Director Note

 ENROLLMENT – LEAD / pkg (editing version)

Anchor

 Raven

 CAM 1 – TITE

Fewer Tigers may be walking the pavement of the university if this trend continues.

 Kathy Brower has the story

Director Note

 ENROLLMENT – PKG (editing version)

PKG

 00:01:42

Locator Super

 University District

 00:00:00

Director Note

 Reporter Track 1

 Enrollment has dropped at the University of Memphis for the first time since 2008.

 The student enrollment declined 2 percent, which is around 500 students.

 I got the chance to talk with Vice Provost of Enrollment Services, Betty Huff about the sudden decrease.

Name Super

 Betty Huff

 Vice Provost of Enrollment Services

 00:00:12

SOT

 :12

 “bump last year”

[“We have looked at the data across the 3-5 year period and the decrease this year looks fairly significant, but if you look at it across the time, we had a very large bump last year.”]

Director Note

 Reporter Track 2

 Huff believes that there are many factors that influence students not going to college, including tuition and not having good enough grades.

SOT

 :17

 “fewer students available”

[“We will spend some time looking at the high school graduation rate, we will be able to use some national data to tell us what’s happening at the national level and evaluate whether the decrease is due to just fewer students available.”]

Director Note

 Reporter Track 3

 On average, students have a 21 on their ACT and a 3.2 gpa.

 Even though overall enrollment has decreased, the honors program has hit a record participance of 1,848 students with 469 of them being freshman.

 The Office of Recruitment and Orientation hosts Campus Day multiple times a year to convince students to go to the U of M.

Name Super

 Kathy Brower

 Insight News

 00:00:11

[“Saturday, over 700 high school seniors gathered in the Rose Theatre for Campus Day. This got to learn about the university, explore different majors and ask questions to a student-led panel.”]

Director Note

 Reporter Track 4

 High school students can sign up online for the next Campus Day on November 3rd.

 Kathy Brower

 University District

 Insight News