

## Overview: FTE and Headcount Report

Each fall term, FTE and Headcount data is presented to the Northwood Technical College Board of Trustees. This report compares three years of data. To provide a consistent comparison of FTE and Headcount, data is reported as of the same date each year.

Analysis of the data from 2023-2024 shows an increase of 4.6 percent in FTE (full-time equivalent) over the prior year. Credit and non-credit increased in FTE over 2022-2023, with transcribed credit reporting higher FTE than the past two years. Headcount was slightly lower in 2023-24 than the previous two years. However, credits taken per student increased. Furthermore, credit-based headcount, those headcounts related to credit courses, increased. Overall, the increase in FTE, credits taken per student, and credit headcount is projected to generate more returning students this academic year, more graduates, and more earned credentials in the future.

A trend that has been examined in the past is the average unemployment rate compared to the actual FTE. Historically, it was common to see increased FTE, enrollments, and applications when the unemployment rate was high. Like other predictor models, patterns during and after COVID have not followed suit. Unemployment rates have been decreasing since 2020 and FTE has too, until last year. While unemployment rates dropped even further, FTE at Northwood Tech increased.

Finally, the first data for 2024-2025 for the fall semester is positive. Analysis shows that credit and non-credit FTE and Headcount are up slightly for Fall 2024. The increase can be found in almost all class categories.

## Student Demographics Summary for Fall 2024

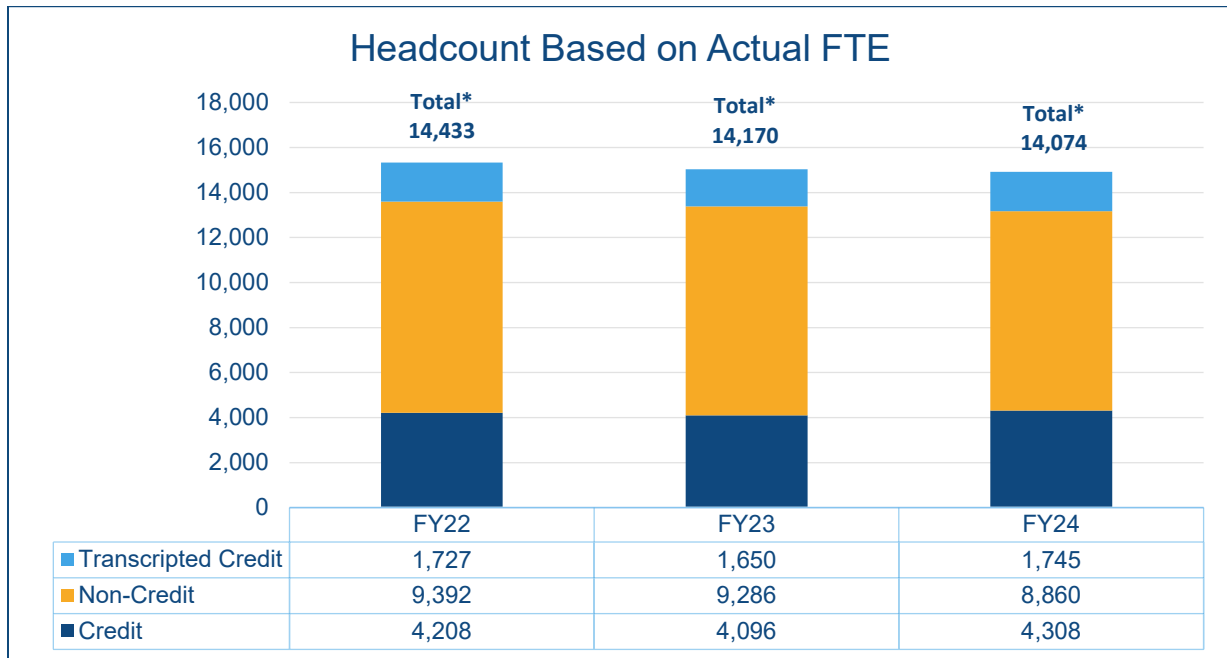
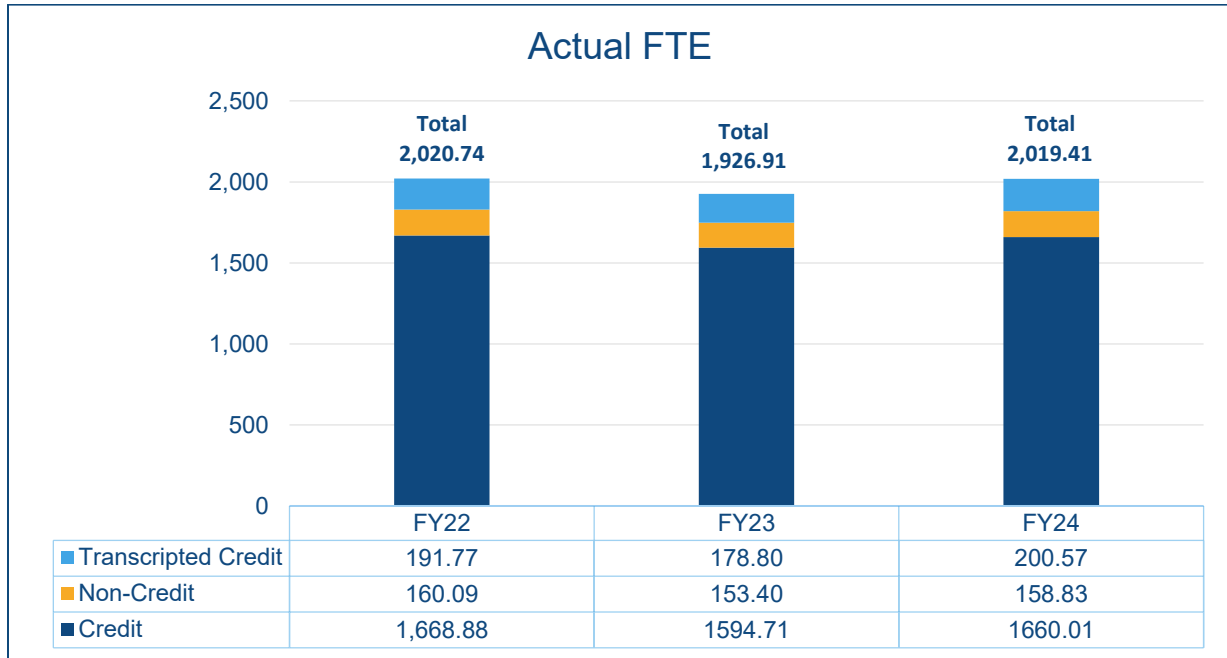
Historically, Northwood Tech has a higher percentage of part-time students. Fall 2024 is no different. Sixty-two percent of undergraduate students this fall are part-time students. A majority of the undergraduate students are returning students, with only 22% new to the College. Like Fall 2023, 87% of the undergraduate students are degree-seeking program students. The average age of the undergraduate students at Northwood Tech this fall is 26, with the students ranging in age from 15 to 77 years.

Northwood Tech students' residency is similar to 2023-2024: 80% of Fall 2024 undergraduate students live within Northwood Tech's 11-county district and only 8% of students live in Wisconsin outside the Northwood Tech district. The remaining 12% of all Fall 2024 undergraduate students reside outside of Wisconsin.

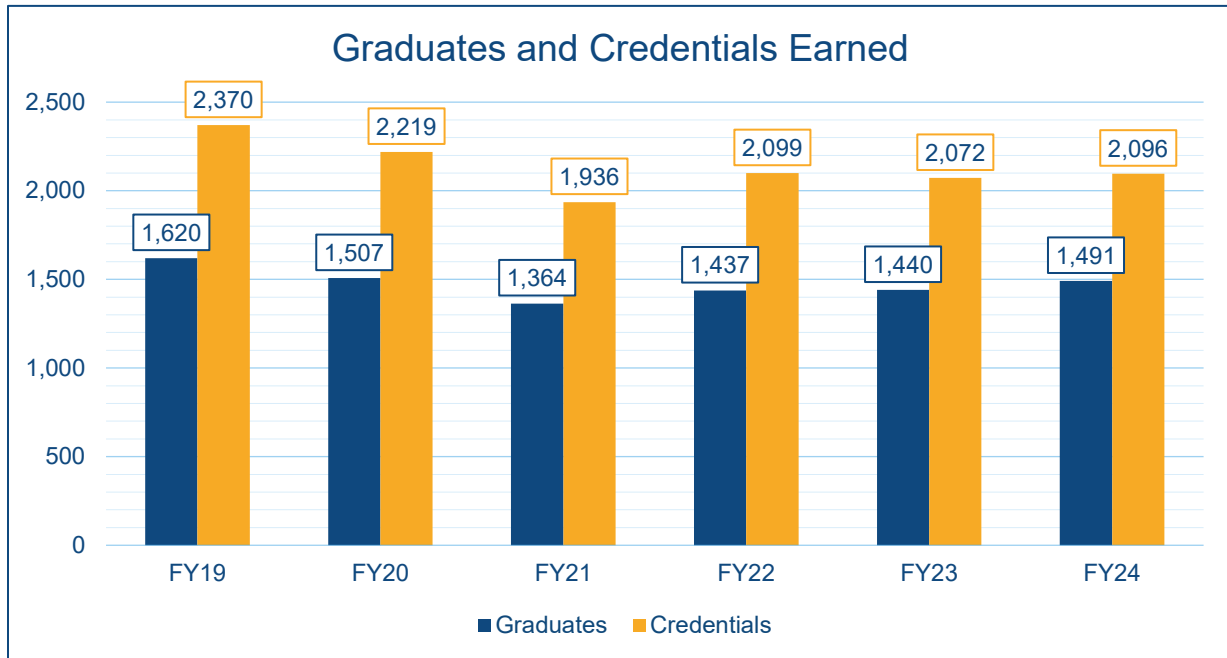
Also consistent with last year is the percentage of undergraduate registrations (35%) that occur in courses with Online and Online Live delivery modes. Registrations for On Site courses have increased from last year and make up 30% of Fall 2024 undergraduate registrations.

## Retention Summary

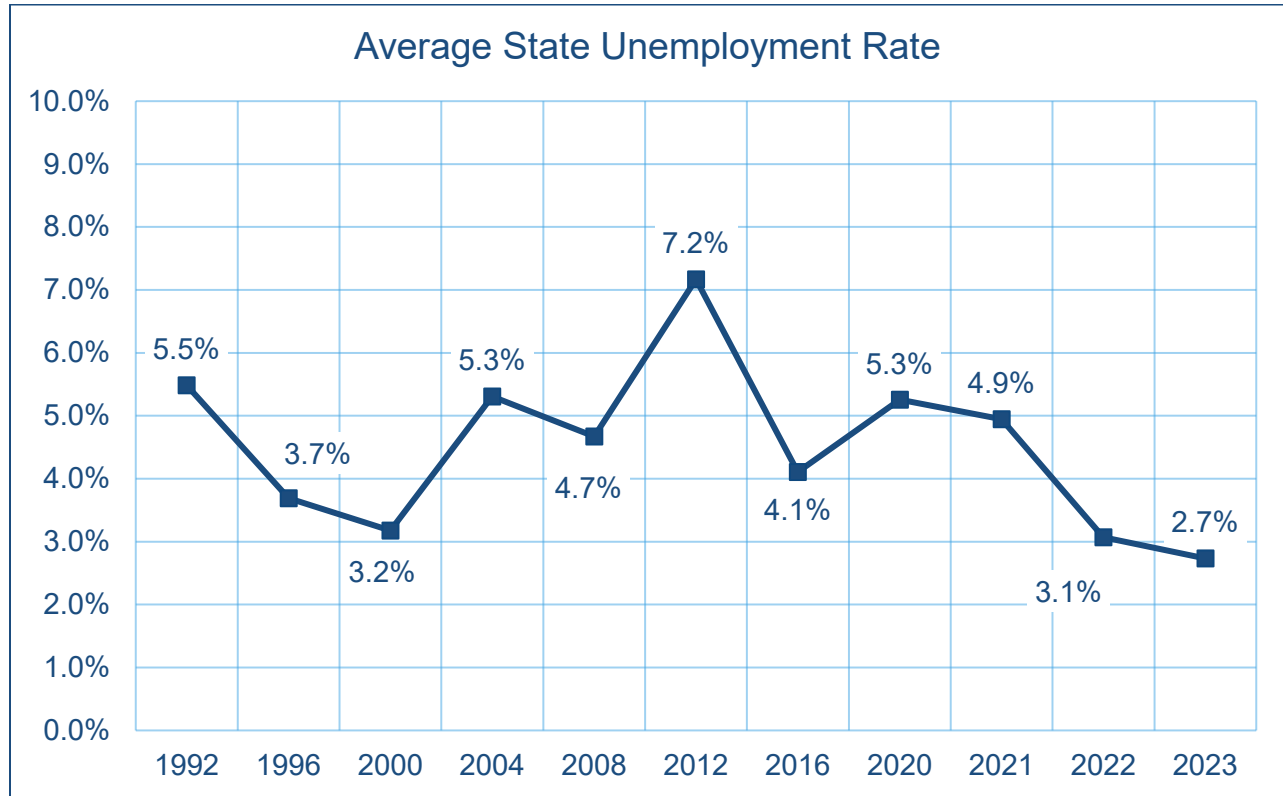
Across all 16 WTCS colleges, Northwood Tech maintained the 5th highest (68%) second year retention rate. This is a significant improvement from the 11th highest in Fall 2022. The College shows strong retention, with 73% of program students retained (or graduated) in their program from 2023-24 to 2024-25. An additional 2% of undergraduate students not retained in their program from 2023-24 to 2024-25 were retained within the institution.



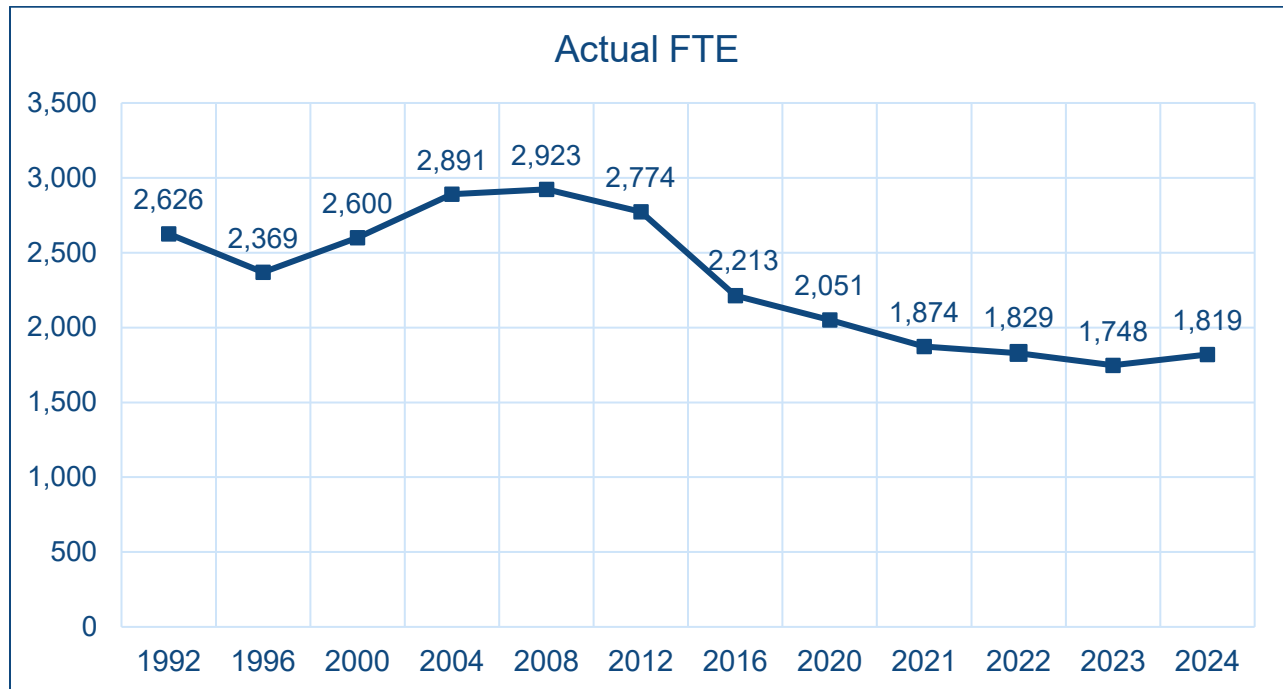
Data source: Cognos, CSWSR041 Registration Student Detail Cube Student Category 5yr  
\*Unduplicated Headcount



Data source: Cognos, New Production, CSWSR126 Actual Grad List  
Graduates between June 1<sup>st</sup> and May 31<sup>st</sup>



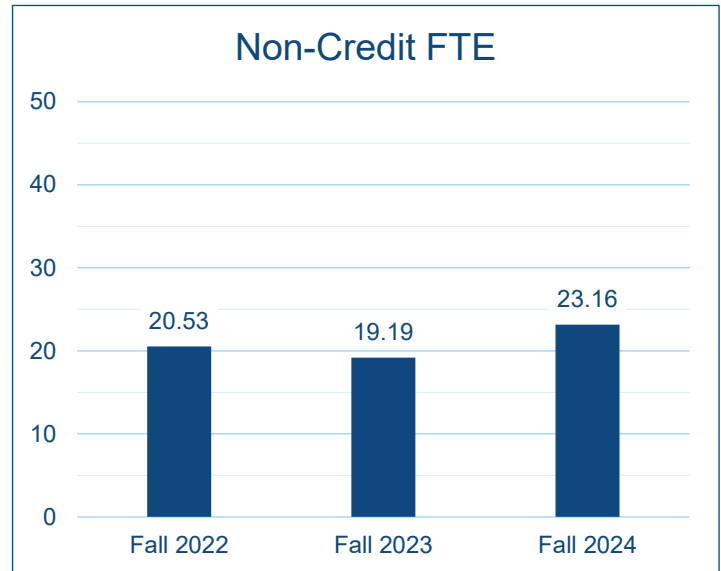
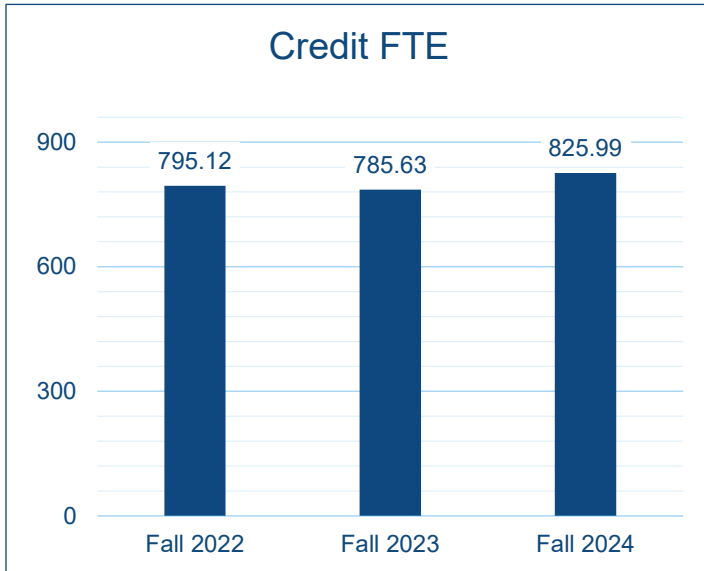
Unemployment rate averaged based on Northwood Tech fiscal year (July to June)  
Data source: Wisconomy, Unemployment Rate – Not Seasonally Adjusted



Cognos, CSWSR041 Registration Student Detail Cube  
Actual FTE does not include Transcribed Credit FTEs

## Registered FTE for Fall Term

As of September 4<sup>th</sup>

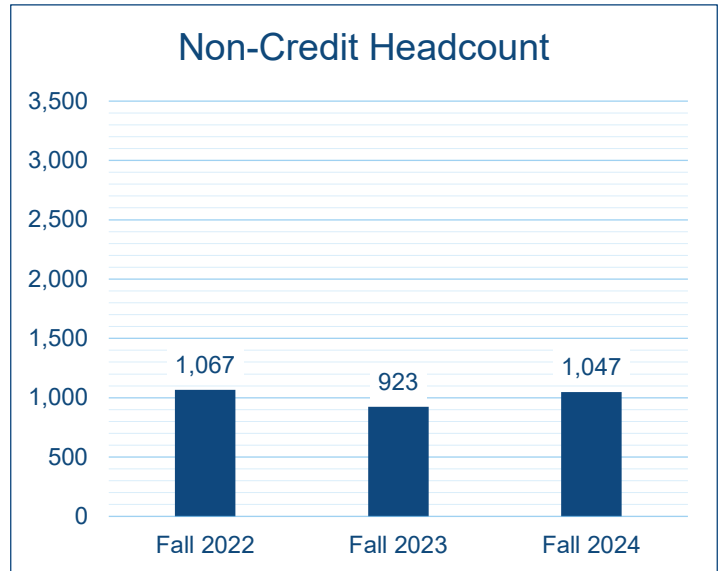
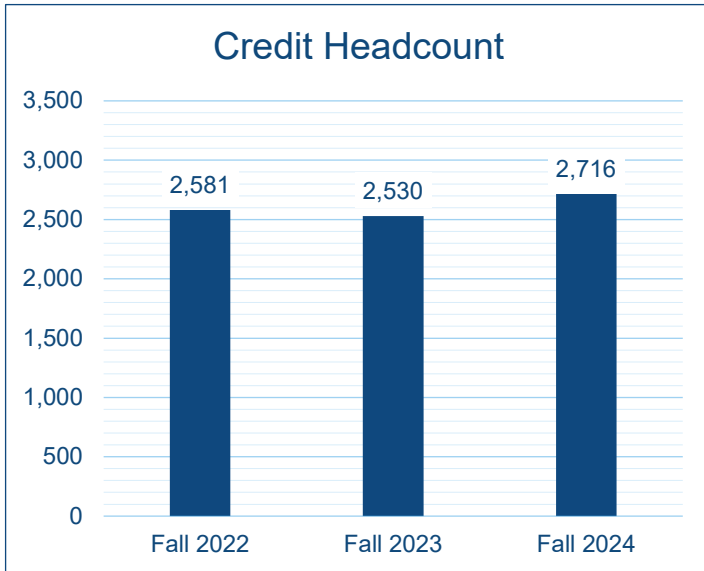


Aid Category (Aid Code)	Fall 2022 (2022-23)	Fall 2023 (2023-24)	Fall 2024 (2024-25)	Difference 2024 to 2025	Percent Change 2024 to 2025
Associate Degree (10)	578.70	573.97	598.90	24.93	4.3%
Collegiate Transfer (20)	1.33	1.07	0.67	-0.40	-37.4%
Short-Term Technical Diploma (30)	38.23	25.33	24.57	-0.77	-3.0%
One-Year Technical Diploma (31)	80.77	91.83	101.97	10.13	11.04%
Two-Year Technical Diploma (32)	83.83	79.50	84.03	4.53	5.7%
Apprenticeship (50)	7.78	8.00	8.29	0.29	3.6%
Basic Skills (73, 74, 75, 76, 77, 78)	4.47	5.93	7.57	1.63	27.7%
<b>TOTAL CREDIT</b>	<b>795.12</b>	<b>785.63</b>	<b>825.99</b>	<b>40.36</b>	<b>5.5%</b>
General Adult (42)	10.79	10.57	10.87	0.30	2.8%
Occupational Adult (47)	9.29	8.36	12.11	3.75	44.9%
Adult Avocational (60)	0.45	0.26	0.18	-0.08	-30.8%
<b>TOTAL NON-CREDIT</b>	<b>20.53</b>	<b>19.19</b>	<b>23.16</b>	<b>3.97</b>	<b>20.7%</b>
<b>TOTAL COLLEGE</b>	<b>815.65</b>	<b>804.82</b>	<b>849.15</b>	<b>44.33</b>	<b>5.5%</b>

Data source: Cognos, CSWSR073 Enrollment FTE Credits by Aid Code

## Headcount for Fall Term

As of September 4<sup>th</sup>

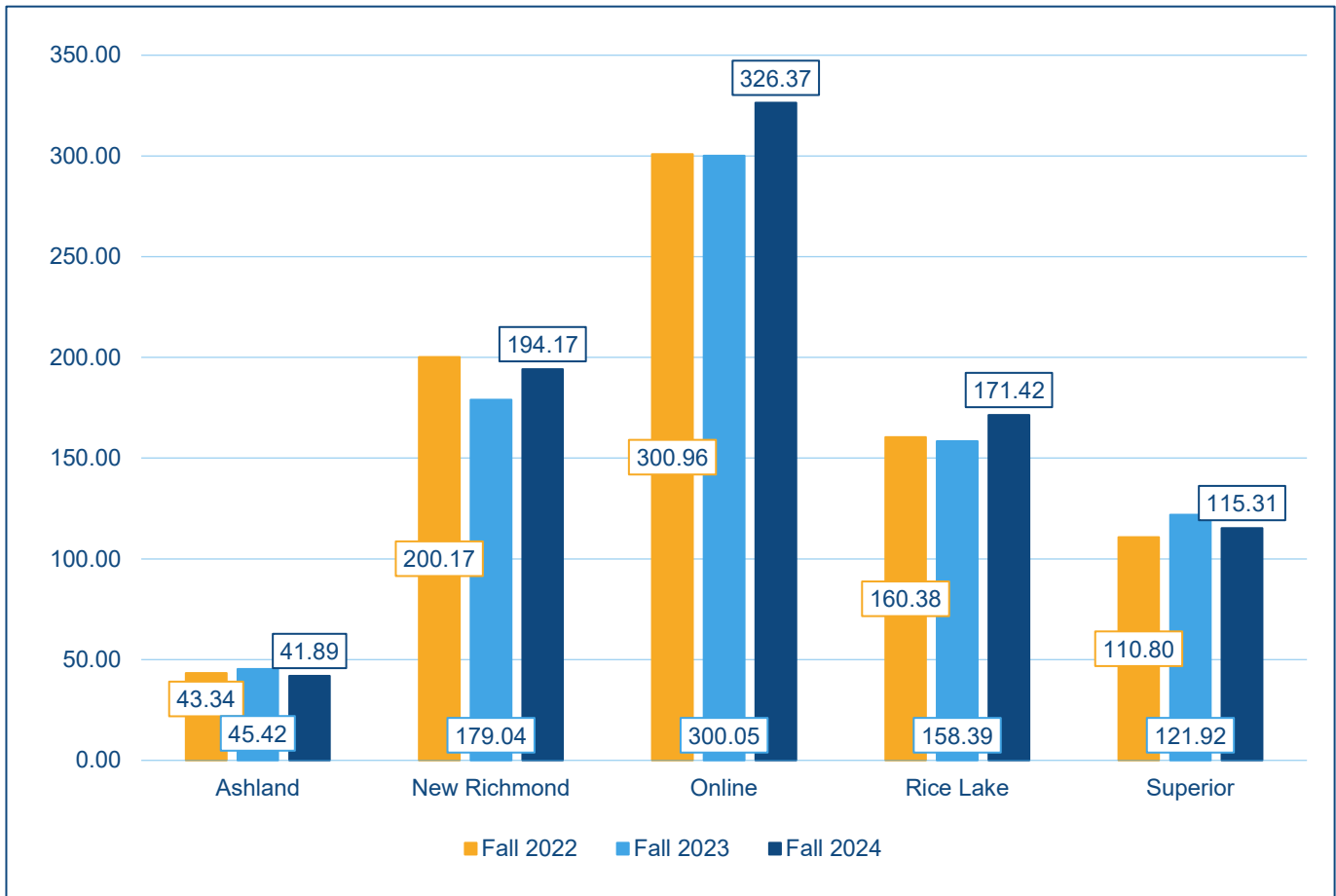


Aid Category (Aid Code)	Fall 2022 (2022-23)	Fall 2023 (2023-24)	Fall 2024 (2024-25)	Difference 2024 to 2025	Percent Change 2024 to 2025
Associate Degree (10)	1,910	1,893	1,965	72	3.8%
Collegiate Transfer (20)	10	8	5	-3	-37.5%
Short-Term Technical Diploma (30)	182	141	176	35	24.8%
One-Year Technical Diploma (31)	22	239	279	40	16.7%
Two-Year Technical Diploma (32)	273	290	326	36	12.4%
Apprenticeship (50)	117	117	123	6	5.1%
Basic Skills (73, 74, 75, 76, 77, 78)	77	99	127	28	28.3%
<b>TOTAL CREDIT</b>	<b>2,581</b>	<b>2,530</b>	<b>2,716</b>	<b>186</b>	<b>7.4%</b>
General Adult (42)	666	610	645	35	5.7%
Occupational Adult (47)	357	285	381	96	33.7%
Adult Avocational (60)	46	30	21	-9	-30.0%
<b>TOTAL NON-CREDIT</b>	<b>1,067</b>	<b>923</b>	<b>1,047</b>	<b>124</b>	<b>13.4%</b>
<b>TOTAL COLLEGE</b>	<b>3,592</b>	<b>3,388</b>	<b>3,677</b>	<b>289</b>	<b>8.5%</b>

Source: Cognos, Cognos, CSWSR073 Enrollment FTE Credits by Aid Code  
The overall totals show unduplicated headcounts.

## Registered FTE by Campus

As of September 4<sup>th</sup>



Campus	Fall 2022 (2022-23)	Fall 2023 (2023-24)	Fall 2024 (2024-25)	Difference 2024 to 2025	Percent Change 2024 to 2025
Ashland	43.34	45.42	41.89	-3.85	-7.7%
New Richmond	200.17	179.04	194.17	15.13	8.5%
Online	300.96	300.05	326.37	26.32	8.8%
Rice Lake	160.38	158.39	171.42	13.03	8.2%
Superior	110.80	121.92	115.31	-6.62	-5.4%
<b>TOTAL COLLEGE</b>	<b>815.65</b>	<b>804.82</b>	<b>849.15</b>	<b>44.33</b>	<b>5.5%</b>

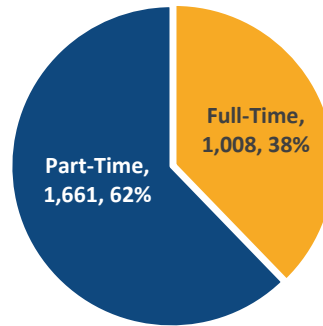
Source: Cognos, CSWSR067 Enrollment FTE Credits Overall

# 2,675

## Fall 2024 UGRD Students

- 22% are new to Northwood Tech this Fall.
- 87% are degree-seeking, program students.

## Enrollment Status



**Full-time** students' average credit load is 14 credits.

**Part-time** students' average credit load is 6 credits.

Data source: Cognos, CSWSR111

## Ethnicity

### Northwood Tech Students, Fall 2024

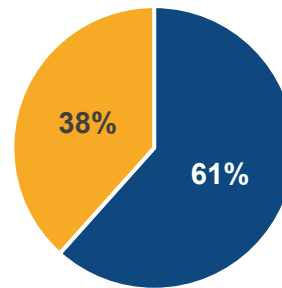
Amer. Indian/Alaska Native – 5%  
Asian – 1%  
Black/African American – 2%  
Hispanic/Latino – 3%  
Multiple – 1%  
Pacific Islander - <1%  
Unknown – 2%  
White – 85%

### Service Area Population, 2022 Estimates

Amer. Indian/Alaska Native – 1%  
Asian – 1%  
Black/African American – 1%  
Hispanic/Latino – 2%  
Multiple – 4%  
Native Hawaiian/Other Pacific Islander - <1%  
White – 92%

Data source: United States Census Bureau, ACS Demographic and Housing Estimates

## Gender



**61% Female**  
**38% Male**  
**<1% Unknown/X**

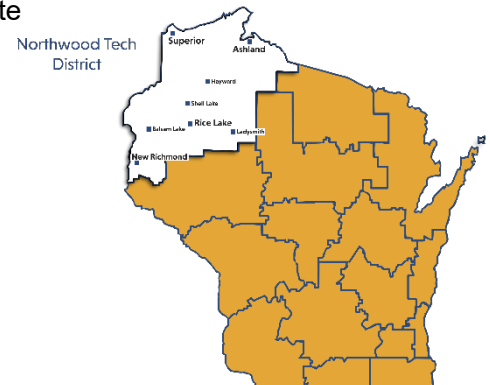
## Residency

### All UGRD Students

80% live in the Northwood Tech District  
8% live in Wisconsin, outside the Northwood Tech District  
12% live out of state

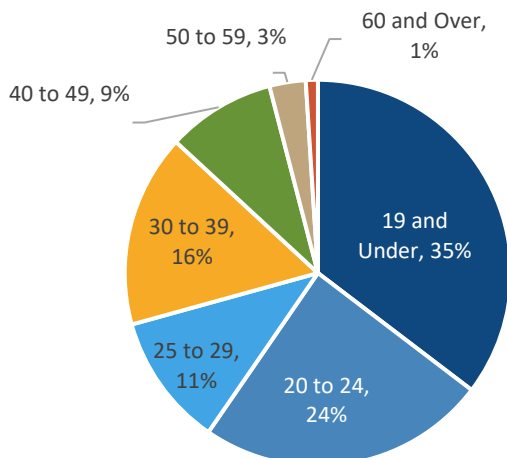
### Online Students

78% live in the Northwood Tech District  
5% live in CVTC's District  
7% live in Wisconsin, outside the Northwood Tech District  
9% live out of state



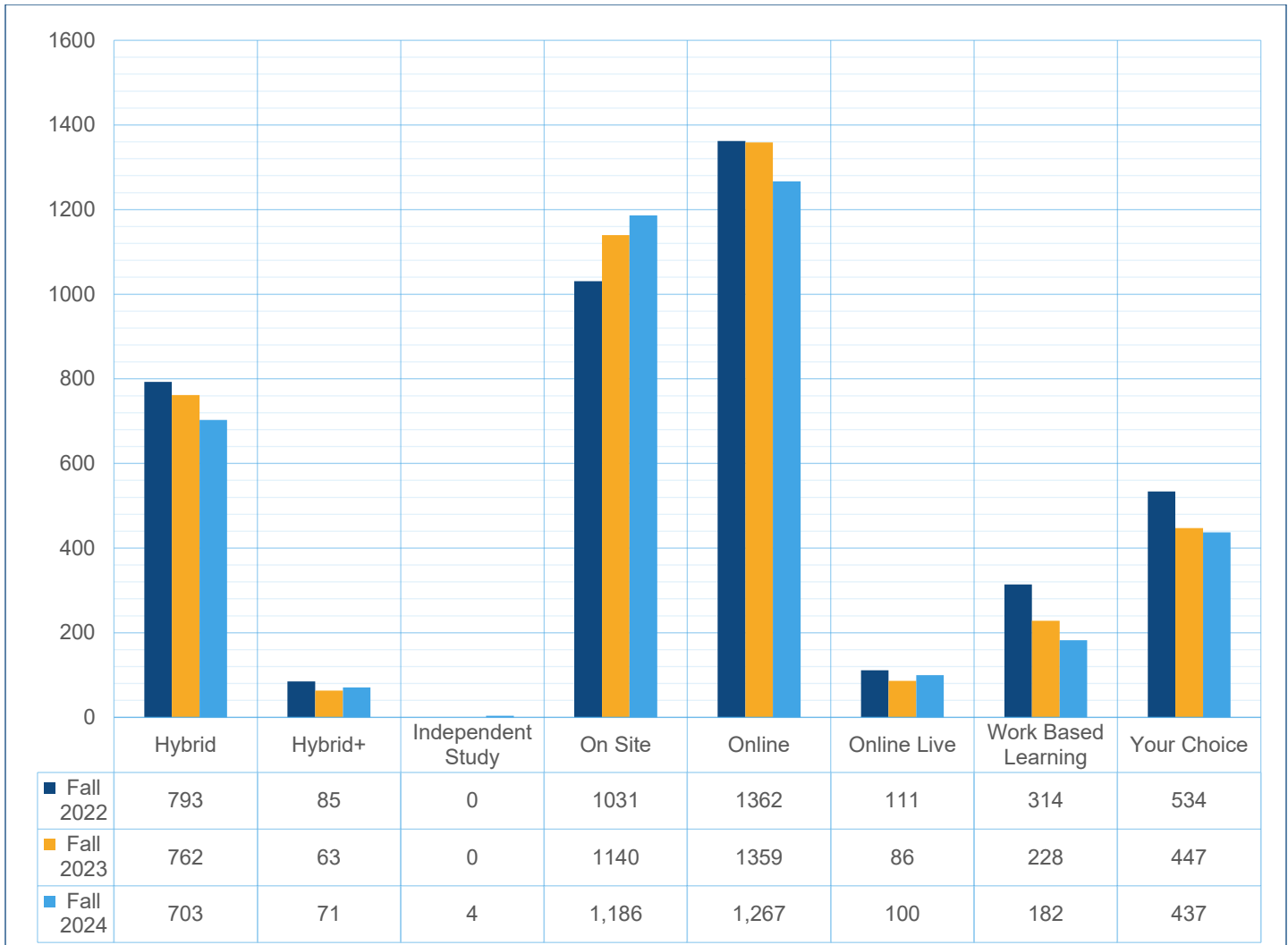
## Age

Average Age: 26  
Median Age: 22  
Age Range: 15 to 77





### Headcount based on Actual FTE by Instruction Mode As of September 5<sup>th</sup>



Online and Online Live course registrations have consistently made up 35% of all Fall UGRD Registrations in the last three years. On Site course registrations have been increasing since the pandemic and are now making up almost a third (30%) of all Fall 2024 UGRD registrations.

Data source: Cognos, CSWSR041 Registration Student Detail Cube

### Year to Year Retention

	2022-23 to 2023-24	2023-24 to 2024-25 as of 9/5/2024
Retained in Program	72.55%	74.57%
Retained at Northwood Tech	74.98%	76.83%

Data source: Cognos, CSWSR061 Year to Year Retention

### Second Year Retention Rate by WTCS College

Blackhawk	61%	Moraine Park	67%
Chippewa Valley	74%	Nicolet Area	55%
Fox Valley	73%	Northcentral	67%
Gateway	61%	Northeast Wisconsin	67%
Lakeshore	63%	<b>Northwood Tech</b>	<b>68%</b>
Madison Area	63%	Southwest Wisconsin	71%
Mid-State	58%	Waukesha County	73%
Milwaukee Area	47%	Western Tech	57%

Data source: WTCS OLAP Cubes, QRP #2 Retention, 2<sup>nd</sup> Year Retention - % Retained, 2022 Cohort

### New-to-College Students

**560**

**Fall 2023** New-To-College Students  
(22% of all UGRD students)

#### Top Five Degree-Seeking Programs

Nursing – Associate Degree (31)  
Welding (25)  
Nursing Assistant (25)  
Veterinary Technician (22)  
Cosmetology (18)

**68%** reside in the Northwood Tech district

19 and Under = 52%  
20 to 24 = 16%  
25 to 29 = 9%  
30 to 39 = 11%  
40 to 49 = 7%  
50 to 59 = 3%  
60 and Over = 2%  
Average Age = 25  
Median Age = 19

**594**

**Fall 2024** New-To-College Students  
(22% of all UGRD students)

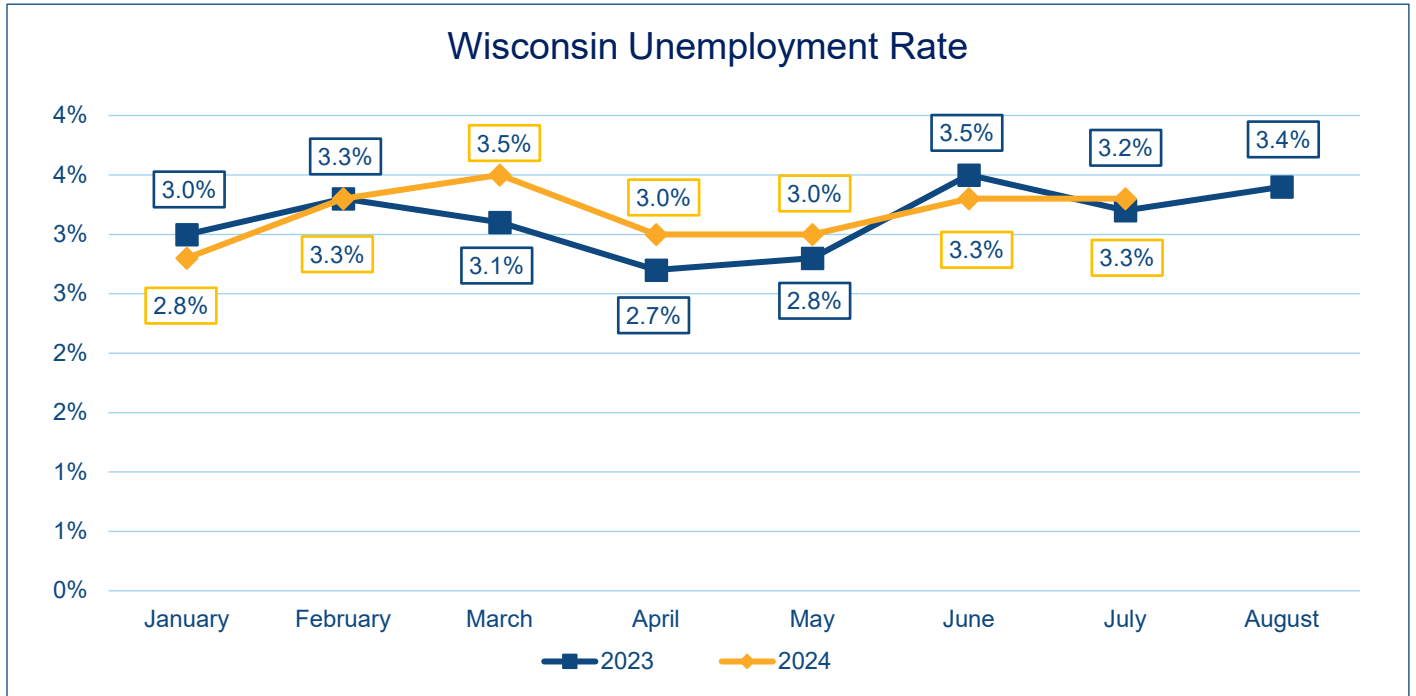
#### Top Five Degree-Seeking Programs

Nursing Assistant (41)  
Welding/Maintenance/Fabrication (28)  
Nursing – Associate Degree (26)  
Business Management (21)  
Early Childhood Education/Criminal  
Justice/Cosmetology (19)

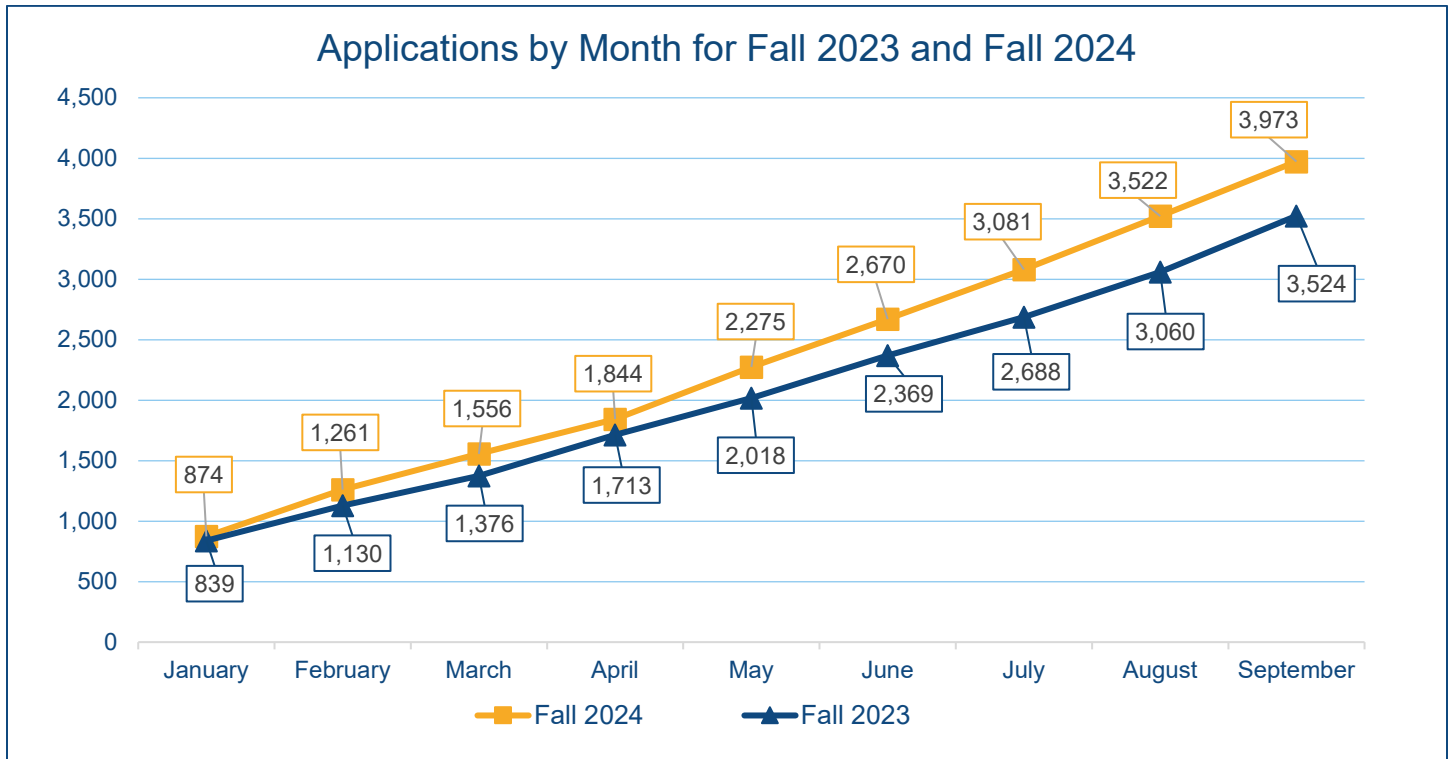
**64%** reside in the Northwood Tech district

19 and Under = 51%  
20 to 24 = 19%  
25 to 29 = 8%  
30 to 39 = 14%  
40 to 49 = 6%  
50 to 59 = 2%  
60 and Over = 1%  
Average Age = 24  
Median Age = 19

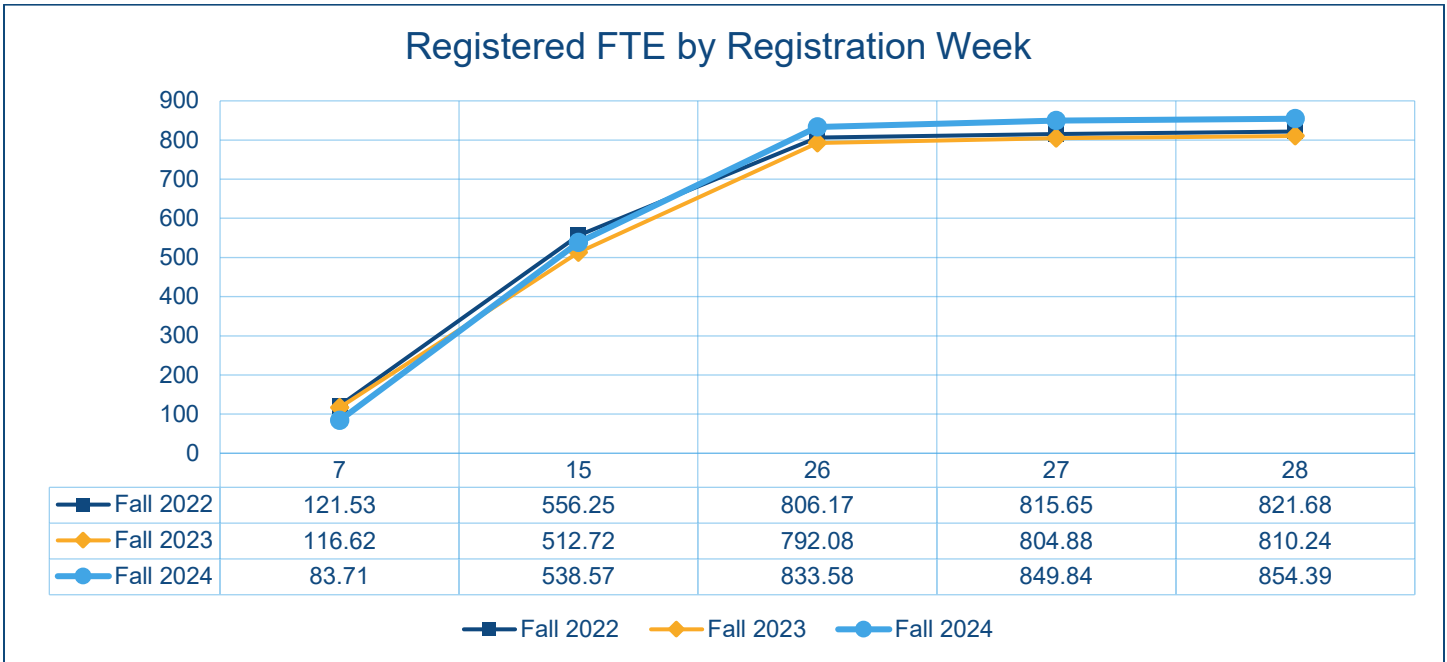
Data source: CSISR016 Student Enrollment Current Contact Information Fall Board Report



Data source: Wisconomy, Unemployment Rate – Not Seasonally Adjusted  
August 2024 data is not available at this time



Data as of the first Saturday of each month for the previous month  
Data source: Cognos, CSWAD006 Plan Enrollment Funnel



	Fall 2023 (Registration Year 2024)	Fall 2024 (Registration Year 2025)
<b>Priority Registration Begins</b> (To all new and continuing admitted students; Service Members can enroll one day before)	4/13/2023 (Registration week 6)	4/11/2024 (Registration week 6)
<b>Open Enrollment Begins</b> (To non-program students)	6/7/2023 (Registration week 14)	6/5/2024 (Registration week 14)
<b>Fall Classes Begin</b>	8/28/2023 (Registration week 26)	8/26/2024 (Registration week 26)
<b>Late Enrollments End</b> (One week after semester starts)	9/5/2023 (Registration week 27)	9/2/2024 (Registration week 27)
<b>Financial Aid Census Date</b>	9/11/2023 (Registration week 28)	9/9/2024 (Registration week 28)

Data source: Cognos, CSWSR100 overall Student Enrollment – Executive View