

Enrollment Management Council Annual Report 2007-08

1. What aspects of the charge to your council have provided the foci for your work and what specific goals have you been pursuing?

The Enrollment Management Council (EMC) is charged with implementing a sustained, systematic, and campus-wide process to manage enrollments through an information-based plan that

- Matches unit goals with the campus mission;
- Coordinates discrete activities across academic and administrative units;
- Monitors progress; and
- Adjusts plans in light of evolving state and community needs.

The council focused its work on these areas in 2007-08:

- Participation and support for completion of the [Academic Plan](#). Numerous members of the EMC were appointed to both *Academic Plan* committee leadership and membership. In addition, members of the council provided resources, data, and other background information to assist numerous committees in their work.
- Coordination of initiatives focusing on prospective and continuing students, especially in the area of recruitment and in communications and marketing.
- Exchange of information among schools and offices on effective practices for recruiting and serving new and continuing students, including addressing diversity in all aspects of our activities.
- Provision of data and improved access to data sources for use in planning, performing, and evaluating school-based and campus-level recruitment activities.
- Discussion of enrollment management-related issues and, where appropriate, making recommendations for action within the academic units or at the campus level.

2. How have you approached each of these goals, i.e., what activities have you pursued related to each goal?

- Numerous members of the EMC served as members of and/or provided leadership on *Academic Plan* committees. In addition, members of the council provided resources, data, and other background information to assist numerous committees in their work.
- Presentations were made to the EMC membership on campus-, university-, and statewide initiatives and trends, including:
 - *Academic Plan*
 - [Enrollment Shaping](#)
 - More information on resident/non-resident enrollment trends as related to Enrollment Shaping
 - Changes in recruiting
 - Adjustments in Scholarships
 - Research, International, Service, Experiences (RISE)
 - All IUPUI students would be encouraged (perhaps eventually required) to participate in at least two of these activities as a way to further enhance their studies and make the degree from IUPUI more noteworthy to employers and others.
 - Admissions Communications with prospective students
 - Recruiting Activities such as [Step onto Campus](#) and [Campus Day](#)
 - Enrollment Trends
 - Student Housing
 - [Campus Center](#)
 - IUPUI [Master Plan](#)
 - Constituent Relations Management (CRM) Software

Each presentation was intended to educate EMC members and included discussion and related activities to encourage incorporation of these topics and goals within their schools. Details on these presentations are available by visiting <http://registrar.iupui.edu/emc/emc-meetings.shtml> .

- Shared information with members on upgrade to new versions of OneStart and to PeopleSoft/SIS.
- Sharing information among the academic units on their recruitment and retention efforts.

3. What evidence have you collected and considered for each of your goals and what variables are you tracking to assess progress?

- Active participation on and in support of committees working on the *Academic Plan*; production of [reports](#).
- [Data Training Workshops](#) on the sources of institutional data. IMIR, the Office of the Registrar, and EMC collaborated on development of a new unified website for admissions, enrollment, and other data. Two workshops were held in January 2008 at which EMC members were trained on this new resource, the IUPUI Information Gateway <http://reports.iupui.edu/gateway> .
- EMC members decided to discontinue the enrollment projection activity carried out over the last several years, though IMIR continues to provide induced course load enrollments to help units understand the source of their enrollments.
- Worked with Campus Housing to establish a March 15th priority deadline for out-of-state and international students to apply for housing with assurance of having an on-campus bed. Use of such dates facilitates recruiting these populations.
- We had a record for the number of admitted beginning students in Fall 2007, up 12.4% from the previous year. Non-resident beginner admits were up 42.6% with an increase in 24.1% in domestic non-resident admits. International admits climbed to 183, an increase of 87 over the previous year.
- IUPUI showed continued improvement in the quality of admitted students. The number of admitted students in the top 10% of their high school class jumped by 24.5% this year. Those in the top one-third of their class increased 19.0% and constituted 59.4% of the admitted class.
- Fall 2007 was the 12th successive year with a record credit hour enrollment.
- Presentations and the exchange of information and materials among EMC members remain an important part of each meeting and of our work in general.
- Given the great interconnectedness between EMC and Enrollment Services, more details will appear in the Enrollment Services 2007-08 Annual Report.

4. What have you learned in connection with each goal and what actions are being taken to address your findings?

- The *Academic Plan* reports and recommendations continue to be used as the starting point for EMC priorities and activities in future years.
- IUPUI must develop recruiting goals that are both realistic and attainable. This required establishing a balance between access and quality that is right for IUPUI and the use of institutional funds to support those goals.
- We will continue to identify areas where additional information or resources are needed by EMC members in improving their enrollment management efforts.

5. With what other groups or individuals has your council engaged to pursue its goals and objectives? Are there any other groups or individuals you hope to engage in the coming months?

In addition to participation on and support of the Academic Plan's committees, the work of the EMC is being coordinated closely with other enrollment management-related groups including the Retention and Graduation Council (RGC), Council on Lifelong Learning, Graduate Affairs Recruitment Committee, Strategic Scholarship Coordinating Committee, FASPAC, Transfer Student Task Force, Ivy Tech Transfer Group, Gateway Group, Multicultural Outreach Advisory Group, the Diversity Council, and the Orientation Advisory Committee as well as with the other primary campus planning and governance committees such as Academic Policies and Procedures Committee (APPC), Center for Teaching and Learning, Civic Engagement Council, and the Faculty Council.

This is achieved primarily through cross-representation, invitations to presentations, and inclusion on each group's agenda or reports on the other groups' activities. Moreover the EMC, the RGC, and APPC include representatives from virtually all academic units as well as a number of administrative units, including Enrollment Services.

The work of these groups is further coordinated in collaboration with the Office of Planning and Institutional Improvement, which provides links to the broader campus planning processes, as well as with the research and analytic support of the Office of Information Management and Institutional Research.

The EMC is in contact with a number of community organizations such as the Urban League, Wesco, Christamore House, Center for Leadership Development, Indiana Black Expo, local Community Centers, and others to help us discuss issues and strategies related to recruiting for diversity at the university.

*For more on the council, including minutes of meetings, visit <http://registrar.iupui.edu/emc>
For previous annual reports of the council, visit <http://registrar.iupui.edu/emc/double.shtml>*

July 09, 2008