

# Enrollment Management Steering Group

September 16, 2009

1:00-2:30 CE 260A

Minutes

## Minutes

- Minutes for last year's meetings are available by visiting <http://registrar.iupui.edu/emc/emsc-meetings.shtml>

## Focus for the year

- From Admissions to Census: Coordinating and Improving this Critical Period of Recruitment
  - Communications and other tasks to help convert admits to enrolled
    - Admissions will increase the number and types of communications
    - A meeting with Orientation staff was held to make plans for spring and next fall
    - We will continue to encourage academic units to make contacts
    - Enrollment of beginners with SAT 1300+ decreased by 8.9% from last year (102 v. 112) although the number of admits increased 26.4%

## Updates from the Chair

- Constituent Relationship Management (CRM)
  - System-wide vendor selected
  - Challenges
    - The enterprise timetable is not consistent with the schedule that IUPUI had established.
    - Since there is no interface with the current student data in SIS, ES office beyond Admissions, academic units and other service units are not able to move forward.
    - ES staff + Engineering & Technology meet with UITS representatives to discuss the fit of the Talisma product and the needs of the unit.
- College GO! Week
  - <http://www.learnmoreindiana.org/college/planning/Pages/CollegeGoWeek.aspx>
  - Teresa Lubbers asked all colleges to waive application fees during the week of Oct 12-16
  - President McRobbie decided that all IU campuses should participate
  - Admissions will need to add staff to handle the increase in the applications during the week so that unacceptable delays in processing spring and fall applications
  - Information is not yet available on how the application fee holiday will be publicized
    - [Addendum—ICHE will announce the initiative at their meeting on Oct 9. IUPUI will release our information as soon as ICHE does. This will decrease the number of applications submitted during this period. It will also increase the number of individuals who are upset about the lack of notification.]
- Admissions has received ESI funding to hire an additional recruiter focused on out-of-state students. A recruiter focused on high ability students will be funded 50% by the IUPUI Honors College and 50% ESI funding.
- Student Class Identification Initiative (see [minutes](#) of June EMC meeting)
  - Multiple units participated in the welcoming of the class of 2013. The branding of the incoming class has been incorporated into communications with prospective students.
  - Academic units will be encouraged to continue to use the class identification as part of the efforts to increase the number of students graduating within 4 years.
- Budget Considerations
  - The Enrollment Services offices are in the process of generating the required budget reductions. Since our primary expenditures are for personnel, some of the cuts will have to come from

reductions in personnel expenditures. Our plan is to use vacancies from staff leaving as a means of generating the reductions. We anticipate that there will be changes in service hours for some of our offices. Recruitment events like Fall Campus Day will be morphed into other offerings that will have a higher return on investment.

- Transfer Center
  - Number of transfer students decreased for 3<sup>rd</sup> consecutive year
    - Admission is generating data to gain more insight into what is occurring. We do know that the enrollment from VU has been decreasing.
  - Orientation handled transfer students differently this summer and we need to assess the reaction of the transfer students to the changes.
  - University College will be establishing a transfer ‘center’. Admissions and Passport will initiate conversations to assure that there is a clear presentation of information to prospective students.
    - After the initial conversation, CLN will be added since they serve a large number of transfer students.
- **Passport to IUPUI Scholarship** (Admission-based) [tentatively approved pending availability of funds]
  - This \$2,000 annually /renewable scholarship for up to four semesters would be eligible to students who transfer to IUPUI with a minimum 60 credit hours and/or a completed Associate’s degree (A.A., A.S. or A.A.S.) from either Ivy Tech or Vincennes University. Recipients must have a minimum cumulative GPA of 3.0. Scholarship is renewable if student maintains a 3.0 and continuous fulltime enrollment in an IUPUI campus-based program. Deadline for IUPUI admission and scholarship application – May 15<sup>th</sup> and November 15<sup>th</sup>.

| Students Eligible <sup>1</sup> | 09-10 AY <sup>2</sup> | 10-11 AY <sup>2</sup> (Est) | 11-12 AY <sup>2</sup> (Est) | 12-13 AY <sup>2</sup> (Est) |
|--------------------------------|-----------------------|-----------------------------|-----------------------------|-----------------------------|
| First Cohort                   | \$136,000 (68)        | \$122,000 (61)              |                             |                             |
| Second Cohort                  |                       | \$162,000 (81)              | \$146,000 (73)              |                             |
| Third Cohort                   |                       |                             | \$192,000 (96)              | \$172,000 (86)              |
| Forth Cohort                   |                       |                             |                             | \$228,000 (114)             |
| Total                          | \$136,000 (68)        | \$284,000 (142)             | \$338,000 (169)             | \$400,000 (200)             |

<sup>1</sup>Based on a 90% retention rate and 18.6% annual increase for each new cohort.

<sup>2</sup> Column presents cost and (number of recipients)

- **Recommendation:** The Passport to IUPUI Scholarship enables us to yield a higher number of transfer students who are likely to perform well academically at IUPUI. This scholarship will also serve as an incentive to those students who are interested in completing a four-year degree program to choose IUPUI.
- Office for Veterans and Military Personnel
  - Offer to individual to serve as the Manager will be made within a week
    - Addendum—The new HR processing regulations have delayed the process of making the offer
  - The Office is not able to keep up with the contact load, in part due to changes in the VA requirements of how processes are to be completed
  - The VA is very behind in processing payments.

**Discussion of Goals and Topics for 2009-10 (all)**

- Issues of the classroom space capacity to absorb the same amount of growth as occurred this fall were discussed. Becky will pursue determining steps we should undertake to determine what our capacity is.

- Possible topics for presentation to/discussion by the EMC
  - Recruiting this generation of students including consideration of issues of gender, ethnicity, sexual orientation
  - Technology preferences of perspective students
  - Using Honors college as a Recruiting Tool

### Fall Admission and Enrollment Update

- See information below

### Upcoming EMC Meetings and tentative topics

|   |            |                                       |
|---|------------|---------------------------------------|
| September 25  | 1:00-2:30  | BS 3009                               |
| ○ Dean Sukhatme's charge for the year   |            |                                       |
| ○ New Undergraduate Admissions Application <i>Chris Foley</i>   |            |                                       |
| ○ Revised Campus Recruitment Program <i>Chris Foley</i>   |            |                                       |
| October 30  | 1:00-2:30  | CE 268                                |
| ○ Scholars Recruitment ( <i>Admissions and Honors College</i> )   |            |                                       |
| November 20   | 1:00-2:30  | CE 305 <i>Note different location</i> |
| December  | No meeting |                                       |
| January 29  | 1:00-2:30  | CE 268                                |
| February 26   | 1:00-2:30  | CE 268                                |
| March   | No meeting |                                       |
| April 16  | 1:00-2:30  | CE 268                                |
| ○ Demonstration of latest information tools and resources for tracking admission, enrollment, and other student information <i>IMIR</i> |            |                                       |
| ○ <a href="#">Off-Campus</a> Housing Support <i>Josh Manlove</i>  |            |                                       |
| May   | No meeting |                                       |
| June 25   | 1:00-2:30  | CE 268                                |

### Upcoming EMC Steering Group Meetings

#### 2009-10

|                       |           |         |
|-----------------------|-----------|---------|
| Thursday, November 12 | 1:00-2:30 | CE 260A |
| Thursday, January 21  | 1:00-2:30 | CE 260A |
| Thursday, March 25    | 1:00-2:30 | CE 260A |
| Thursday, May 20      | 1:00-2:30 | CE 260A |

# IUPUI Fall 2009 Admission and Enrollment Synopsis

9/3/2009

## **Admissions** *(data are through August 23)*

### **Beginners**

- IUPUI was up 9.1% in applications and 4.5% in admitted beginning students over last year at this point. We set records in both applications and admits in 2008.
- Admission to the campus is increasingly competitive, with only 64.7% of applicants admitted. This compares with 73.4% in the Fall of 2005.
- IUPUI continues to attract highly qualified students. The number of admitted students in the top 10% of their high school class has increased by 11.3% this year and account for 19.9% of the admitted class to date. Those in the top one-third of their class also increased and constitute 68.8% of the admitted class.
- The average SAT for admitted students is 1021, up 9 points over the same point last year. The average high school rank climbed two percentile to 72.
- The number of dual and regular admits increased over 2008 while the number of conditional admits declined. We anticipate our matriculation rate for beginners will continue to decline as these better qualified students have more educational options. (Barb's chart)
- The number of minority beginner admits is up slightly (+7, +0.8%) over last year and accounts for 16.4% of all admits to date. As the result of even larger growth among others (white and not-reporting), the minority student share of total admits is down marginally from last year's 17.0%. We recorded growth in admits in all minority groups except African-Americans, which is down (30 heads, 5.8%) from last year. Additional details are provided in the attached Fall Admissions Summary. Further information will be available after census, September 2<sup>nd</sup>.

### **International**

- International beginner admits are essentially unchanged (+2 heads) from last year, though the source of students has changed. The previously-reported decline in Saudi admits continues (the result of a change in Saudi government policy), with that flow replaced by noticeable increases from a number of countries which have been recruitment targets: South Korea, China, India, Iran, Qatar, and Vietnam.

### **Transfer**

- Transfer applications are up 3.2% over last year, though the number of transfer admits is down 5.7%.

### **Graduate Admissions**

- Admission to Masters-level programs for the campus is down due to the shift of Kelley Direct Master's degree to the Bloomington campus. In the past students were admitted to and enrolled for the program through the Indianapolis campus but beginning this fall, they do so through Bloomington instead. As a result, Kelley was down 227 admits to its Masters' programs while the Indianapolis campus as a whole (including Kelley) was down 142.
- Applications and admission to doctoral and first professional programs are both up this semester. More details are provided on the handout.

## **Enrollment** *(data are through census)*

- The Indianapolis campus enrolled 28,810 students taking 322,825 credits for the semester. This campus was up 1 head (0%) and 7,938 credits (+2.5%) over the same point last year. Our official census total, including Columbus, is a record 30,383 heads (+83, +0.3%) and 340,153 credits (+8,798, +2.7%). This is our 14<sup>th</sup> consecutive Fall semester with a record credit hour enrollment.
- Undergraduate enrollment is up in sophomores, juniors, and seniors with a total increase of 470 heads (+2.5%). We are down in total freshmen.
- Total enrollment by graduate students will be down compared to last year only as the result of the transfer of the Kelley Direct program. Without that shift, graduate-level enrollment would be up.
- Adjusting for the shift of the Kelley Direct program, IUPUI has grown by an actual, if unofficial, total of 1,033 students (+3.4%) and 13,968 credits (+4.2%).
- One very real area impacted by this growth in students is in more competition for parking. Though our official headcount is running marginally ahead of last year, the overwhelming majority of the additional 950 students who enrolled at the Indianapolis campus this term are commuting the old fashioned way—and not electronically as did the Kelley Direct students they are “replacing.” They also are taking more credits and, as a result, are on campus longer.
- Enrollment by undergraduate non-residents is up 7.6% in heads and 9.1% in credits over the same point last year. This compares with growth in undergraduate resident students of 2.2% in heads and 3.9% in credits. However, as a result of the shift of the Kelley Direct program, the campus non-resident population as a whole declined from last year.
- IUPUI’s SPAN program, which offers high school students the opportunity to attend classes alongside college students, has a record number of students this year with 200 students (+79; +65.3%). This growth is due to large measure to new or strengthening existing dual credit articulations with several high schools that fully fund student tuition.

### **Student Loans**

- As of the first day of classes, IUPUI has disbursed a total of \$94.3 million in student loans. That is 10.3% more dollars than at the same point in 2008 and accounts for 43.1% of all loans IU has disbursed so far. The IUPUI totals represent 27,362 loans to 25,264 students.

More information on admission and enrollment is available at IUPUI information Gateway. The url is on the handout.

## Fall 2009 Admissions Summary

8/23/2009

| Beginner   | 2009  | Change* | %     |
|------------|-------|---------|-------|
| Applicants | 8,753 | +731    | +9.1% |
| Admits     | 5,665 | +242    | +4.5% |

\*2009 data are in comparison with same point in 2008

### Beginner Quality

| Admits       | 2008  | % of Total | 2009  | % of Total |
|--------------|-------|------------|-------|------------|
| Top 10%      | 795   | 17.9%      | 885   | 19.9%      |
| Top Third    | 2,863 | 64.3%      | 3,061 | 68.8%      |
| Middle Third | 1,469 | 33.0%      | 1,332 | 29.9%      |
| Bottom Third | 120   | 2.7%       | 58    | 1.3%       |

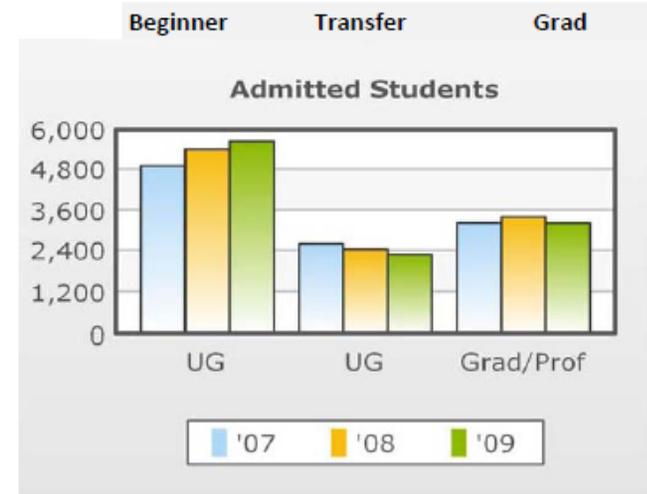
(of high school class)

| Admits                   | 2008 | 2009 |
|--------------------------|------|------|
| Average High School Rank | 70   | 72   |
| Average SAT              | 1012 | 1021 |
| Average ACT              | 22   | 22   |

### Beginner Ethnicity

| Admits            | 2008 | % of Total | 2009 | % of Total |
|-------------------|------|------------|------|------------|
| African-American  | 515  | 9.5%       | 485  | 8.6%       |
| Asian-American    | 205  | 3.8%       | 208  | 3.7%       |
| Hispanic-American | 190  | 3.5%       | 214  | 3.8%       |
| Native American   | 12   | 0.2%       | 22   | 0.4%       |
| Minority Total    | 922  | 17.0%      | 929  | 16.4%      |
| International     | 174  | 3.2%       | 176  | 3.1%       |

For more data, visit the IUPUI Information Gateway <http://reports.iupui.edu/gateway>



| Transfer   | 2009  | Change* | %     |
|------------|-------|---------|-------|
| Applicants | 3,384 | +105    | +3.2% |
| Admits     | 2,318 | -140    | -5.7% |

| Graduate   | 2009       | Change* | %    |       |
|------------|------------|---------|------|-------|
| Masters    | Applicants | 2,634   | +62  | +2.4% |
|            | Admits     | 1,565   | -142 | -8.3% |
| Doctorate  | Applicants | 644     | +30  | +4.9% |
|            | Admits     | 246     | +13  | +5.6% |
| First Prof | Applicants | 2,837   | +189 | +7.1% |
|            | Admits     | 1,046   | +57  | +5.8% |

\*2009 data are in comparison with the same point in 2008

Enrollment Services 8/28/09

Fall 2009

9/3/2009

**INDIANAPOLIS Enrollment Census**

**Credit Hours Taught**

| School          | 8/28/2008      | 9/3/2009       | Change       | %           |
|-----------------|----------------|----------------|--------------|-------------|
| BUS             | 26,596         | 22,376         | -4,220       | -15.9%      |
| DENT            | 11,805         | 12,368         | 563          | 4.8%        |
| EDUC            | 11,619         | 12,023         | 404          | 3.5%        |
| EGTC            | 26,305         | 28,007         | 1,702        | 6.5%        |
| GRAD            | 1,053          | 1,129          | 76           | 7.2%        |
| HERR            | 10,731         | 11,007         | 276          | 2.6%        |
| INFO            | 5,472          | 5,423          | -49          | -0.9%       |
| JOUR            | 1,423          | 1,695          | 272          | 19.1%       |
| LAW             | 12,810         | 12,667         | -143         | -1.1%       |
| LIBA            | 63,372         | 66,801         | 3,429        | 5.4%        |
| MED             | 27,016         | 28,007         | 991          | 3.7%        |
| NURS            | 12,459         | 12,415         | -44          | -0.4%       |
| PED             | 13,382         | 13,387         | 5            | 0.0%        |
| SCI             | 66,870         | 70,070         | 3,200        | 4.8%        |
| SCS             | 494            | 829            | 335          | 67.8%       |
| SHRS            | 2,698          | 2,865          | 167          | 6.2%        |
| SLIS            | 1,933          | 2,021          | 88           | 4.6%        |
| SPEA            | 9,450          | 9,968          | 518          | 5.5%        |
| SWK**           | 7,763          | 8,159          | 396          | 5.1%        |
| SWT             | 13             | 4              | -9           | -69.2%      |
| UCOL            | 1,623          | 1,604          | -19          | -1.2%       |
| <b>IN Total</b> | <b>314,887</b> | <b>322,825</b> | <b>7,938</b> | <b>2.5%</b> |
| IUPUC           | 16,468         | 17,328         | 860          | 5.2%        |
| IUPUI           | 331,355        | 340,153        | 8,798        | 2.7%        |

Credit hour totals may be rounded in cases where a school total includes .5 credits

| Class standing | 2008   | 2009   | Change | %      |
|----------------|--------|--------|--------|--------|
| Freshmen       | 4,544  | 4,374  | -170   | -3.7%  |
| Sophomore      | 4,456  | 4,660  | 204    | 4.6%   |
| Juniors        | 3,826  | 3,980  | 154    | 4.0%   |
| Seniors        | 6,217  | 6,499  | 282    | 4.5%   |
| Undergrads     | 19,043 | 19,513 | 470    | 2.5%   |
| UG Non-degree  | 986    | 1,112  | 126    | 12.8%  |
| Graduate       | 5,534  | 4,889  | -645   | -11.7% |
| Professional   | 2,555  | 2,636  | 81     | 3.2%   |
| GR Non-Degree  | 691    | 660    | -31    | -4.5%  |

\* Notes: While most IUPUI students pursuing graduate studies enroll through the IUPUI school that offers the degree, GRAD holds students who enroll through the IU Graduate School. This is primarily students in Liberal Arts and Medicine but also includes some students pursuing other IU graduate degrees. Wherever possible in the totals above, these students have been attributed to the schools that house their academic programs. Any changes in enrollments for these students appear in the comments for those schools. \*\*LSTU totals are included in SWK. \*\*\*MUS totals are included in EGTC.

**Headcount by Student School**

| School                 | 8/28/2008     | 9/3/2009      | Change   | %           | Comments on changes in school enrollments   |
|------------------------|---------------|---------------|----------|-------------|---|
| BUS                    | 2,538         | 1,675         | -863     | -34.0%      | +10 ug; -843 grad (KD to IUB) -30 non-degree  |
| DENT                   | 672           | 706           | 34       | 5.1%        | +2 ug; +19 grad; +13 non-degree   |
| EDUC                   | 1,656         | 1,725         | 69       | 4.2%        | +37 ug; +36 grad; -4 non-degree   |
| EGTC***                | 2,529         | 2,663         | 134      | 5.3%        | ENGR: +72 ug; +31 grad; -4 non-degree<br>TECH: +26 ug; +9 grad                                |
| GCND                   | 408           | 393           | -15      | -3.7%       | -15 non-degree  |
| GRAD*                  | 73            | 77            | 4        | 5.5%        | see note--most are distributed in the schools   |
| HERR                   | 909           | 945           | 36       | 4.0%        | +24 ug; +12 grad  |
| INFO                   | 661           | 697           | 36       | 5.4%        | +15 ug; +24 grad; -3 non-degree   |
| JOUR                   | 182           | 211           | 29       | 15.9%       | +12 ug; +17 grad  |
| LAW                    | 994           | 991           | -3       | -0.3%       | +5 grad; -8 non-degree  |
| LIBA                   | 1,943         | 1,984         | 41       | 2.1%        | +54 ug; -7 grad; -6 non-degree  |
| MED                    | 1,878         | 1,929         | 51       | 2.7%        | -24 ug; +75 grad  |
| NURS                   | 1,498         | 1,527         | 29       | 1.9%        | +23 ug; -15 grad; +21 non-degree  |
| PED                    | 921           | 941           | 20       | 2.2%        | +19 ug; +1 grad; non-degree even  |
| SCI                    | 2,110         | 2,315         | 205      | 9.7%        | +112 ug; +72 grad; +21 non-degree   |
| SCS                    | 1,035         | 1,049         | 14       | 1.4%        | -10 ug; +24 grad  |
| SHRS                   | 211           | 217           | 6        | 2.8%        | +8 grad; -2 non-degree  |
| SLIS                   | 326           | 330           | 4        | 1.2%        | +16 grad; -12 non-degree  |
| SPEA                   | 1,015         | 1,017         | 2        | 0.2%        | +46 ug; -47 grad; +3 non-degree   |
| SWK**                  | 680           | 703           | 23       | 3.4%        | +28 ug; -8 grad; +3 non-degree  |
| UCOL                   | 6,638         | 6,782         | 144      | 2.2%        | +29 ug; +79 high school; +36 non-degree   |
| <b>IN Total</b>        | <b>28,877</b> | <b>28,877</b> | <b>0</b> | <b>0.0%</b> |   |
| <b>IN Unduplicated</b> | <b>28,809</b> | <b>28,810</b> | <b>1</b> | <b>0.0%</b> | Adjusted for students in multiple programs at IN. Students counted only once in campus total. |
| IUPUC                  | 1,528         | 1,627         | 99       | 6.5%        |   |
| IUPUI                  | 30,300        | 30,383        | 83       | 0.3%        | Adjusted for students enrolled at both Indianapolis and Columbus; 37 in 2008 and 54 in 2009   |

| Resident                 | 2008           | 2009           | Change        | %           |
|--------------------------|----------------|----------------|---------------|-------------|
| UG Heads                 | 18,159         | 18,562         | 403           | 2.2%        |
| UG Credits               | 214,225        | 222,483        | 8,258         | 3.9%        |
| <b>Total Res Heads</b>   | <b>25,665</b>  | <b>26,350</b>  | <b>685</b>    | <b>2.7%</b> |
| <b>Total Res Credits</b> | <b>283,826</b> | <b>294,741</b> | <b>10,915</b> | <b>3.8%</b> |

| Non-Resident            | 2008          | 2009          | Change        | %             |
|-------------------------|---------------|---------------|---------------|---------------|
| UG Heads                | 884           | 951           | 67            | 7.6%          |
| UG Credits              | 11,015        | 12,016        | 1,001         | 9.1%          |
| <b>Total NR Heads</b>   | <b>3,144</b>  | <b>2,460</b>  | <b>-684</b>   | <b>-21.8%</b> |
| <b>Total NR Credits</b> | <b>31,061</b> | <b>28,084</b> | <b>-2,977</b> | <b>-9.6%</b>  |

|   | 2008  | 2009 |
|---|-------|------|
| UG non-residents as % of total campus heads   | 3.1%  | 3.3% |
| UG non-residents as % of total campus credits | 3.5%  | 3.7% |
| Total NR as % of total campus heads           | 10.9% | 8.5% |
| Total NR as % of total campus credits         | 9.9%  | 8.7% |

While the number and share of non-resident undergraduates as a part of the total campus population increased over last year, the decline in total non-resident heads and credits and their share of the campus overall enrollment is due to the shift of Kelley Direct enrollments to IUB in 2009.

For more data, visit the IUPUI Information Gateway <http://reports.iupui.edu/gateway>

Enrollment Services 9/3/09