

Enrollment Management Council
February 23 2007
Minutes

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- Minutes for the January meeting previously were distributed and are available by visiting <http://registrar.iupui.edu/emc/emc-meetings.shtml>

Announcements from the Chair *Becky Porter*

- **Fall 2007 Undergraduate Admissions**
 - **Beginners**
 - Applicants + 888 +20.3%
 - Admits + 671 +23.6%
 - **Transfers**
 - Applicants - 22 - 5.2%
 - Admits - 13 - 3.7%
 - While the beginner figures are very strong, our actual enrollment of beginners won't hold at these levels. As our requirements have changed and the quality of the applicant pool improved, the better qualified students have additional choices in terms of collegiate selection. This is demonstrated in our yield rate of those admitted who enrolled which has declined over the past five years. All the more reason for the academic units to keep up their good work in contacting admitted students and encouraging their enrollment.
 - Summer numbers are down somewhat, but it is too early in the application cycle for meaningful comparisons.
 - For more information, including school-level reports, visit http://www.imir.iupui.edu/point_in_cycle/AppAdd3_ps.asp
 - Information about quality of Fall 2007 admits *see below*
- **International Admissions** *Sara Allaei*
 - Undergraduate applications remain down, and we expect this trend to continue because of the decline in applications from Saudi Arabia. However, compared to 2005, when Saudi applications were not a factor, applications are up 28%.
 - Graduate applications are up slightly, but this is actually a 19.2% increase in PhD apps and 5.9% decline in master's level.
 - See below. For more details visit http://www.imir.iupui.edu/point_in_cycle/AppAdd3_IA_ps.asp
- **Graduate Admissions**
 - See below. For more details visit http://www.imir.iupui.edu/point_in_cycle/AppAdd3_ps.asp
- **Director of Undergraduate Admissions Search**
 - Advertisements for the position began to appear on the Websites of the *Chronicle of Higher Education* and appropriate professional associations on February 19th. The ads point interested parties to a Website for more information about the position and the campus as well as how to apply. <http://enroll.iupui.edu/admissionssearch/>
 - Though the position has only been posted a few days, we already have four applicants and interest from other potential candidates. The priority date for review of applications is March 15th with the goal of having the new person here sometime this summer, allowing overlap with Mike Donahue before his October retirement.
 - A search committee will be appointed soon, representing campus constituencies while still being small enough to work effectively
 - We have retained one of the consultants who conducted the earlier review of Admissions and the Enrollment Center to help promote the position nationally.

- This search, along with the upcoming move to the Campus Center, provides a natural opportunity to review Enrollment Services' current operations and how better to meet student needs. Though the review started with Admissions and the Enrollment Center, we are looking at all offices in the division. Some structural adjustments will be resolved later this spring, while additional changes in Admissions won't be finalized until after the new director has arrived this summer.

- **New reports**

- University Reporting and Research has published its report on *Persistence to the Second Year* http://www.indiana.edu/~urr/retention/year/official_report_vol16_1.pdf.
- The report provides data on both Beginners and Transfers. Here is a brief comparison across the campuses for all Beginner cohorts that entered the university in the Fall semester of 2003, 2004, and 2005: One campus was up in retention from Fall 2005 to Fall 2006 when compared to the previous cohort; all others were down.

- **Up from last year**

- IUN

- **Down from last year, but up a year ago**

- IUE

- **Down two years in a row**

- IUB
- IPFW
- IUSE

- **Down three years in a row**

- IUPUI

- *Cohorts*

- 2001: 60.9%
- 2002: 63.1%
- 2003: 62.6%
- 2004: 62.3%
- 2005: 61.4%

- IUSB

- **Down four years in a row**

- IUK

- The news is somewhat better in terms of the recently released *Persistence to the Second Semester*. Five campuses were up and three down when compared to the 2005 cohort.

- http://www.indiana.edu/~urr/retention/semester/official_report_vol16_2.pdf

- **All Beginners**

- **Up in 2006 cohort after being down in 2005 cohort**

- IUB 95.7%
- IUPUI 83.1%
- IPFW 80.7%
- IUK 76.6%
- IUS 80.5%

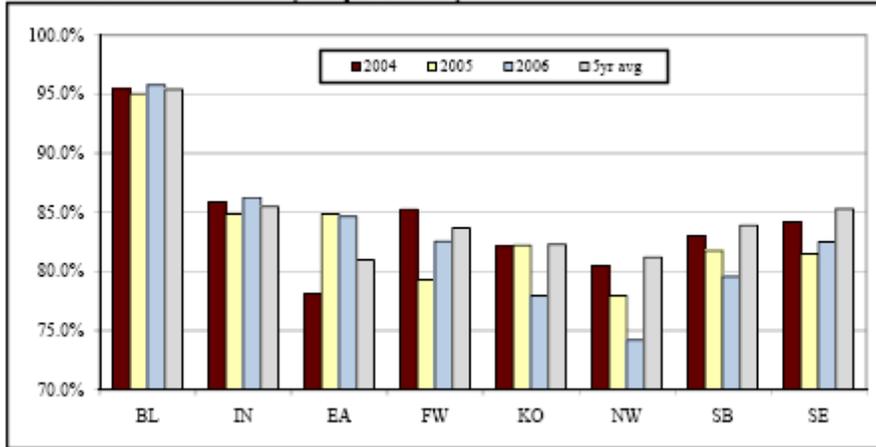
- **Down in 2006 cohort after being up in 2005 cohort**

- IUE 78.3%
- IUSB 76.2%

- **Down in 2003, 2004, 2005, and 2006 cohorts**

- IUN 71.8

Persistence to the Second Semester by Campus - FTB Only



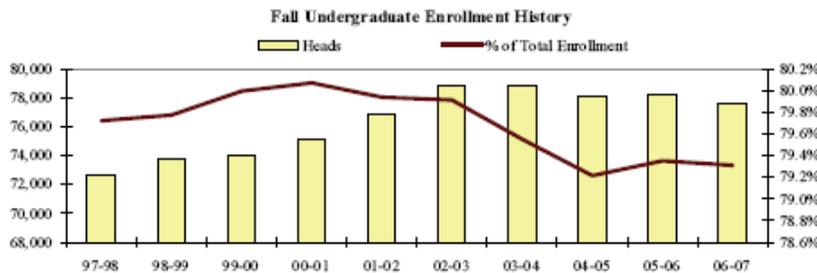
Full-time Beginners

- The improvement in persistence to the second semester reflects efforts in a number of areas, including academic units and central offices, thinking more broadly about ways to influence persistence. The Expanded Summer Bridge Program and the new summer Math program are examples.
 - Mike Donahue noted that he was surprised with the responses he has received from a number of students who were informed of the summer Math requirement. Students must sign contracts and he has had positive comments from both students and parents. He recognizes this is more of a challenge for students who live outside of the commuting area as they must cover any housing cost for the six week program
 - High Schools counselors are impressed to learn of these initiatives as they further demonstrate IUPUI's interest in student success.
- The **IU Factbook 2006-2007** <http://factbook.indiana.edu/index.shtml> is now available. Comparable data for the campuses are available regarding students, staffing, finances, and facilities. Here are some examples from the student section:

Enrollment by Level
Fall 2006-07



Campus	Undergraduate	%	Graduate	%	Professional	%	Total
Bloomington	29,828	78%	7,481	20%	938	2%	38,247
IUPUI	21,193	71%	5,991	20%	2,580	9%	29,764
East	2,194	98%	52	2%	-	-	2,246
Fort Wayne	5,910	90%	636	10%	-	-	6,546
Kokomo	2,604	95%	130	5%	-	-	2,734
Northwest	4,229	88%	590	12%	-	-	4,819
South Bend	6,371	86%	1,049	14%	-	-	7,420
Southeast	5,365	87%	818	13%	-	-	6,183
Total University	77,694	79%	16,747	17%	3,518	4%	97,959



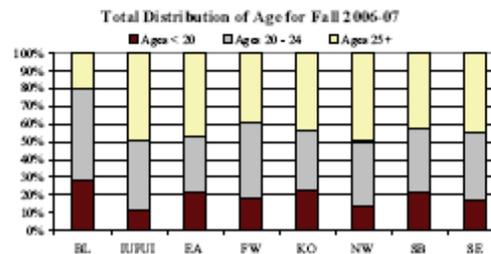
- Note the IUPUI proportion of UG to Graduate/Professional

Enrollment by Age and Campus
Fall 2006-07

Campus	Enrollment	Undergraduate		
		Ages <20	Ages 20 - 24	Ages 25+
Bloomington	29,828	36%	60%	5%
IUPUI	21,193	16%	45%	39%
East	2,194	22%	32%	46%
Fort Wayne	5,910	20%	46%	34%
Kokomo	2,604	24%	35%	41%
Northwest	4,229	16%	40%	44%
South Bend	6,371	25%	40%	34%
South east	5,365	19%	43%	38%
UG Total	77,694	25%	49%	25%

Campus	Enrollment	Graduate/Professional		
		Ages <20	Ages 20 - 24	Ages 25+
Bloomington	8,419	0%	26%	74%
IUPUI	8,571	0%	23%	77%
East	52	0%	13%	87%
Fort Wayne	636	0%	11%	89%
Kokomo	130	0%	9%	91%
Northwest	590	0%	8%	92%
South Bend	1,049	0%	8%	92%
Southeast	818	0%	7%	93%
Grad/Prof Total	20,265	0%	22%	78%

Campus	Enrollment	Totals		
		Ages <20	Ages 20 - 24	Ages 25+
Bloomington	38,247	28%	52%	20%
IUPUI	29,764	12%	39%	50%
East	2,246	21%	32%	47%
Fort Wayne	6,546	18%	42%	39%
Kokomo	2,734	23%	34%	43%
Northwest	4,819	14%	36%	50%
South Bend	7,420	22%	36%	42%
South east	6,183	17%	38%	45%
IU Totals	97,959	20%	44%	36%



- Note that IUPUI has the lowest overall % of students under 20 (tied with IUN in UG %). This is a combination of a somewhat older undergraduate student body and the largest graduate population in percentile terms at 29% of total enrollment.

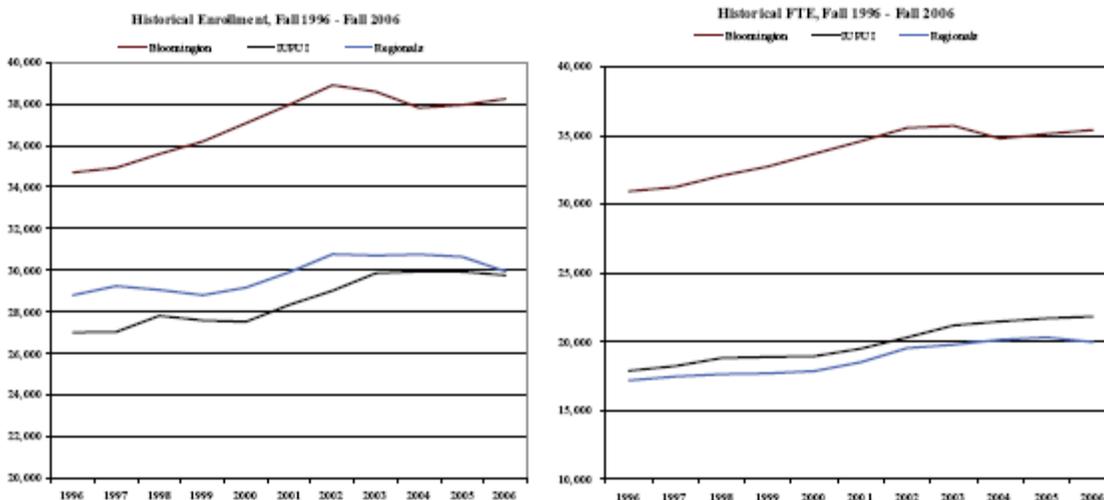
Undergraduate Intercampus Mobility
Fall 2006-07

The table below reflects the mobility of degree-seeking students enrolled for Fall 2006-07. The "Gained" row depicts the number of students who transferred to an IU campus after being enrolled at a different IU campus during the 2005-06 academic year. The "Intercampus Transfer" column reflects the number of students who transferred away from that campus to another IU campus.

Previous Campus	Current Campus								Inter-campus Transfer	% of returning students at home campus
	IUB	IUPUI	IUE	IPFW	IUK	IUN	IUSB	IUS		
IUB	20,638	403	21	63	7	71	46	46	657	97.9%
IUPUI	168	14,618	13	22	26	17	30	15	291	96.0%
IUE	21	31	1,466	3	1	1	1	0	58	97.7%
IPFW	52	31	0	4,055	4	3	15	0	105	97.4%
IUK	21	56	0	12	1,723	0	4	0	93	97.7%
IUN	54	21	0	0	1	2,876	3	0	79	96.7%
IUSB	80	50	0	9	2	7	4,048	0	148	97.6%
IUS	41	23	0	1	0	0	1	3,700	66	98.4%
New & Unknown	8,183	4,988	424	1,622	604	1,028	1,566	1,372		
Total UG	29,258	20,221	1,924	5,787	2,368	4,003	5,714	5,133		
Gained	437	615	34	110	41	99	100	61		
Net	-220	324	-24	5	-52	20	-48	-5		

- Note that 291 IUPUI students transferred to another IU campus while 615 students transferred to IUPUI from another IU campus for a net gain of 324 students. IUB had a net loss of 220 students. This refutes the myth of large numbers of students starting at IUPUI simply as a stage to eventually enroll at IUB. As IUPUI is a net importer of students from across the system, this has implications for services provided to intercampus transfer students.

Historical View of Heads, Hours, and FTE by Campus
 Fall 1995-96 through Fall 2006-07, continued



- Left graph reflects our recent small decline in enrollment headcount (bottom line), while the right graph shows FTE has increased slightly for several years (middle line).
- University Reporting and Research (URR) is responsible for working with the campuses in establishing ten year enrollment projections. While the further out the projection goes the less certainty there are to the data, projections on the shorter term have been fairly accurate. The projection for IUPUI for Fall 2007 is for flat enrollment compared to 2006, but then a drop of 500+ heads for the Fall of 2008. Though a slight rebound is projected for years following 2008, the immediate impact would be a drop in tuition income of approximately \$1.3 million.
- We are working with URR to get a better understanding of the assumptions used in making the projections and want to be more involved in the future in helping to set them. In the meantime, the figures for 2008 should provide extra incentive for the campus to be as aggressive as possible in its recruitment and retention efforts, our shared responsibility.

Members were encouraged to visit the persistence reports and the new *Factbook* for more details. These help set the stage for a presentation on enrollment trends at the March EMC meeting (see *Upcoming Meetings below*).

Ability Grouping Gary Pike

- Gary made a presentation on different factors that can be used to predict student success, including SAT/ACT scores, high school grades and rank, and the number of Ds and Fs on the high school record. A copy of his presentation is available by visiting <http://registrar.iupui.edu/emc/emc-meetings.shtml>
- We know that conditional admits have about a 50-50 change of success and we want better than that. Knowing more about key factors that help predict success would be very useful in targeting our recruiting and in how we make admission decisions and later retention strategies.
- Different students require different recruiting strategies. Students who have average high school grades will not be as attracted by promotion of an Honors program as would high-achieving students, for example.
- IUPUI does not follow most predicted models and we need to review these reports over several cohorts to ensure the data for one class are not somehow skewed. In addition to high school performance data, we need to determine the impact of different institutional and other financial aid strategies.

- Mike Donahue pointed out that a growing number of schools have decided not to provide high school rank, arguing that the overall quality of their students lessens the value of such a descriptor as it would only disadvantage students in the lower rankings.

Discussion following the presentation included:

- Mike Donahue commented on the newest *National Assessment of Educational Programs* (an exam commonly known as the nation's report card) that found that even though high school students were showing higher grade point averages and enrolling in more AP courses, they are not performing any better in areas such as reading. 12th graders tested in 2005 scored significantly worse than those in 1992 when a comparable test was first given, and essentially flat since students previously took the exam in 2002. Test results also showed that the overwhelming majority of seniors have not fully mastered high school level Math.

At the same time, however, GPAs have risen nationwide in a study of high school transcripts. The reports offered several rationales for the disparity between rising GPAs and tougher coursework on the one-hand and stagnant reading scores on the other, including grade inflation, changes in grading standards, or the possibility that student grades were being increasingly affected by things like classroom participation or extra assignments.

The result is that reliance on GPAs and, by extension, class rank, may not be as useful in making admissions decisions as in the past.

- Becky noted that we now classify students who don't meet certain criteria as conditional admits and treat them differently in terms of services, advising, and required courses. Are we missing people who would equally benefit from these efforts but who were not admitted under that label? Assuming that is the case, if we could look at the incoming class differently, given our limited resources, what might we do differently?
- Cathy Burton responded that we treat most new students the same way in their first semester in terms of required learning communities, but we while we want conditional admits to continue in certain groups of courses in the second semester, we have a hard time finding enough courses for them.
- Gary would like to study at other factors, including the high school GPA in only Core 40 courses, but that would require extra work by Admission staff in loading the additional course specific data required. Cathy reported on a number of other factors UCOL gleans from an entering student survey, including the number of hours the student works and whether the student is first-generation in college. Gary agreed that such information could be useful but cautioned that self-reported data can be tricky.
- Becky told members that given the continued increase in applications, we must find ways to increase our efficiency in processing the applications and selecting the class. Let the computer make decisions that are "no brainers." This is especially important in making decisions and responding to high ability students who are likely to be applicants to multiple institutions. Though we can't provide an entire aid package to early applicants, being able to award admission-based scholarships along with the acceptance letter is a powerful tool in helping to encourage the student to enroll.
- We might also target our efforts to high schools with better yield rates. Kim Stewart-Brinston told the group she does a version of this in focusing her recruiting activity.
- Becky summarized the dilemma we face: as a campus we can do many good things to help students once they are here, but we can only do so much. We must be sure to bring in a set of students who appear most likely to benefit from their opportunities here and succeed and refer the others to the Community College.
- Becky provided an example of one approach which would be to reduce the size of the incoming freshman class by admitting those most likely to succeed. Doing so should help with retention. While there could be an enrollment hit for four years while the smaller classes work their way through the pipeline, ideally it will result in larger classes later due to improved retention--in effect get smaller to get bigger. Taking this step would allow the possibility to free up resources to

better serve the smaller class, such as being able to assure enrollment in First year seminars that Cathy Buyarski noted were not fully available now.

- Gary described the concept of a matrix that maps financial need on one axis and high school academic performance on the other. Becky reminded the group that the campus is vastly underfunded in its institutional aid as a recruitment tool.
- Before we take any significant steps in changing our recruiting efforts we need much more data. The schools are in their second rounds of providing enrollment projections. Gary is working to refine the ability grouping models to find better predictors of success. Becky noted that we are at least a year away from being in a position to make any recommendations for significant changes.
- Gary noted that one issue is in cleaning up our data habits. He has found, for example, that the reporting environment does not retain admissions data at key dates in the admission cycle as was promised. As a result, IMIR is now taking snapshots of the data every couple of weeks to allow more detailed study later.

Announcements and Other Discussion

- Kathy Purvis announced that at 1.6%, IUPUI had the lowest default rate on federal Stafford loans of all IU campuses for the most recent cohort.
- Sherry Queener told the group that IUPUI awarded 46 PhD degrees in 2004-05 and 63 in 2005-06.
- The group discussed the use of MySpace sites by students to find out more about universities. Troy told members his office was investigating this option, while others noted a number of IUPUI-related sites already exist for more specific constituencies, such as a group of student writers, campus libertarians, the Black Student Union, and the 32 members of the group that “did time at STConsulting,” among others.
- On a related point, Becky noted that a number of colleges and universities have established a presence in the virtual world *Second Life* to reach its 4 million “residents.” 93 institutions ranging from Aarhus Business College (Denmark) to Harvard have done so. For a current list of institutions visit http://simteach.com/wiki/index.php?title=Institutions_and_Organizations_in_SL#UNIVERSITIES.2C_COLLEGES_.26_SC_HOOLSm. While most have just put a link to their traditional (and real-world) homepages, some, including Stanford and NYU, have established sites in the virtual world of *Second Life*.



From two university SL sites, possibly recruiters

- Campus Day is Sunday, March 4th. We have sent out 20,000 more invitations than in the past. Among those added were all 21st Century Scholar juniors and seniors in Central Indiana and all Indiana minority students who took the PSAT and identified a major we offer. It could be very crowded and makes us look forward even more to being able to host this event in the more accommodating and spacious Campus Center in Spring 2008. The O team will be helping out at this Spring's event.

Upcoming EMC Meetings and Tentative Topics

March 23 1:00-2:30 UL 1116

- Victor Borden and Ty Cruce of University Reporting and Research will make a presentation on a recent research brief *Enrollment Trends at IU Campuses 1997-2006*
https://www.indiana.edu/~urr/research/Enrollment_Trends_at_IU_Campuses_1997_2006.pdf

April 27 1:00-2:30 UL 1116

- Academic Plan and issues for action by EMC

May 25 No Meeting

June 22 1:00-2:30 UL 1116

Quality Indicators and Profile of Beginner Applicants and Admitted Students Report for: 2/18/2007, Fall
IUPUI (Not Including Columbus)

Beginners	Applicants					Admitted Students				
	2006	% of Total	2007	% of Total	Pct. Chg 2006 to 2007	2006	% of Total	2007	% of Total	Pct. Chg 2006 to 2007
Total	4377	100.0%	5265	100.0%	20.3	2839	100.0%	3510	100.0%	23.6
High School Percentile Rank										
Top 10% *	479	13.2%	641	14.5%	33.8	466	17.9%	616	19.1%	32.2
Top Third *	1750	48.3%	2244	50.8%	28.2	1615	62.2%	2049	63.4%	26.9
Middle Third *	1396	38.6%	1668	37.7%	19.5	868	33.4%	1057	32.7%	21.8
Bottom Third *	475	13.1%	508	11.5%	6.9	114	4.4%	127	3.9%	11.4
*Note: Percentage Distribution based on total with rank data on file.										
		2006		2007		2006		2007		
Average HS Percentile Rank		61		63		69		70		
Average SAT		986		984		1010		1006		
Average ACT		21		21		21		22		
Ethnicity	2006	% of Total	2007	% of Total	Pct. Chg 2006 to 2007	2006	% of Total	2007	% of Total	Pct. Chg 2006 to 2007
African American	514	11.7%	598	11.4%	16.3	257	9.1%	284	8.1%	10.5
Asian American	131	3.0%	157	3.0%	19.8	89	3.1%	100	2.8%	12.4
Hispanic American	163	3.7%	171	3.2%	4.9	97	3.4%	110	3.1%	13.4
Native American	12	0.3%	9	0.2%	-25.0	6	0.2%	5	0.1%	-16.7
Minority Total	820	18.7%	935	17.8%	14.0	449	15.8%	499	14.2%	11.1
International	235	5.4%	190	3.6%	-19.1	45	1.6%	34	1.0%	-24.4
All Others	3322	75.9%	4140	78.6%	24.6	2345	82.6%	2977	84.8%	27
Age										
19 and Younger	4140	94.6%	5068	96.3%	22.4	2761	97.3%	3454	98.4%	25.1
25 and Older	64	1.5%	44	0.8%	-31.3	22	0.8%	9	0.3%	-59.1

Number of International Applicants and Admitted Students
 Students Report for: 2/18/2007, Fall
 IUPUI (Not Including Columbus)

Undergraduate				2006 - 2007 Comparisons		
Entry Type	2005	2006	2007	Net Diff	Pct Chg	2006 PiC
Beginners						
Applicants	109	235	190	-45	-19.1%	86.4%
Admits	35	45	34	-11	-24.4%	46.9%
Transfers						
Applicants	26	45	42	-3	-6.7%	44.1%
Admits	14	13	12	-1	-7.7%	21.7%
Graduate/Graduate Professional				2006 - 2007 Comparisons		
Entry Type	2005	2006	2007	Net Diff	Pct Chg	2006 PiC
Master's						
Applicants	230	324	305	-19	-5.9%	57.1%
Admits	20	21	23	2	9.5%	6.4%
Doctorate						
Applicants	117	177	211	34	19.2%	93.7%
Admits	2	1	3	2	200.0%	3.3

Number of Graduate Applicants and Admitted Students
 Students Report for: 2/18/2007, Fall
 IUPUI (Not Including Columbus)

Graduate/Graduate Professional				2006 - 2007 Comparisons		
Entry Type	2005	2006	2007	Net Diff	Pct Chg	2006 PiC
Master's						
Applicants	729	853	906	53	6.2%	36.8%
Admits	96	93	93	0	0.0%	5.8%
Doctorate						
Applicants	244	299	395	96	32.1%	87.7%
Admits	12	9	4	-5	-55.6%	10.0%
1st Prof.						
Applicants	989	1382	1469	87	6.3%	50.4%
Admits	169	458	387	-71	-15.5%	47.9%