

Enrollment Management Council
March 24th 2006
Minutes

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- There was no February meeting. Minutes from the January 27th meeting were previously distributed and are available by visiting <http://registrar.iupui.edu/emc/emc-meetings.shtml>

Announcements from the Chair

- **IUPUI Admissions Standards**
 - The Trustees reviewed the proposed IUPUI Admissions Standards in committee at the March Board of Trustees meeting. No concerns were raised in the discussion. Action on the document is anticipated at the April meeting.
 - Lule Nuredini-Mehmedi, Registrar at South East European University (SEEU) was introduced. IU is providing faculty and administrative consulting to SEEU through a grant managed by International Programs and Lule is visiting IUPUI for two weeks. In addition to being Registrar, Lule also oversees Admissions and Institutional Research activities.
- **Undergraduate Admissions**
 - **Summer 2006**
 - Freshmen applications received are down 20% (- 70 apps) with a continued loss of non-traditional students. Transfer applications are up 23% (+161).
 - Beginner admits are down 22% (-38 students).
 - Transfer admits are up 24% (+ 99 students).
 - **Fall 2006**
 - We are up 14% in freshmen applications, though this is lower than our earlier gains. We remain down for transfer applications.
 - The quality of beginner applicants and admits is running ahead of last year at this point in high school rank with a larger number and greater percentage of students in top 10% and top one-third of their classes. For details see p. 3 below
 - Beginner admits are up 6% (+ 198 students).
 - Transfer admits are down 3% (-19 students).
 - For more information visit http://www.imir.iupui.edu/point_in_cycle/.
- **International Admissions**
 - **Fall 2006**

International applications continue to be up: 67% at the undergraduate level and 24% at the graduate level.

- **Undergraduate** Despite the increase in undergraduate applications, admits are even. As reported before, we have a large number of applicants from Saudi Arabia who have not yet demonstrated English language proficiency to finalize admission. We are hoping for a cohort of perhaps 25 to enter this fall, but many will need to defer until January or even later to complete their English language studies. Prospective Saudi students are experiencing significant delays in obtaining visa appointments, but each month ELS Language Centers at IUPUI enrolls a new group of arrivals.

Another round of scholarship applications in Saudi Arabia beginning May 1 will restart this process for 2007; we have already started receiving applications for this round.

- **Graduate** At the graduate level, international admits are up 13%.

Please be aware that you can access point-in-cycle reports on international applications to your school at http://www.imir.iupui.edu/point_in_cycle/AppAdd3_IA_ps.asp

- **Graduate Admissions**

It is too early to provide useful totals for admission to graduate programs. At this point in 2005 we had admitted only 13.7% of the eventual total of master's students)

- **Registration Update**

- It is too early to provide meaningful registration comparisons for the Fall. Totals will be updated weekly on http://www.imir.iupui.edu/point_in_cycle/ and additional detail will be provided regularly on <http://registrar.iupui.edu/enrollment.html> following the conclusion of the priority registration period at the end of the month

Status Report on Enrollment Forecasting and Capacity Analysis *Kathy Burton*

- In mid-February, IMIR provided training to schools and departments on assembling information that will be used in making enrollment projections for the Fall of 2006.

Our main task is to use the headcount projections for fall 2006 to project credit hours by school. In the short run (late March/early April) we plan to compile the projections to show the projected campus headcount for the next five years, where we'll be if aspirational goals are met and the total estimated capacity for the campus. Also, we'll show how the mix between UG and Grad/Prof will change based on projections and compile a report that shows projected heads, goals and capacity by school.

We plan to provide a summary report for the deans of schools that completed reports at the dept. or program level. In the longer term, we'll compare capacity with goals, identify programs that want to target special populations, create a list of assumptions used in the projections that may be relevant to other schools, and look for programs (particularly UG) where estimated growth doesn't reach the aspirational goal.

Resources used at the training sessions are available by visiting <http://registrar.iupui.edu/emc/projections/>

Strategic Enrollment Management *Don Hossler*

- Don made a presentation to members of the Enrollment Management Council, Retention and Graduation Council, and others interested in enrollment management issues. A copy of the presentation is available from <http://registrar.iupui.edu/emc/emc-meetings.shtml>. Following Don's presentation, members had the opportunity for discussion. Among the points raised:
 - We cannot truly manage or control enrollment; we can only work to influence it
 - In order to be successful we need to know more about our current students, what motivates them, and how we serve them in helping to fashion how we recruit future students
 - While some students will look at universities based on the availability of a specific major, in general students make their choices based on their impression/perception of the larger university
 - Contacts with prospective (pre-admitted) students should be handled by the Office of Admissions. Once admitted, however, contacts from the schools can be an important step in encouraging the student to enroll and in making the transition to the university seem more smooth

- We need to have a realistic enrollment strategy and understanding of which institutions we compete with for students
- It is important to have someone bring this sense of realism to any discussion of enrollment goals or strategy, including identifying the costs in both staffing and financial terms. This realism involved the use of data to explain the risks and challenges
- There often are trade-offs among trying to increase revenue, prestige, access, and diversity. Steps needed to raise one may cut another. It is essential to find the right balance for the institution
- On a similar note, there are challenges in strike a balance between meeting the goals and needs of individual academic units and the university's common good. Limiting enrollments in one school has an impact elsewhere
- Financial Aid is a key recruiting tool, but must be used judiciously. Don demonstrated a model that using data from IUB showed the expected increase in the number of high achieving students came at an increased cost in aid (or at the bottom line, a reduction in income). Developing this model required significant time, effort, and use of data
- Expansion in the availability of financial aid requires strong partnerships with the schools, especially in a responsibility centered budgetary model. The schools need to know how much aid it would take to attract different types of students and what the impact on enrollment would be and at what cost
- Having a senior enrollment planning committee also helps in dealing with the competing agenda extant at any university
- In a discussion of the relative importance of the SAT, Don noted that a growing number of high schools have discontinued providing class rank. Even if we had class rank, we also have to factor in the strength of the high school and its programs. In its absence, SAT still has some utility
- Though there may be negative impacts on enrollments at some institutions or in some programs, generally speaking Ivy Tech's growth will likely be good for senior institutions as the growth of Ivy Tech seems to be mostly the result of more students being attracted to post-secondary studies. This should continue to improve over time
- Becky thanked Don and the group and noted that we will continue the discussions in future meetings

Upcoming EMC² Meetings and Tentative Topics

April 28th BS3009

- Diversity in Enrollment—UG and Graduate Initiatives *Kim Stewart-Brinston and Gwendolyn Johnson*

May

- No Meeting

June 23rd BS 3009

- Review of year's activities and planning for 2006-07

Quality Indicators and Profile of Beginner Applicants and Admitted Students

3/19/2006

Beginners	Applicants						Admitted Students				
	2005	% of Total	2006	% of Total	Pct. Chg 2005 to 2006		2005	% of Total	2006	% of Total	Pct. Chg 2005 to 2006
Total	4394	100.0	5027	100.0	14.4		3033	100.0	3224	100.0	6.3
High School Percentile Rank											
Top 10%*	408	11.0	510	12.3	25.0		391	14.4	498	17.0	27.4
Top Third*	1660	44.8	1917	46.2	15.5		1551	57.3	1775	60.7	14.4
Middle Third*	1486	40.1	1642	39.6	10.5		1018	37.6	1011	34.6	-0.7
Bottom Third*	556	15.0	589	14.2	5.9		140	5.2	140	4.8	0.0
*Note: Percentage Distribution based on total with rank data on file.											
	2005		2006				2005		2006		
Average HS Percentile Rank	59		60				66		68		
Average SAT	980		982				1005		1009		
Average ACT	20		21				21		21		
Ethnicity	2005	% of Total	2006	% of Total	Pct. Chg 2005 to 2006		2005	% of Total	2006	% of Total	Pct. Chg 2005 to 2006
African American	634	14.4	633	12.6	-0.2		342	11.3	298	9.2	-12.9
Asian American	112	2.5	157	3.1	40.2		81	2.7	103	3.2	27.2
Hispanic American	131	3	189	3.8	44.3		80	2.6	114	3.5	42.5
Native American	16	0.4	15	0.3	-6.3		8	0.2	8	0.2	0.0
Minority Total	893	20.3	994	19.8	11.3		511	11.6	523	10.4	2.3
International	153	3.5	273	5.4	78.4		59	1.3	60	1.2	1.7
All Others	3348	76.2	3760	74.8	12.3		2463	56.1	2641	52.5	7.2