IUPUI Enrollment Services

Activities in Support of Implementing IUPUI's Mission

Activities, accomplishments, current status, and plans are for the Indianapolis campus. Data are for the Indianapolis campus except where noted

Teaching and Learning

Enrollment Services Annual Report Supporting Goals

- Effectively cultivate, recruit, admit, and enroll a well-prepared and diverse student population to meet the criteria of IUPUI's enrollment management plan. Work with academic units to help retain students and to improve the probability of student graduation, optimally within 4 years.
- Support students with scholarships (undergraduate) and financial aid services (undergraduate, graduate, and professional)

Major Accomplishments

- Between Fall 2001 and Fall 2010, IUPUI has increased student enrollment by 7.9% and credits taught by 21.3%.
- The overall quality of entering first-time beginners at the Indianapolis campus has increased significantly between the Fall semesters of 2001 and 2010

	2001	2010
Average SAT	974	1008
High School Rank	58	71
% in Top 10% of High School Class	8	13
% in Top Quartile of High School Class	28	45
% in Bottom Quartile of High School Class	8	1
Average Number of College Prep Units	16.6	27.2
New Valedictorians/Salutatorians	16	38

- The amount of gift aid and total financial aid disbursed grew dramatically over this period

IUPUI	2001-02	2009-10	Change	% change
Total gift aid	$34,230,245	$95,106,013	$60,875,768	177.8%
Total aid processed	$148,878,974	$342,179,898	$193,300,924	129.8%

- Creation of campus-wide Enrollment Management Council (EMC) which is charged with implementation of a sustained, systematic, campus-wide process to manage our enrollments through an information-based plan that
  - o matches unit goals with the campus mission;
  - o coordinates discrete activities across academic and administrative units;
  - o monitors progress; and
  - o adjusts plans in light of evolving state and community needs.
- The Office of the Registrar provided support for implementation of the IUPUI RISE to the Challenge with official transcript notations along with a roster process for collection of Principles of Undergraduate Learning assessment at the end of each term.
- *See also Campus Climate for Diversity, Civic Engagement, Collaborations, and Best Practices.*

Current Status

- IUPUI has recorded record credit hour enrollments for 15 consecutive Fall semesters.
- The overall quality of entering students is at a record-high for the campus.
- The amount of gift aid and total aid are campus records.

Plans for the next 5 years

- Continue to find ways to balance improving quality and ensuring access for recruited students.
- Increase student financial support.

Best Practices
Enrollment Services Annual Report Supporting Goals
- Provide timely service of the highest quality to prospective and enrolled students by providing coordinated services within a courteous welcoming environment.

Major Accomplishments

Practices supporting Students
- Implemented substantial improvements in beginner and transfer admission processes.
- Improved support for transition of veterans and military personnel into IUPUI through establishment of Office for Veterans and Military Personnel.
- Expanded amount of information and services available to students on the Web.
- A growing number of students completed their FAFSA by the priority deadline. For 2010-11, 21,178 students met the deadline; in 2004 less than half that number (9,780) did so. Meeting the priority deadline allows for earlier packaging and notification of students regarding their aid for the next year. This is especially important for beginning students: in 2004 2,029 freshmen were packaged and notified on April 28th; for 2010 2,787 students (+37%) were sent their notifications beginning March 29th, a crucial improvement in helping students make a more informed decision as to where to attend.
- Expanded efforts to educate students on financial management through the addition of financial literacy tools such as CashCourse.
- IUPUI has maintained a consistently low student loan default rate. For the 2008 cohort, the latest available data, the rate was 3.2%, less than half the national average of 7.0%.
- In 2008, Enrollment Services consolidated front-office activities and improved in-person services through a move to the new IUPUI Campus Center.
- The Office of the Registrar worked with university technical and editorial personnel to make significant improvements in the functionality and usability of online IUPUI Bulletin
- IUPUI partnered with the National Student Clearinghouse to provide numerous student enrollment services, available around the clock and free of charge to the student. This partnership also allows for tracking of transfer students and applicants who have chosen another institution, providing valuable data for future recruitment.

Practices supporting Academic Units
- Developed new tools, processes, and reports for Enrollment Services offices and academic units to complete required tasks more efficiently including introduction of Constituent Relationship Management software designed to increase the effectiveness of our communication efforts.
- Expanded support for retention efforts through registration, waitlist, student tracking, and data provision.

Professional Activities and Recognitions
- Enrollment Services recognizes the importance of keeping abreast with the latest technology and best practices of our colleagues nationally. As a result, Enrollment Services personnel are active in state and national professional associations, frequently serving as presenters at conferences and in leadership positions for the organizations. Enrollment Services has hosted meetings of several of our state and regional professional organizations and has hosted the website for one group since 1995.
- The Office of Student Scholarships was awarded the University Scholarship Provider of the Year by the National Scholarship Providers Association for 2006 and 2008.
- The Office of Diversity Access and Achievement received the Amiga Estrella award two years in a row from the Indianapolis Chapter of the National Society of Hispanic MBAs.

Current Status
- See Enrollment Services Websites Undergraduate Admissions, Diversity Access and Achievement, Student Financial Services, Registrar, Office for Veterans and Military Personnel, Student Scholarships, and IUPUI & Ivy Tech Coordinated Programs (Passport).

Plans for the next 5 years
- Continue to keep current with latest applicable technology and best practices to ensure quality of services provided meet the needs of the campus community.

Campus Climate for Diversity

Enrollment Services Annual Report Supporting Goals

- Establish IUPUI as a premier destination for individuals from diverse cultures to interact within an urban university environment

Major Accomplishments

- Improvement in diversity of incoming class and overall diversity
- Growth in number of international students

Ethnicity & Race Fall 2001 and 2010

IUPUI combined (Indianapolis and Columbus)

	2001	Share of Total	2010	Share of Total	Change in heads 2001-2010	% Change
Hispanic	453	1.6%	998	3.3%	545	120.3%
African-American	2,681	9.5%	2,806	9.2%	125	4.7%
American Indian	72	0.3%	67	0.2%	-5	-6.9%
Asian-American	747	2.6%	1,159	3.8%	412	55.2%
Native Hawaiian*			19	0.1%	19	n/a
Two or More*			402	1.3%	402	n/a
Minority total	3,953	13.9%	5,451	17.8%	1,498	37.9%
White	23,326	82.3%	22,565	73.8%	-761	-3.3%
Other	226	0.8%	1,187	3.9%	961	425.2%
Foreign	834	2.9%	1,363	4.5%	529	63.4%
Total IUPUI	28,339	100.0%	30,566	100.0%	2,227	7.9%

New federal report categories; first used at IU for Fall 2010

Current Status

- Fall 2010 set records for diversity and in the enrollment of international students at IUPUI and at the Indianapolis campus.
- Minority students accounted for 18.5% of Indianapolis' total enrollment in Fall 2010. This is slightly ahead of the state's 17.8% minority population and well ahead of the 13.6% minority enrollment at Indiana's public institutions.
- Minority students accounted for 22.4% of all Fall 2010 beginners at the Indianapolis campus.
- In addition to the growing diversity of beginning students, IUPUI also benefits from the diversity of its incoming transfer population, particularly from Ivy Tech Community College. 26% of the students enrolled at IUPUI in the Fall of 2009 who had previously attended Ivy Tech were from minority groups. This compares with the 18% minority share of IUPUI undergrads in 2009.
- IUPUI continues to enroll the largest number of African-American students of any four-year institution in Indiana.

Plans for the next 5 years

- Hire an admission staff member dedicated to recruitment of Hispanic/Latino students.
- Continue to work with others in encouraging traditionally underserved populations to prepare themselves academically to pursue post-secondary education, ideally at IUPUI. See *Civic Engagement* and *Collaboration*.

Civic Engagement

Enrollment Services Annual Report Supporting Goals

- Educate future students, parents, and high school counselors regarding preparation for post-secondary education in the areas of academics, finances, and related matters

Major Accomplishments

- In addition to our own institutional outreach efforts to area high schools, Enrollment Services continued to expand collaborative activities with community organizations to educate students and parents (especially those from traditionally under-represented populations) regarding the preparation needed for college in the areas of academic, finances, and related matters. Examples of collaborations appear in Current Status below.
- Student Financial Services continues its active participation in College Goal Sunday, a statewide effort to help families complete and submit FAFSAs by the priority deadline.
- Enrollment Services staff represented IUPUI in the establishment of state's TransferIN website and creation of the Core Transfer Library to ease students' transfer among Indiana institutions.
- See also Campus *Climate for Diversity, Teaching & Learning*, and *Best Practices*

Current Status

In 2009-10, IUPUI partnered with local organizations to promote college awareness activities:

- Offered five scholarships to students participating in the Center for Leadership Development College Prep program equaling $30,000 annually.
- Partnered with Indiana Latino Institute to host three college fairs targeting Latino Youth in IPS.
- Collaborated with the National Society of Hispanic MBAs to host the sixth annual Project Stepping Stone. A total of 104 students attended this year. This program has led to more than 35 Latino students to date that have successfully enrolled at IUPUI.
- Center for Leadership Development to host the third annual city-wide College Prep Institute. More than 300 people attended this year's program, double last year's total.
- Central Indiana Community Foundation to provide training for youth program service providers on academic preparedness for college enrollment
- Indianapolis Urban League to sponsor the NULITES program and to provide information sessions for parents and families about the college planning process
- Admissions collaborated with SPAN (IUPUI's Early College Entrance Program) on the outreach to students enrolled in the Crispus Attucks Medical Magnet High School program, including presentations to students in the program about applying to universities for admission and scholarships. SPAN serves current high school students interested in taking courses at IUPUI.

Plans for the next 5 years

- Continue and expand outreach efforts

Collaboration

- Enrollment Services develops and maintains active partnerships with campus and area institutions and organizations to support students beginning or continuing a post-secondary educational experience.

Major Accomplishments

- In 1990 IUPUI and Ivy Tech Community College entered into a formal collaborative agreement that supports access to all levels of higher education for people in Central Indiana.   This included developing course and program articulations and working with student services offices to assure that students receive appropriate academic advising designed to help them make a smooth transition between the community college and IUPUI. Now known as *Passport*, the program serves as a model for such collaborative efforts throughout Indiana and nationally. See also *Teaching and Learning*
- As a result of this effort, the IUPUI's Indianapolis campus experienced a substantial growth in the number of students who transferred from Ivy Tech Community College. The 407 students who entered in the Fall of 2009 is nearly double the number of entered in 2001. As a result in the growth in the number of course and program articulations, the average number of credits transferring grew from 19 for students entering Fall 2001 to 34 for those entering in 2009, an increase of 84%. 96% of students entering in the Fall of 2009 brought transferrable credit. An additional point of reference: in the Fall of 1993, the first for which we have data under the agreement, 63 students transferred an average of 4.9 credits.
- The overall number of students enrolled at IUPUI who previously attended Ivy Tech reached over 2,800 by the Fall of 2009, an increase of 147% over 2001.
- Thanks to a growing number of course articulations with Ivy Tech, about 8 out of 10 credit hours transferred into the university are articulated toward distributed credits. In comparison only about 60% of transferred credit hours are articulated toward specific course credits for students from IUPUI's other major feeder institutions.
- Growth in the number of course and program articulations from Ivy Tech Community College and Vincennes University. As of the end of 2010, IUPUI has 57 2+2 articulations in place with Ivy Tech and 40 with Vincennes. The great majority of these articulations were established in the past decade.
- IUPUI's new Office for Veterans and Military Personnel initiated an active collaboration with a number of external and community organizations such as the federal and state offices of the Veterans Administration, the local VA hospital (located on the IUPUI campus), and local veterans organizations. The goal of this effort is to support the transition of veterans and military personnel into IUPUI. As the result of changes in the GI Bill and other initiatives, such as the VA's Yellow Ribbon program, enrollment by veterans at the Indianapolis campus in the Fall of 2010 grew by approximately 100 veterans over previous years. In addition to university funding, these efforts were recognized and supported with grants from the Military Family Research Institute located at Purdue University.

Current Status

- See accomplishments above
- See also *Civic Engagement* and *Campus Climate for Diversity*

Plans for the next 5 years

- Continue to improve processes to ease transfer student entry into the university
- Continue to work with schools in development of additional program articulations
- Continue and expand collaborative partnerships with area organizations to encourage student preparation and enrollment.

Research, Scholarship, and Creative Activity

Enrollment Services Annual Report Supporting Goals

- Enrollment Services recognizes the importance of scholarship and provision of professional expertise.

Major Accomplishments

- Chris J. Foley, Director of Undergraduate Admissions
  - Authored a book chapter on international enrollment management for *The AACRAO International Guide: A Resource for International Education Professionals* American Association of Collegiate Registrars and Admissions Officers 2010
  - Edited and revised a chapter "Making the Most of Alumni Contacts" for NAFSA's *Guide to International Student Recruitment, 2nd Edition 2009*. NAFSA is the Association of International Educators.
  - An Impossible Dream? The Efficacy of Using Rankings to Improve the Perception of a Non-OECD Country's Educational System" *College & University Journal*, the journal of the American Association of Collegiate Registrars and Admissions Officers (AACRAO) 2009
  - Edited *The Educational System of the Russian Federation* American Association of Collegiate Registrars and Admissions Officers (AACRAO) 2008
  - Edited and revised a chapter "Making the Most of Alumni Contacts" for NAFSA's Guide to International Student Recruitment, 2nd Edition. NAFSA is the Association of International Educators.
  - Contributing editor, *The Bologna Process* supplement to the *International Educator*) 2008
  - From Complex Data to Actionable Information: Institutional Research Supporting Enrollment Management" (co-author) *New Directions for Institutional Research* 2008
- Mary Beth Myers, Registrar
  - Co-chairs the Registrar Forum @ Tech offered annually at the American Association of Collegiate Registrars and Admissions Officers (AACRAO) Technology conference which is a dedicated track for senior registrars to highlight technology components that are required to fulfill and expand the campus mission. Participants have access to and interact with experienced faculty (including Ms. Myers), in exploring the role technology continue to play on the campus and in the profession. The Forum provides a thought-provoking exchange of ideas about the delivery of services in an environment driven by high expectations and immediate student and other customers' gratification.
- Kathy Purvis, Director, Student Financial Services
  - Modified One Stop Shop – Student Financial Services, West Virginia Association of Student Financial Aid Administrators, presentation, Canaan Valley, West Virginia, 2010
- Rebecca E. Porter, Executive Director of Enrollment Services and Associate Vice Chancellor for Student Services
  - Barnette B, Porter RE: Pairing Creative Scholarships and Programming to Enhance Student Persistence. Fourth Annual National Symposium on Student Retention, Little Rock Arkansas, 2008
  - Sullivan L, Porter RE. Implementing Student Information Systems. In Hossler D, ed. Building a Student Information System: Strategies for Success and Implications for Campus Policymakers (New Directions for Higher Education Monograph No. 136) San Francisco, Jossey-Bass. 2007
  - Porter RE, Sullivan L: Buy, Build, Borrow, or Blend. American Association of Collegiate Registrars and Admissions Officers, Boston, Massachusetts, 2007
  - Porter RE, Using the Medium to Tailor Your Message: Web Based Tools to Recruit and Yield Specific Audiences. AACRAO Strategic Enrollment Management Conference, presentation, Chicago, Illinois, 2005
  - Porter RE, Hossler D: Purgatory and Paradise—Lessons Learned in the Implementation of a Student Information System. AACRAO Strategic Enrollment Management Conference, presentation, San Diego, California, 2002

Current Status

- As noted in *Best Practices* above, Enrollment Services staff members are actively engaged in the work of our professional organizations as presenters and in organizational leadership positions, although the reduction in the travel budget remains a hindrance in these critical activities.

Plans for the next 5 years

Enrollment Services staff will continue their creative activity and provision of professional expertise.