



Friday, August 21, 2009

Good afternoon.

Earlier today a press release was sent to the media announcing initial fall enrollment figures for Marshall University. You will likely read about it over the weekend but I would like for all of you to be informed about this important news. All of the enrollment figures highlighted below are relative to the same time last year.

- New, full-time freshman enrollment for Fall 2009 will **increase by nearly 200 students** – 189 to be exact. This increase represents an 11.2% increase over last year's total at this time. Non-resident freshman enrollment appears comparable with last year's figures, which means that our experience is opposite to that of the national trend at public universities this fall. Many of those universities are experiencing a significant decline in incoming non-resident freshman students.
- The number of **new WV resident freshman students will increase significantly** over last year, which means that we are regaining market share in WV. This achievement is especially noteworthy because it is running counter to our state's current age demographics for the population of college-age high school graduates. The state is experiencing and will continue to experience a downward trend line in the population of traditionally aged young people graduating from high school.
- **Overall enrollment (undergraduate, graduate, professional) will increase by 3.5% over last year.** The increase amounts to approximately 325 more students than we had at this time last year.
- And, **we will experience an increase in new full-time transfer students.** As compared to last year at this time, we have 155 (+48.5%) additional headcount students.

This news represents an achievement that all of us can celebrate with pride. As you might imagine, this remarkable growth in enrollment is the product of the hard work and dedication of many people. When we began down this road, we originally forecasted that we would require 5 years to turn around the deficiencies identified in our student recruitment program. We have accomplished this objective in 4 years. I am very proud of our University and everyone who contributed to making what many thought was impossible, possible.

Thank you for your patience, support and contributions. This news signals a very important turnaround at Marshall University. It reflects our new vitality and affirms the investments that have been made to transform our university into a distinctive, destination campus. It also

underscores the importance of a new challenge, which is to intensify our focus on retaining and graduating these students.

And, now our recruiting work begins in earnest for Fall 2010.

Sincerely,

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