Enrollment Management Council (EMC)
October 28th 2005 1:00-2:30
BS 3009
Minutes

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- Minutes from the August 26th meeting were previously distributed and are available by visiting http://registrar.iupui.edu/emc/emc-meetings.shtml

Announcements from the Chair
- **Admission Update for Fall 2005**
  - Beginner undergraduate admits were up 1.8%. Transfer admits were down 0.7%
  - Admits to Masters' programs were up 10.5% and graduate professional degrees were up 15.3%
  - Minorities were up from 11.9% of beginner admits in 2004 ago to 13.2% this year. African-Americans were up from 10.1% of beginner admits a year ago to 12.0% this year.
  - Quality of admitted undergraduates:

	2004	% of Total	2005	% of Total
Top 10% of HS class	433	12.1	445	12.5
Top Third	1782	50	1871	52.7
Middle Third	1453	40.7	1416	39.9
Bottom Third	332	9.3	265	7.5
Avg % HS Rank	62		64	
Avg SAT	998		1004	

- **Admissions Update for Spring 2006**
  - Down 4% in freshmen admits (-13 students)
  - Up 14% in transfer admits (+76 students)

- **Admissions Update for Fall 2006**
  - **Undergraduate**
    - Up 30% in freshmen admits (+138 students)
    - Even in transfer admits.
  - **International**
    - Number of applications and admits is up, in part due to a new program implemented in Saudi Arabia to increase the number of students studying in the United States
  - **Graduate**
    - Update will be presented at next meeting

- **Enrollment Update**
  - Fall report visit http://registrar.iupui.edu/enrollment/4058/4058-update.htm and attached below
    - For next fall we need to retain approximately 21 more first time, full time beginners to return to the fall 04 rate of retention and 42 FT,FT students to improve the fall 04 rate by 1%.
    - For next fall, Indianapolis needs to enroll 60 more students to be equal to fall 04 headcount.

- **Other Items**
  - Follow-up on proposed changes in class meeting patterns
    - Information has been provided to the academic units to develop the schedule for Fall 06.
  - Reminder that effective with Spring 2006, course offerings will only appear on-line and will not be included in a print publication
    http://www.iupui.edu/news/releases/050727_online_course_list.htm
    - Registration for Spring has been going smoothly although it is early in the process
  - **Marketing Subcommittee**: A marketing subcommittee has been established to map the communication activity originated by IUPUI to new and continuing students. The goal is to support the campus' retention efforts through a comprehensive communication strategy to inform and engage incoming and continuing students at IUPUI. A coordinated approach will increase our effectiveness and avoid duplication of effort or sending well intentioned mixed messages to students.
    - Actions to date:
      - Reviewed the communication's content that has been provided to EMC and review the findings of the communication audit.
      - Prioritized the audiences to be served according to the priorities of the EMC goals, first time freshmen is the initial audience to mapped, subsequent audiences will include high ability students, IvyTech transfers, adult learners, international students and graduate students.
      - Input session conducted to review existing information and add communication activity on a month by month basis, 6 months before a student begins and 12 months of their first year at IUPUI. Input partners include: University College, Orientation, University Library, UITS, Enrollment Center, MultiCultural Programs, Athletics, Campus Housing, Admissions, Bookstore, Campus Life and Diversity, and Parking Services
      - A second input session will be conducted with representatives of academic units to review the communication activity and to map month by month student and parent communications to incoming and first year students. Input partners include: academic units, Bepko Scholars, honors, international programs (November 3)
      - Participants will be invited to a brainstorming session to review the findings and group similar messages in a meaningful way. (November 17)
      - The plan will be presented to EMC at the January meeting.
      - The communication grid will be updated for incoming graduate students, transfer students, and continuing students in early spring semester.

Charge to the Council for 2005-06 *Dean Plater*

- There is a convergence of elements that must be considered to understand the charge to the Enrollment Management Council
  - In his inaugural address, Chancellor Bantz challenged us to double the number of baccalaureate degrees by 2010.
    - We are behind schedule
  - We need to think about how EM will contribute to success of students and Central Indiana to fulfill the IUPUI mission
  - Retention is disappointing since we are down 1% although we are recruiting and enrolling better students
    - EMC and CRG need to work together to determine appropriate actions.
    - Retention is the most important thing for the campus. We must break the back on poor FTFT retention rate and graduation rate. Until we address this issue, it will limit IUPUI's aspirations
      - Until we can make these changes, we will not be able to do the things that we want to do and must do for the State of Indiana to be successful

- o Linkages to Ivy Tech and Linking K-12 to Higher Education are important issues to be addressed and EMC has a role in determining how IUPUI can accomplish these goals.—
- o IU Mission Differentiation
  - One component is the establishment of campus specific Admission standards. IUPUI needs a policy that reflects who we are and the people we serve
  - EMC should have an important voice in this determining the appropriate components
- o EMC is one of several councils
  - Retention and Graduation
  - Civic engagement
  - Life Long Learning
  - The overlap in membership is intentional so that the work can be coordinated
- o IUPUI needs to establish Strategic Enrollment planning
  - We need to determine what students we should have to fulfill our mission and how many can we serve (capacity) This will establish the foundation to assure that we can continue to graduate the students that this region needs
  - We need to change our philosophy on Marketing and Recruitment
    - More targeted, directed, segmented marketing
    - Look for ways of delivering information that are the ways that students gather information
    - Need to do the marketing and recruiting in combination with each other so that we are intentional, coordinated and economical
    - Need to determine the audiences that we haven't addressed adequately.
      - · We are getting complaints that we are not friendly to adults
      - · There are others
    - Look at recruiting international students
      - · Goal--7-10% of individuals globally distributed, distributed among programs and distributed between UG and graduate
    - We are having fewer beginners and are making up for the decrease with an increase in transfer and graduate students
      - · This needs to be intentional and coordinated
      - · In strategic enrollment planning, we need to think behind the numbers in the schools to the broader composition of the student body
  - Transfer students are a critical component of the IUPUI student body
    - We need to continue to work closely with Partner students to smooth their transition to IUPUI
    - High school dual credit and dual enrollment students are another important source of students that we need to cultivate
    - We need to think about 10-14 grades in a different way
      - · How to we partner with high schools to better prepare students and to use resources wisely?
      - · How can we working with Ivy Tech to…
        - · have them adopt Oncourse?
        - · think about role of Ivy Tech in preparing teachers since and associates degree is not beneficial to student but we can create an Ivy Tech statewide program that will funnel students to IUPUI to get the bachelors degree in Education
- o We need a coherent, planned, right sized student body for IUPUI
  - 6 year graduation rate should be 50%

- EMC is an action body. We are empowered to take action. We can lean on people to make them accountable.
- Questions-
  - How does the relationship with Ivy Tech help IUPUI retention?
    - We are now down to 8% of our students in the bottom 1/3 of the HS class. This is because these students can go to Ivy Tech and then come to IUPUI
    - We can give up the AS degree programs and establish articulations to complete degrees
  - What should we be doing for adult students?
    - There are individuals who need additional assistance to complete the enrollment processes
    - We have been portraying ourselves as more traditional student focused which has resulted in the perception that we are no longer welcoming to adults
    - We need to do more segmented marketing and deliver on what we say we are going to do
    - The shift in Graduate Nondegree program may have contributed to the sense that adults are not being served
  - What will be the impact of Mission Differentiation on our campus?
    - We think that Trustees will affirm our mission statement with a couple of small changes
    - This will establish as an urban research university
    - It will contain a statement about IUPUI being a PhD granting institution
  - How will the UFC debate on undergraduate education impact our PULs?
    - The difficulty in assessing the PULs is also present in the difficulty in assessing student learning in traditional gen ed requirements.
  - In addition to the attention to the Freshman cohort, we need to improve retention and graduation of upper level students
    - This issue is one of the linkages between EMC and CRG
    - DWF rates in 300 and 400 level courses not much better than performance in Gateway courses
      - We don't know how the number of transfer students are impacting these numbers

Effective Use of Scholarships *Beth Barnette*
- The power point presentation is available at http://registrar.iupui.edu/emc/emc-meetings.shtml
- About 15% of FT,FT population have scholarships
- Retention rate is about 85%
- Also has impact on rate of graduation since funding runs out in 4 years

Status Report on Establishing Enrollment Targets, Projections, and Capacity
- Kathy Burton
- List of majors to converts to plan
- How to provide data when reporting 10 year trends
- Report due Nov 14
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Enrollment Management Priorities and Action Plans
- Two documents are posted at http://registrar.iupui.edu/emc/
  - Enrollment Management Priorities 05-06 (summary)
  - Enrollment Management Priorities and Action Plan 05-06 (detailed)

Summary of Responses from Schools on Fall Enrollment Activities
- o School initiatives and activities
- o Review Fall Enrollments and lessons learned from enrollment promotion efforts
  - Visit http://registrar.iupui.edu/emc/emc-meetings/not-yet.htm
- o Plans for Spring semester

Upcoming meetings and Tentative Topics
November 18   1:00-2:30   BS 3009
   Next Steps in Establishing Enrollment Targets/Projections/Capacity
   Status Report on Communications Audit by Marketing Subcommittee
December   No Meeting
January 27, 2006   1:00-2:30   TBD
   Review Spring Enrollments and lessons learned from enrollment efforts
   Report by Marketing Subcommittee
February 24   1:00-2:30   TBD
   Outside Speaker on Enrollment Management
March 24   1:00-2:30   TBD
   Joint meeting with Retention and Graduation Council
April 28   1:00-2:30   TBD
   Diversity in Enrollment—UG and Graduate Initiatives
May   No Meeting
June 23   1:00-2:30   TBD
   Review of year's activities and planning for 06-07

FALL Enrollment Update
Fall 2005 - 9/1/2005

Indianapolis Enrollment Update

Credit Hours Taught

School	2004	2005	Change	%
BUS	23,760.0	23,384.0	-376.0	-1.6%
DENT	11,542.0	11,699.5	157.5	1.4%
EDUC	11,739.0	11,409.0	-330.0	-2.8%
EGTC	23,145.0	22,370.0	-775.0	-3.3%

Headcount by Student School

School	2004	2005	Change	%
BUS	2,104	2,160	56	2.7%
DENT	662	667	5	0.8%
EDUC	2,046	1,914	-132	-6.5%
EGTC	2,505	2,347	-158	-6.3%

Code						Code				
GRAD	697.0	647.0	-50.0	-7.2%		GCND	993	529	-464	-46.7%
HERR	8,658.0	8,960.0	302.0	3.5%		GRAD	583	661	78	13.4%
INFO	4,006.0	4,441.0	435.0	10.9%		HERR	814	812	-2	-0.2%
JOUR	1,225.0	1,243.0	18.0	1.5%		INFO	624	610	-14	-2.2%
LAW	12,260.0	12,733.0	473.0	3.9%		JOUR	75	96	21	28.0%
LIBA	66,398.0	65,339.0	-1,059.0	-1.6%		LAW	951	982	31	3.3%
LSTU	574.0	671.0	97.0	16.9%		LIBA	1,566	1,576	10	0.6%
MED	24,733.0	25,849.0	1,116.0	4.5%		LSTU	24	23	-1	-4.2%
MUS	4,031.0	4,142.0	111.0	2.8%		MED	1,512	1,511	-1	-0.1%
NURS	10,898.0	10,594.0	-304.0	-2.8%		MUS	21	31	10	47.6%
PED	10,702.0	12,479.0	1,777.0	16.6%		NURS	1,294	1,295	1	0.1%
SCI	65,826.0	63,895.0	-1,931.0	-2.9%		PED	610	730	120	19.7%
SCS	252.0	376.0	124.0	49.2%		SCI	1,606	1,850	244	15.2%
SHRS	1,258.0	2,038.0	780.0	62.0%		SCS	1,208	1,249	41	3.4%
SLIS	1,754.5	1,836.5	82.0	4.7%		SHRS	141	176	35	24.8%
SPEA	7,549.0	8,254.0	705.0	9.3%		SLIS	343	326	-17	-5.0%
SWK	6,723.0	7,558.0	835.0	12.4%		SPEA	1,017	1,007	-10	-1.0%
SWT	39.0	10.0	-29.0	-74.4%		SWK	575	661	86	15.0%
UCOL	1,135.0	1,434.0	299.0	26.3%		UCOL	7,419	7,431	12	0.2%
TOTAL	298,904.5	301,362.0	2,457.5	0.8%		IN	28,693	28,644	-49	-0.17%

Adjusted Unduplicated Headcount Total: **28,594**

Columbus Enrollment Update
Fall 2005 - 9/1/2005

TOTAL	13,336.0	14,379.0	1,043.0	7.8%		CO	1,347	1,381	34	2.5%

IUPUI TOTAL

TOTAL	312,240.5	315,741.0	3,500.5	1.1%		TOTAL	30,040	30,025	-15	0.0%

Adjusted Unduplicated Headcount Total: **29,953** **29,933** **-20** **-0.07%**

Office of the Registrar

9/1/2005

50 dual career Indianapolis Students removed for Adjusted Indianapolis total

42 dual campus enrolled (Indy and Columbus) removed for Adjusted Unduplicated IUPUI Total

School headcount adjusted for students moved from grad non-degree to undergrad non-degree within the schools

Education	1860	-186	-9.10%
Science	1753	103	6.20%
UCOL	7083	-336	-4.50%

When an increase in HS SPAN students is factored out, undergrad degree seekers in UCOL are down 379 heads or 5.3%