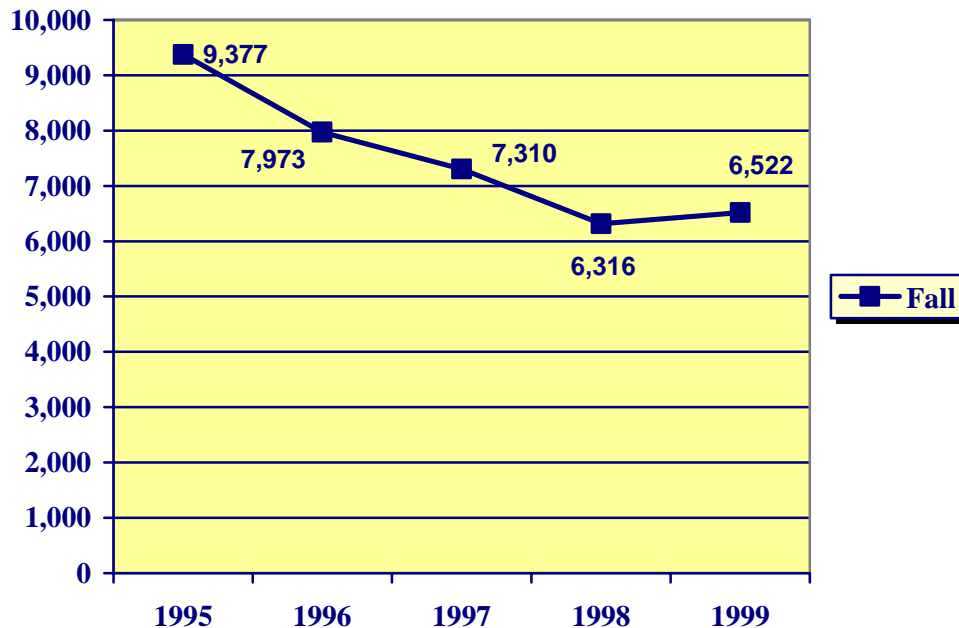


ANALYSIS OF SERVICE POPULATION

Since the Fall of 1995, enrollment at the University has shown a progressive decline, going from a high of 9,377 students in 1995 to a low of 6,316 in 1998. However, during the fall of 1999 enrollment appeared to have stabilized and began to shown signs of increasing. Between the years 1998 and 1999 enrollment increased by 3 percent, going from 6316 students to 6,522 students. This trend continued into Spring 2000, where enrollment was approximately 8 percent above spring 1999.

Figure 4
ENROLLMENT TRENDS
Fall 1995 - Fall 1999



Although the enrollment numbers are down, the type of student served by the University has remained rather stable. That is, the typical student enrolled at TSU continues to be a full-time undergraduate African-American female, who is about 27 years old and resides in Harris County (Table 12).

Table 12
Profile of Enrolled Students

| Semester | Fall 1995 | | Fall 1996 | | Fall 1997 | | Fall 1998 | | Fall 1999 | |
|-------------------------------|------------|-----|------------|-----|------------|-----|------------|-----|------------|-----|
| | Head-count | % | Head-count | % | Head-count | % | Head-count | % | Head-count | % |
| Total | 9,377 | 100 | 7,973 | 100 | 7,310 | 100 | 6,316 | 100 | 6,522 | 100 |
| Full-Time Student | 6,520 | 69 | 5,523 | 69 | 5,138 | 70 | 4,763 | 75 | 4,843 | 74 |
| Part-Time Student | 2,857 | 31 | 2,450 | 31 | 2,172 | 30 | 1,553 | 25 | 1,679 | 26 |
| First Time College Enrollment | 1,296 | 14 | 1,525 | 19 | 1,420 | 19 | 719 | 11 | 809 | 12 |
| Total Males | 3,916 | 42 | 3,384 | 42 | 3,139 | 43 | 2,744 | 43 | 2,864 | 44 |
| Total Females | 5,461 | 58 | 4,589 | 58 | 4,171 | 57 | 3,572 | 57 | 3,658 | 56 |
| African American | 8,232 | 88 | 6,879 | 86 | 6,247 | 86 | 5,275 | 84 | 5,456 | 84 |
| Hispanic | 346 | 3 | 320 | 4 | 309 | 4 | 329 | 5 | 350 | 5 |
| White | 228 | 2 | 226 | 3 | 179 | 2 | 147 | 2 | 169 | 3 |
| Others | 571 | 7 | 548 | 7 | 575 | 8 | 565 | 9 | 547 | 8 |
| Total From In State | 8,208 | 87 | 6,990 | 87 | 6,363 | 87 | 5,407 | 86 | 5,533 | 85 |
| Total From Out-of-State | 761 | 8 | 611 | 7 | 569 | 7 | 558 | 8 | 645 | 10 |
| Total Enrolled Harris County | 6,478 | 69 | 5,488 | 68 | 4,841 | 66 | 3,956 | 63 | 4,014 | 62 |
| Total Under-graduate | 7,757 | 83 | 6,330 | 79 | 5,655 | 77 | 4,714 | 75 | 4,833 | 74 |
| Total Master's | 881 | 10 | 875 | 11 | 854 | 12 | 808 | 13 | 894 | 14 |
| Total Doctoral | 205 | 2 | 159 | 2 | 158 | 2 | 122 | 2 | 104 | 2 |
| Total Law | 534 | 5 | 594 | 7 | 600 | 8 | 621 | 10 | 667 | 10 |
| Total Phar.D | 0 | 0 | 15 | 1 | 43 | 1 | 51 | >1 | 24 | >1 |
| Total SCH | 110,721 | | 94,371 | | 87,605 | | 76,479 | | 78,017 | |
| Avg. Age All Students | 27 | | 27 | | 27 | | 27 | | 27 | |
| Avg. Age Undergraduates | 25 | | 26 | | 25 | | 25 | | 25 | |
| Avg. Age Graduate Students | 34 | | 34 | | 33 | | 33 | | 33 | |

On the other hand, a slight change in one of the noted characteristics of enrolled students does imply that the nature of the student population may be changing. Specifically, Table 12 indicated a reduction in the percent of students that were undergraduates. In 1995, the undergraduate population represented 83 percent of all enrolled students. In 1999, they only represented 74 percent of the total student enrollment. Thus, if this trend continues the dynamics of the educational experience may be significantly altered by the type of student attending the University.

Enrollment by classification tends to further support this apparent change (Table 13). Note that freshman students represented 37 percent of the student population in Fall 1995. In 1999, they only represented 28 percent of total enrollment. Similar declines were noted in all undergraduate areas except for students classified as seniors. This group actually exhibited an increase, going from 14 percent in 1995 to 22 percent in 1999. Also showing increases were graduate students and law students. The percent of graduate students rose by 4 percent, going from 9 percent in 1995 to 13 percent in 1999. Additionally, the percent of law students went from 6 percent in 1995 to 10 percent in 1999.

As a further indicator of a possible shift in the nature of the student population, it was noted that in 1995, a total of 69 percent of all enrolled students were full-time students. However, in 1999 74 percent were full-time. This tends to imply a more committed clientele in regards to educational success.

Table 13
Fall Enrollment Headcount by Classification

| Classification | 1995 | | 1996 | | 1997 | | 1998 | | 1999 | |
|--------------------|-----------|------------------|-----------|------------------|-----------|------------------|-----------|------------------|-----------|------------------|
| | Headcount | Percent of Total | Headcount | Percent of Total | Headcount | Percent of Total | Headcount | Percent of Total | Headcount | Percent of Total |
| Freshman | 3506 | 37 | 2612 | 33 | 2243 | 31 | 1772 | 28 | 1854 | 28 |
| Sophomore | 1587 | 17 | 1202 | 15 | 1015 | 14 | 769 | 12 | 845 | 13 |
| Junior | 1189 | 13 | 1128 | 14 | 907 | 12 | 768 | 12 | 708 | 11 |
| Senior | 1314 | 14 | 1287 | 16 | 1397 | 19 | 1312 | 21 | 1426 | 22 |
| Post Baccalaureate | 161 | 2 | 101 | 1 | 93 | 1 | 93 | 1 | 52 | 1 |
| Graduate | 881 | 9 | 875 | 11 | 854 | 12 | 808 | 13 | 842 | 13 |
| Doctoral | 205 | 2 | 159 | 2 | 158 | 2 | 122 | 2 | 104 | 2 |
| Law | 534 | 6 | 594 | 7 | 600 | 8 | 622 | 10 | 667 | 10 |
| Pharm. D. | 0 | 0 | 15 | >1 | 43 | 1 | 50 | 1 | 24 | >1 |
| Total | 9377 | 100 | 7973 | 100 | 7310 | 100 | 6316 | 100 | 6522 | 100 |

Enrollment Projections

The general expectation is that the service populations will expand both in the State of Texas and nationally over the next five years. The Texas Higher Education Coordinating Board has projected that enrollment in public colleges and universities in Texas will increase by approximately 5 percent over the next five years. The forecast for TSU is 2.3 percent between the years 2000 and 2005. However, TSU's enrollment forecast for the next five years projects an average increase of 3% annually. As shown in Table 14, this growth is expected to be linear and consistent with trends observed between 1998 and 1999.

The University anticipates new initiatives in the areas of recruitment and retention that will result in the achievement of TSU's enrollment objectives for the following reasons:

- New initiatives that will create an intellectual community within and around the campus to include the construction of new dormitories and a new student recreation facility.
- The effects of the Hopwood ruling will increase the number of in-state and out-of-state African American and Hispanic students choosing to matriculate at TSU.
- Texas Southern University will maintain a competitive advantage for exclusive offerings of the Doctor of Pharmacy, the Ph.D. in Environmental Toxicology, Master of Professional Accountancy, Master of Science in Transportation and Planning, and the

Bachelor of Science in Airway Science as stipulated in the Texas Plan.

- The Texas Higher Education Coordinating Board reported that over the past five years the number of Black and Hispanic students increased by 13.8%, while Caucasian students declined by 6.4%. As stated earlier, the University believes that the impact of the Hopwood court ruling will stimulate an increase in the number of local and regional African Americans enrolling at the University.
- Focused recruiting, which targets transfer students through increasing the number of statewide articulation agreements, will develop bridge programs that will channel more undergraduates into graduate study. Furthermore, TSU believes that these strategies will continue to support the developing trend of changing the current ratio of upper level to lower level students. Since upper level and graduate courses are funded at a higher rate than freshman level courses, this change in ratio will have significant implications for future funding.
- Development and offering of innovative distance education programs will also be a strategy to increase enrollment.
- Market demands will determine to a great extent the development of new programs required to meet the needs of information age students who will seek employment in a technological literate

workforce. Resource allocations will reflect the University's commitment to promote development and modifications of high demand program offerings.

TABLE 14
HEADCOUNT ENROLLMENT BY CLASSIFICATION
FALL
PROJECTIONS
(must do 3% projections on these numbers)

| Classification | 1998 | | 1999 | | 2000 | | 2001 | | 2002 | |
|--------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|
| | Headcount | % | Headcount | % | Headcount | % | Headcount | % | Headcount | % |
| Freshman | 2275 | 30 | 2390 | 30 | 2550 | 30 | 2750 | 30 | 3000 | 30 |
| Sophomore | 1100 | 14 | 1180 | 15 | 1275 | 15 | 1380 | 15 | 1525 | 15 |
| Junior | 980 | 13 | 1040 | 13 | 1115 | 13 | 1200 | 13 | 1325 | 13 |
| Senior | 1400 | 18 | 1435 | 17 | 1490 | 17 | 1566 | 17 | 1775 | 18 |
| Post Baccalaureate | 75 | 1 | 80 | 1 | 85 | 1 | 90 | 1 | 100 | 1 |
| Graduate | 950 | 12 | 1015 | 13 | 1059 | 13 | 1225 | 13 | 1350 | 13 |
| Doctoral | 135 | 2 | 150 | 2 | 150 | 2 | 150 | 2 | 150 | 2 |
| Law | 600 | 8 | 600 | 8 | 600 | 7 | 600 | 7 | 600 | 6 |
| Phar.D. | 50 | 1 | 53 | 1 | 175 | 2 | 175 | 2 | 175 | 2 |
| TOTAL | 7565 | 100% | 7943 | 100% | 8499 | 100% | 9136 | 100% | 10000 | 100% |

Service Delivery

At this juncture, the University anticipates no changes in state or federal law that would require altering services provided by the institution. However, the University recognizes that in order to meet the needs of a twenty-first century workforce, it must: (1) engage in continuous quality improvement strategies to provide efficient customer service, (2) infuse state-of-the-art technology in both academic and administrative functions, and (3) maintain a controlled environment that assures appropriate internal controls and compliance with previous audit findings.

Advanced telecommunications technology will also have some impact on service delivery. The University's interests in distance learning and web-based registration are examples of technological innovations that could change the current modes of service delivery.