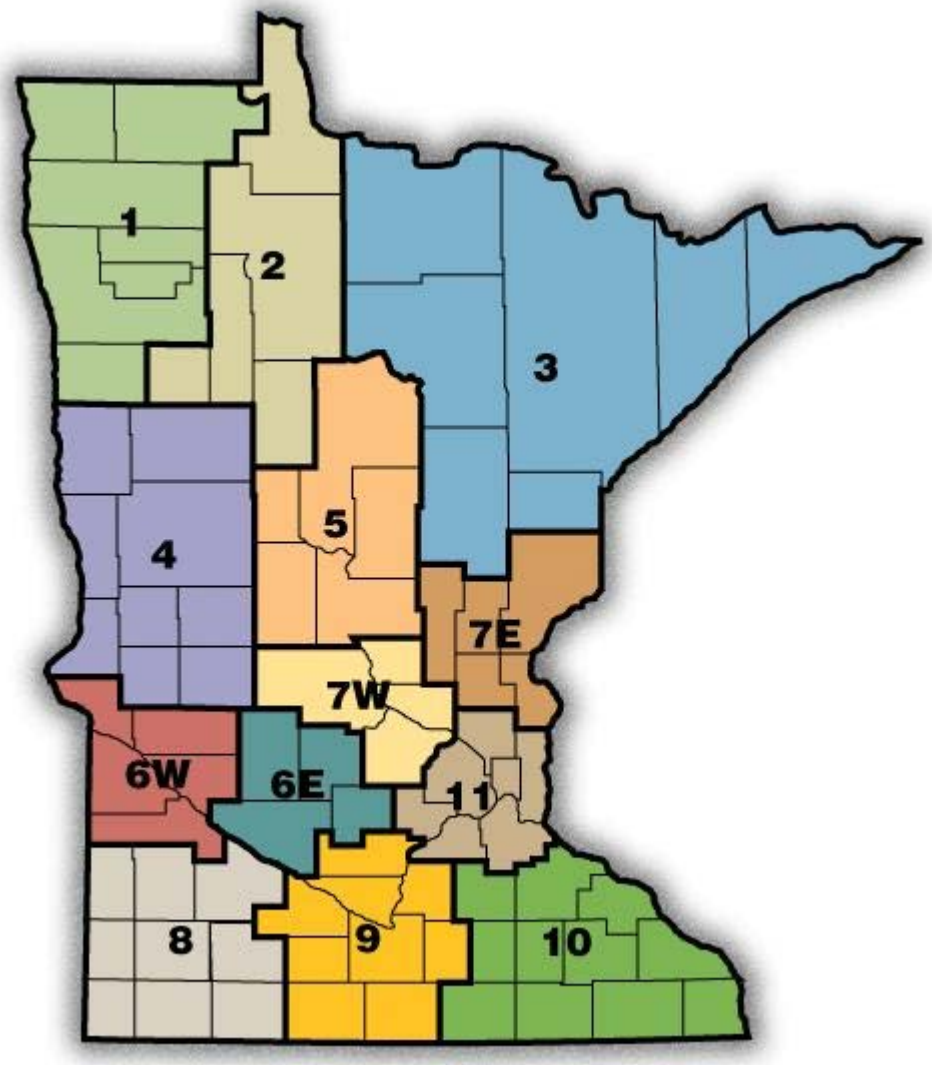
First-time students by high school location



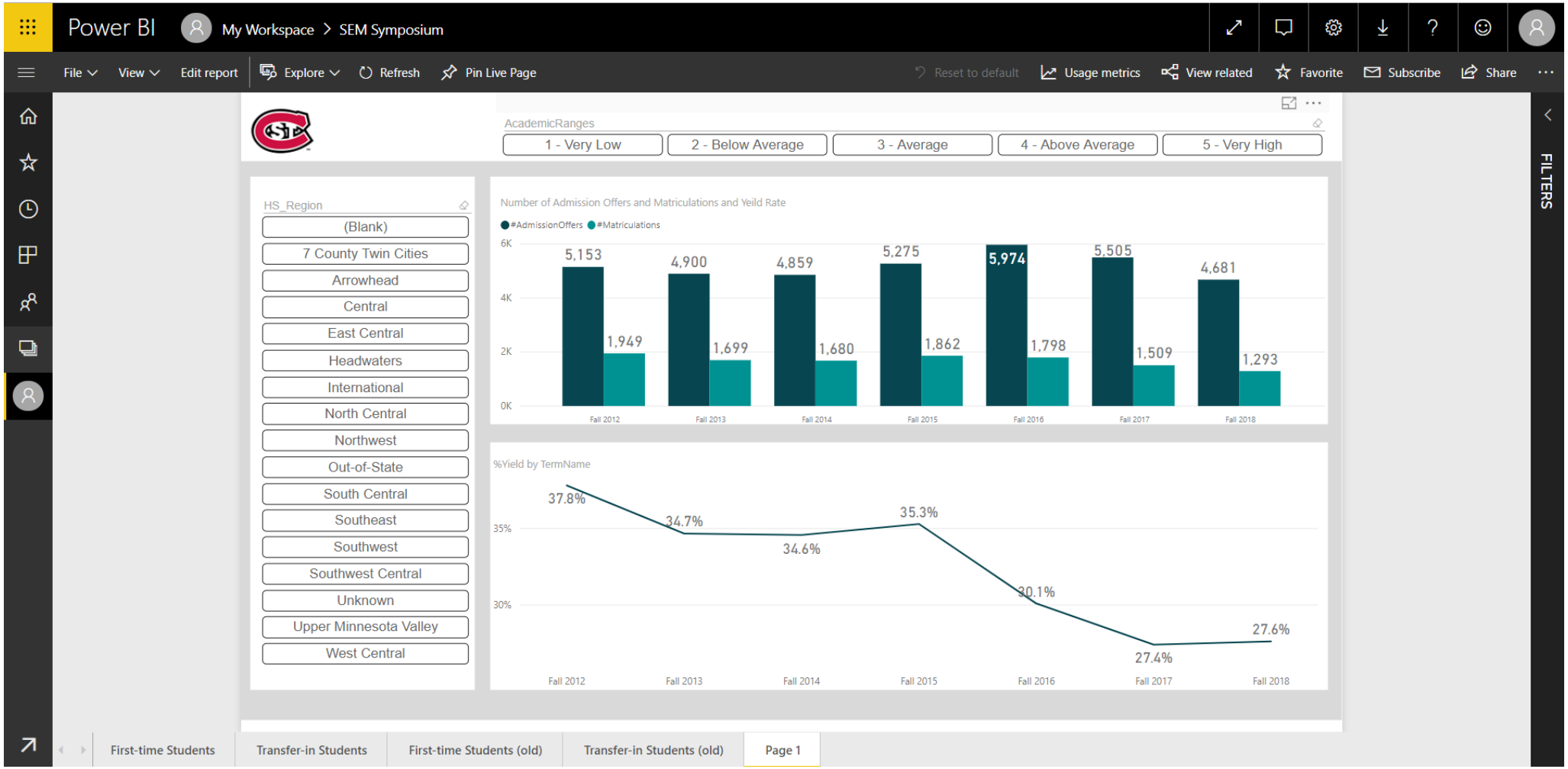
Geographic Location

First-time students by high school location

	Fall 2014	Fall 2018	% Pt. Inc/Dec
7 County Twin Cities (11)	42%	39%	-3%
Arrowhead (3)	2%	3%	1%
Central (7W)	32%	37%	4%
East Central (7E)	6%	3%	-3%
Headwaters (2)	0%	1%	1%
North Central (5)	4%	5%	1%
Northwest (1)	0%	0%	0%
South Central (9)	3%	1%	-2%
Southeast (10)	3%	3%	0%
Southwest (8)	1%	1%	0%
Southwest Central (6E)	3%	3%	0%
Upper Minnesota Valley (6W)	1%	1%	0%
West Central (4)	2%	2%	0%



Academic Range and HS Region *(Power BI Demo)*



EXPERIENCE MANAGEMENT

MONITOR EVERY INTERACTION TO SPOT OPPORTUNITIES FOR IMPROVEMENT

1. MEASURE EVERY EXPERIENCE THAT MATTERS
2. GET PREDICTIVE WITH ANALYTICS
3. ACT AND OPTIMIZE

QUESTIONS

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