

Enrollment Management Steering Group

September 16, 2009

1:00-2:30 CE 260A

Minutes

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- 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 3rd 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 15th and November 15th.

Students Eligible ¹	09-10 AY ²	10-11 AY ² (Est)	11-12 AY ² (Est)	12-13 AY ² (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)

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

² 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>		
○ Off-Campus 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 2nd.

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 14th 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%

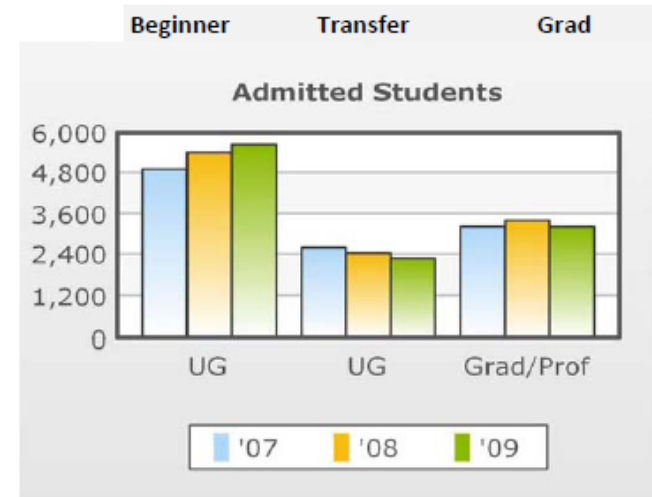
(of high school class)

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%
IN Total	314,887	322,825	7,938	2.5%
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 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
IN Total	28,877	28,877	0	0.0%	
IN Unduplicated	28,809	28,810	1	0.0%	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%
Total Res Heads	25,665	26,350	685	2.7%
Total Res Credits	283,826	294,741	10,915	3.8%

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

	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