Enrollment Management Council
February 27, 2009
Minutes

Minutes
- The January meeting was devoted to a demonstration of the IUPUI [Information Gateway](#) and a preview of the new IMIR website. Minutes for November as well as previous meetings are available by visiting http://registrar.iupui.edu/emc/emc-meetings.shtml which is the EMC [Website](#)

Focus for the year
- From Admissions to Census: Coordinating and Improving this Critical Period of Recruitment
  - Led by Admissions, identify the communications flow from the IUPUI offices and academic units to enhance the information provided to admitted students and to increase our yield of enrolled students

Financial Aid Update *Kathy Purvis*
- Financial Aid changes in the [federal stimulus package](#) and what they mean for our students
  - We are on track for packaging freshmen in March, though there will be a reduction in the state's grant funding.
- There is financial aid still available to students, despite what is being portrayed in some of the media stories. Private student loans, which are a credit based loan through a bank, may be more difficult to obtain and will have different terms than were previously available.
  - We continue to monitor the approval rates for students at IUPUI and it appears that our students are being approved at a rate of around 68%; IUB was around 74%.
- The PRIORITY deadline for filing the FAFSA is March 10. This is the date where the student must have a FAFSA filed in order to be considered for state, institutional and campus-based funds. As you talk with students, please encourage them to file by March 10.
- The Higher Education Opportunity Act (HEOA) was signed by President Bush on August 14, 2008. This is the act that reauthorized the Higher Education Act of 1965. Much of the legislation is being reviewed at many levels. IU has a number of groups looking at various pieces and, on the federal level, the Negotiated Rule Making Process has just begun. As a result we don't look for final regulations to be published before May.
- The following aspects of the Economic stimulus impact financial aid:
  - Funding to cover a current shortfall in the [Pell Grant Program](#) and an increase in Pell Grant funding. In the law that President Bush signed in August, Pell Grant amounts were to go to $6,000 for 2009-10 and with the law signed by President Obama, the Pell Grant maximum for 2009-10 will be $5,350. The total increase in the maximum Pell Grant (based upon $0 Expected Family Contribution and full-time enrollment) will be $619 per academic year.
  - The Hope Scholarship (a tax credit) is temporarily replaced with a new $2,500 tax credit for tuition and other expenses – including text books. The new credit will even benefit lower-income families who do not pay taxes because 40% ($1,000) is refundable. It is also available to families with higher incomes – phased out for individuals making at least $80,000 and couples making $160,000.
  - The bill provided $200 million for the federal Work study program. We are not certain at this time how this will be distributed.
  - What the stimulus plan DID NOT include was a House proposal to increase unsubsidized Stafford Loan limits by $2,000 annually OR a Senate proposal to provide $60 million in federal contributions for the Perkins loan program.

- Not increasing the unsubsidized loan limits hurts those students who are not poor enough to get grants, but are not wealthy enough to cover the difference on their education and pushes students into higher interest/credit based loans.
- Perkins loans have not been funded with new money by the government for at least 10 years or more. All that we loan at this time is due to what we collect from previous borrowers.
- President Obama released his FY 2010 budget and proposed changes that impact financial aid.
  - Elimination of the Federal Family Education Loan Program (FFELP) in which lenders provide the funding and process collection of student loans. (Note: IUPUI is not in the FFELP program and is in the Direct Student Loan program)
  - Increasing the maximum Pell grant for the 2010-2011academic year to $5,500.
  - Restructuring the Perkins Loan program and instead of allowing it to be a campus based loan program, pull it back and make it a Federal Loan Program.
  - Helping at-risk students complete college. This would be a new fund that would support innovative federal/state partnerships to help low-income students succeed and complete their college education.
  - Creating the American Opportunity Tax Credit. This is the credit that will be in effect for 2009-2010 that is replacing the Hope Credit.

Admission Update
- Applications are up with 7,100 applications on file to-date which is close to what we ended up with two years ago.
  - We have a significant increase in Hispanic applicants, a good increase in the number of African-Americans, and more out-of-state applicants.
  - Admissions is getting caught up in processing of applications as the office is currently filling two of three vacant processing positions.
  - The number of fully qualified students is up, while the number of conditional admits is down. The latter is likely due in part to the larger number of less qualified students required to participate in the expanded summer program.
  - On-line applications actually take somewhat longer to process as the materials don't come in together, resulting in waits for documents such as transcripts to tie to applications. Within the next two weeks total admits to-date should be ahead of the final total from two years ago.
- Enrollment projections should remain cautious—while we have had a decrease in conditional admits, issues with the economy, and more highly qualified students with additional educational options, we anticipate we will have a decline in yield. However, with the higher applicant and admitted totals, we anticipate flat enrollment among new students.
- We are seeing increased interest in transfers from Seattle community colleges (about 40 students so far), though we don't yet know how this will equate to enrollments. One source is through an agreement with community colleges in Seattle for dual admission. Students can identify IUPUI as their preferred baccalaureate institution on the community college application and if accepted into the program at the community college, they are provisionally accepted into IUPUI with the stipulation they maintain their GPA and other conditions.
- *Additional data attached below*

International Admission
- The number of countries in the freshman application pool has grown from 30 different countries to about 50 different countries. We are seeing the benefits of international agreements through which students start at one institution and complete degrees in programs such as Engineering and Technology.
- Following a question that was raised at the meeting, Chris Foley followed-up with the Offices of Student Scholarships and International Affairs and confirmed that admissions-based scholarships are still being awarded to international students through June 1st under the current plan. Chris added that "…we are

not awarding them to new domestic applicants at this point, but we continue with international applicants as we know they have later deadlines."

- *Additional data attached below.*

Constituent Relationship Management (CRM) demonstration *Chris Foley*
- Talisma was selected as the IUPUI vendor and we began implementation last fall with initial use in admissions. Big thanks to Carla Boyd, Terry Brown, and Mary Beth Myers for their efforts on this initiative.
- UITS is interested in supporting a single CRM tool across the university and a system-wide review is underway. Talisma and Hobsons (in use at IUB) were invited back for review and recommendations have been provided. The IUPUI representatives believe Talisma to be the more flexible and appropriate for moving system-wide. We have been told to proceed with our campus-specific implementation with includes handling of incoming emails, phone staff usage, and use of a knowledge base for standard answers. CRM allows us to see across student contact units, see original documents, and so far has allowed us to discontinue one of our data bases. Consistent training practices also assisted.
- Ramifications to the school for enterprise CRM—our intended funding model will change, but it becomes something that would be available for everyone to use—a concept which we would promote. Training, further development, and support needs to be considered as well.
- Schools and other units will be encouraged to move to the enterprise tool, whether for their own communications management or as a way to interact most efficiently with other offices that will use the tool (foundation, alumni, etc.).
- The next CRM functionality (known at IUPUI as UTalk) to be implemented in Admissions is event management —tours, Campus Days, Jag Days
  - Web forms to collect data.
  - Identified initial set of campus partners to develop functionality for their areas.
  - Good support from offices and from UITS.
- Next steps:
  - Provide training, look at specific things we want help with
  - What students are populating the system—prospects currently being used; we have a model that will allow suspects. (prospects initiated contacts with us; suspects are those from lists we've bought such as PSAT, SAT, etc.).

  Chris provided a demonstration of UTalk/CRM, showing members different aspects and functionality and how it is being used in Admissions and could be used elsewhere.
  - Can be customized by user profile to pull different panels and products into one view.
  - In future want interface to be bi-directional between CRM and SIS. Right now only SIS to CRM.
  - Use of UTalk through structured 'campaigns' allows us to track student status in the process of each campaign as well as communications to and from students for each.
  - Working with UITS to see how many mailings were opened, bounced, click-throughs, etc.
  - Use of CRM will allow us to manage data in ways we can't now efficiently in SIS.

Identifying IUPUI's Competitors *Chris Foley*
- We have two approaches to determine our competitors. The more accurate information is provided by querying the National Student Clearinghouse (NSC). This approach permits us to determine the enrollment destination of individuals who were admitted to IUPUI in fall 2008, but did not enroll here. An alternative approach is to determine competitors based on information from the College Board which reports where a student had SAT score reports sent.

  The following table demonstrates the consistency of the two approaches through the first 8 rankings.

Institution	Rank	
	NSC	SAT
INDIANA UNIVERSITY BLOOMINGTON	1	1
BALL STATE UNIVERSITY	2	2
PURDUE UNIVERSITY - WEST LAFAYETTE	3	3
UNIVERSITY OF INDIANAPOLIS	4	5
UNIVERSITY OF SOUTHERN INDIANA	5	7
INDIANA STATE UNIVERSITY	6	4
INDIANA UNIVERSITY PURDUE UNIV - FORT WAYNE	7	9
IVY TECH-INDIANAPOLIS	8	8
INDIANA UNIVERSITY SOUTH BEND	9	18
BUTLER UNIVERSITY	10	6
University of Evansville	15	10

IUB, BSU, and PU-WL had >40% overlap in terms of SAT score reports. 425 students who were admitted to IUPUI enrolled at IUB with 286 enrolling at BSU and 249 at PU-WL. These 3 clearly are our primary competitors. We are in good company given these three as competitors

A 2007 FYIU report from URR on cross-application behavior within IU found the following:
> The most common form of cross-application behavior is between IUB and IUPUI, accounting for 59% of all cross-applications among IU campuses. There is considerable overlap (62%) in the number of cross-applicants who are admitted to both campuses, but IUPUI enrolls a slightly higher percentage (34%) of these cross-admits than IUB (32%). Roughly one-third (34%) of all cross-applicants who are admitted to both IUB and IUPUI do not enroll at either campus.

Chris shared a report on students denied here who enrolled elsewhere (attached below). Nearly 1/3 of our denials and nearly half who enrolled were at an Ivy Tech campus. We had 14 students who were denied here who enrolled at IUB and that was ahead of three of our other campuses. This could be in special programs there and these students might have been those could have been offered the Math program here.

Bepko Scholars Program *Melissa Biddinger and Chris Foley*

There are differing opinions as to what is the most appropriate deadline by which students will be required to apply for to be a Bepko Scholar. Determining the most appropriate deadline means balancing a number of important factors and perspectives.   Dean Sukhatme asked that these issues be discussed at EMC and feedback from the group provided to him.

The current deadline for applications to be post-marked is December 1st. Chris Foley (Undergraduate Admissions) supports keeping this deadline while Melissa Biddinger (Bepko Scholars and Fellows Program) supports moving the deadline to November 15th. Chris and Melissa each made brief presentations to the group (see handouts), followed by Becky's polling members for their comments and recommendations.

Regardless of which application deadline is selected, the deadline for students to accept the offer of the award will remain May 1st, a date commonly used across the country for acceptances.

Maintain December 1st deadline (Chris)

Chris told members that being able to promote scholarships for high ability students provides both direct and indirect benefits to recruiting.

Direct
To attract the best applicants to IUPUI
To fund the education of the best students to IUPUI

Indirect
To draw other talented students to IUPUI
To increase the number of options we have available for strong students
To demonstrate the campus's commitment to attracting the best students

Chris noted that once the deadline has passed for a scholarship program, we can no longer promote it to our prospective students thus negating its impact in our marketing plan to students who have not already applied for the scholarship.

Given that the application process for these scholarships is time-intensive, the effective deadline for students to know about the scholarship actually precedes the scholarship deadline by 2-4 weeks (the time required to assemble all the necessary parts of the application—statement of purpose, letters of recommendation, etc.) which takes the effective deadline for a student to make a decision to apply back to November 1st (or earlier). Chris made the case that such a deadline does not allow us the chance to promote this and similar scholarships through marketing. Even if the strongest candidates have made the decision and begun the application process early, the later deadline allows the kind of promotion that helps with the type of indirect benefits noted above.

Chris distributed a handout (see pp. 13-14 below) which showed deadlines for top-scholarships at peer institutions. 15 of the 17 institutions had deadlines of December 1st or later; 2 had deadlines of November 1st. While the list isn't always a set of our actual competitors, we can see that the general trend is for later deadlines and not earlier ones and should determine if their reasons are valid for IUPUI as well.

The second page of the handout provided data on the timing of applications from high ability students, including the dates by which different percentages have submitted applications. He noted that while 60% of high ability applications are received by December 1, the percentage was only 50% as of November 1st. Chris added that the overall quality of this pool declined only slightly in terms of high school GPA and class rank between mid-November and Mid-February, though the size of the pool effectively doubles in that period.

Finally, Chris had some concerns that the earlier deadline may have a negative impact on the number of applications we receive from high- and highest-ability minority students, their chances for high ability awards, and the resulting diversity of our incoming class. He recognizes the numbers affected are likely to be relatively small, but even a small impact can be significant in terms of our larger recruiting picture.

Move Deadline to November 15th (Melissa)

Melissa has proposed moving the application deadline forward to November 15th, noting that with Thanksgiving this is a shift of nine business days.

Melissa distributed a handout (see pp. 15-16 below) with recent recruiting and yield information for Bepko Scholars in 2004-2009, the top application sources for students in 2007 and 2009, and a summary of the dates by which students applied for the scholarships for the 2009 academic year.

Melissa differed with Chris as to the number of applicants we would lose. Looking at the actual deadline this year of December 12th and we would have missed a total of 13 students.

- o Market segmentation
    - Melissa differed with the schools Chris identified on his list of peer institutions, noting the Bepko Scholars have often applied to the top schools in the country, including Stanford. These schools pose greater competition for these students and it is important to get our offers out as soon as possible to be competitive. She believes that despite the usual May 1st deadline that students will frequently take the first strong offer from a quality institution. She also added that at least the IUB Wells award required an earlier acceptance date than May 1st.

- o Changing Fall recruitment environment
    - The largest source of applicants to these programs (Bepko, Plater, Presidential) is students identified through such lists as the PSAT, SAT/ACT.
    - Students who are candidates for such awards tend to be more prepared and early planners and would not be affected as greatly by later promotions. These students don't wait until senior year to start planning.
    - Fall has not been a great time to promote and recruit these students due to the start of school and the high schools' focus on ISTEP testing. With the move of ISTEP to spring, that opens things up a bit for getting the attention of counselors and others who might identify and encourage qualified students to apply. There is not much that we can do from August forward to significantly increase our applicant pool.
    - We need to meet students where they are and match their expectations of the promotion, process, and timetables for top scholarships from other institutions. We should be in-line with those schools that have earlier application deadlines.

- o Process and Yield Considerations
    - Process of selection needs more time. Using the December 1 postmarked deadline means the review process runs into the holidays. While the schools and faculty have been wonderfully cooperative, reviewing over 300 applications for three programs and the honors admissions programs during this period is a challenge. This task is added to the need to continue to serve current students. Moving to mid-November will allow additional time to complete the initial reviews and to begin to hold interviews with candidates. With high schools starting back in early January it is sometimes hard to schedule the interviews then. Moving earlier may allow interviews in the last week of December.
    - Lose efficient interview process/runs against presidential deadline (the Presidential Scholars program has a selection deadline of 15 Jan). The November deadline would have more time to read and make decisions for interviews, line up faculty for interviews for post-finals and wrap up selections by first week of January as well as provide time for a more intentional campus-visit program and the rush of the start of the term. The later deadline also poses a problem for a delayed review for other programs such as the Honors Professional Admission program.
    - Prestige factor—need to be seen and have students meet expectations for timetables from other institutions.

Comments from EMC members *(made at the meeting and in subsequent communications to Becky)*

- Several schools supported the later deadline as it brings a larger number of potential applicants. Any enticement we have, such as the continued promotion of these awards, is useful to help attract strong students. We don't want to pass up the additional opportunity to advertise and promote the institution among this population.

- Some units which traditionally draw earlier applicants, such as Engineering and Technology, supported the earlier deadline as not a significant change for the student and a way to ease processing and make selections a bit earlier. EGTC added it would work with the program to get the word out to all high achieving students it has contact with about deadlines for admissions and the top scholarships. EGTC added that the chance to make an earlier announcement of an award would be a wonderful Christmas present to the prospective student and family.
- Other units noted their applicants tend to make their college decisions later and having the scholarship deadline later is an important factor in attracting high ability students. Liberal Arts noted that only four of the applicants for IUPUI's most prestigious scholarships were Liberal Arts applicants and only two of them were interviewed. Moving the deadline earlier "raises serious concerns in the school that we will see further erosion of our ability to attract gifted students."   SPEA echoed this concern in recommending against moving to the earlier date, noting that the school also has a small number of top scholarship applicants and believes it "needs as much time as possible to recruit high ability students."
- Herron added that the timing of its Portfolio day also made the later deadline much more useful in their recruiting efforts. Even if the numbers are small, they are important to the individual units.
- Several members noted that students were likely to wait until they had received anticipated scholarship offers from a number of institutions before making a decision rather than taking the first good one. They have until May 1st to accept most institutions' offers. This lessened the perceived pressure to be first out-of-the gate with an offer (and, by extension, the need for the earlier deadline).
- The institution needs to make a concerted effort, especially among international students, to make the students think further ahead for both the application and scholarship process.

After later consulting with Dean Sukhatme with the pros and cons of the issue, it was decided that we keep the deadline for the Bepko award on Dec 1st for another two years but work to build our communication and recruitment strategies to encourage students to apply by Nov 15th. After two years we will review the deadline again.

Review of IUPUI Mission-Related Goals and Action Steps
- In 2005 the IUPUI faculty and the Trustees of Indiana University approved a new mission statement for IUPUI that complements the vision, values, and goals approved in 2002 (see http://www.iport.iupui.edu/).

  In 2006 Executive Vice Chancellor Uday Sukhatme appointed action teams to develop new implementation strategies for each of the 10 mission-related goals. Relevant action steps derived from this process are listed with each goal in this document.

  IUPUI faculty and staff are invited to comment on the action steps. To enter comments on individual items, sections, or the document as a whole, use the Web template. Please submit comments by Friday, Feb. 27, 2009.

Upcoming EMC Meetings and tentative topics

March	*No meeting*	
April 17	1:00-2:30	CE 268

- Planning for advising needs in schools due to anticipated growth in direct/dual admits
- Transfer Students and when they transfer *Chris Foley*
- Impact of Ivy Tech *Chris Foley and Amanda Helman*

May	*No meeting*	
June 26	1:00-2:30	CE 268

2009-10

September 25	1:00-2:30	CE 264

- o Dean Sukhatme's charge for the year

October 30	1:00-2:30	CE 268
November 20	1:00-2:30	CE 305
December	No meeting	
January 29	1:00-2:30	CE 268
February 26	1:00-2:30	tbd
March	No meeting	
April 16	1:00-2:30	tbd
May	No meeting	
June 25	1:00-2:30	tbd

Fall 2009 Admission Update *Chris Foley*
February 17, 2009

Table 1: Freshman Applications by Residency

	Fall 2007	Fall 2008	Fall 2009	1yr Change	2 yr Change
Non-Resident	**482**	**528**	**647**	**22.5%**	**34.2%**
Undergraduate	326	365	435	19.2%	33.4%
International	156	163	212	30.1%	35.9%
Resident	**4790**	**5490**	**6135**	**11.7%**	**28.1%**
Undergraduate	4765	5471	6105	11.6%	28.1%
International	25	19	30	57.9%	20.0%
Not Determined			**79**		
Undergraduate			79		
Grand Total	**5272**	**6018**	**6861**	**14.0%**	**30.1%**

Table 2: Freshman Applications by Ability

	Fall 2007	Fall 2008	Fall 2009	1yr Change	2 yr Change
Less than 900	1316	1386	1444	4.2%	9.7%
900-999	1286	1422	1478	3.9%	14.9%
1000-1199	1649	2052	2191	6.8%	32.9%
1200-1299	297	348	430	23.6%	44.8%
1300+	187	192	285	48.4%	52.4%
Score Undetermined	537	618	1033	67.2%	92.4%
Grand Total	**5272**	**6018**	**6861**	**14.0%**	**30.1%**

Table 3: Freshman Applications by Ethnicity

	Fall 2007	Fall 2008	Fall 2009	1yr Change	2 yr Change
American Indian/Alaska Native	9	17	30	76.5%	233.3%
Asian	169	214	259	21.0%	53.3%
Black/African American	601	684	788	15.2%	31.1%
Ethnicity Undetermined			62		
Hispanic/Latino	182	223	296	32.7%	62.6%
Native Hawaiian/Other Pac Island	6	9	5	-44.4%	-16.7%
Not Applicable (Alien)	261	284	336	18.3%	28.7%
White	4044	4587	5085	10.9%	25.7%
Grand Total	**5272**	**6018**	**6861**	**14.0%**	**30.1%**

Comments:
Freshman application trends are positive from an overall number perspective as well as a diversity and ability perspective. Non-residents and international freshman applications are up as well. We are catching up in our processing of applications, but it is important for us not to expect that the growth in admits and

enrollees will be similar to that of applications. The reason for us to be cautious in predicting enrollments at this point are as follows:

(1) The growth in applications is occurring predominantly in application types that have lower yields (e.g., higher ability, diversity, non-resident, non-Indianapolis).
(2) The expansion of the Summer Preparatory Program will reduce the number of students admitted as well as our yield to enrolled.
(3) The growth in students with higher academic credentials will reduce our yield on admits because there is greater competition for these students.
(4) Our relatively small scholarship budget is not as large as those of other universities or colleges, which will reduce our yield on students.

It is unknown how much each of these will impact our final admit and yield rates. However, I would caution us in thinking that the large growth in applications will translate into growth in overall enrollees at this point in time.

As for the decline in the numbers of admits at this point (-100; -2.6% as of 2/22), I will repeat the reasons for this that were included in the notes from last week:

(1) An increased number of applications for spring semester, which resulted in strong enrollments for the spring.
(2) An increase in applications overall (freshman applications are currently up 28% over two years ago).
(3) A growth in the number of applications applying earlier which means we are dealing with more applications over a shorter period of time.
(4) An increase in the number of students who are required to attend the Summer Preparatory Program and who must return a contract before they are admitted.
(5) An increase in the proportion of our apps which come in online and which are incomplete for longer periods of time.
(6) Admissions currently has 3 open positions which have been held open longer due to the hiring freeze.
(7) Delays in getting technological fixes implemented by central systems which would reduce the work required to process an application.

We are working to catch up on our processing of applications and anticipate to be back to more appropriate processing timelines within the next month.

It is too early to speak about the external transfer, intercampus transfer or returning student populations.

International Fall 2009 Admissions (2/22/09)

International Beginners

Applicants	268	+69	+34.7%
Admits	78	+ 9	+ 13.0%

International Transfers

Applicants	61	+29	+90.6%
Admits	27	+12	+80.0%

Comment from Sara Allaei:
- o We are seeing strong increases in undergraduate applications from India and China, our two primary target countries for undergraduate student recruitment.

Fall 2008 Enrollment of Beginners Denied Admission to IUPUI

Enrollment Status of First-time Freshmen Applicants Denied Admissions to IUPUI (Indpls Only)

* 73% of Indiana residents denied admissions enrolled elsewhere
* 37% of Indiana residents denied admissions enrolled at an Ivy Tech Campus
* Half of the denied applicants who did enroll, enrolled at an Ivy Tech Campus

Enrollment at Other Institutions for Denied Freshman Applicants for Fall 2008 - IUPUI - Indianapolis Campus

	Non-Resident	Indiana Resident	Total
Total Denied Beginning Freshmen Applicants	**91**	**1535**	**1626**
Total Enrolled Elsewhere	44	1127	1171
Percentage Enrolled Elsewhere	48%	73%	72%

Top Enrolling Institutions for <u>Indiana Residents</u> Denied Admissions to IUPUI

	Number Enrolled	% of Total Enrollees	% of Total Denied Admissions
IVY TECH STATE COLLEGE - ALL CAMPUSES	566	50%	37%
INDIANA STATE UNIVERSITY	86	8%	6%
INDIANA UNIVERSITY CAMPUS (Exc. Fort Wayne)	72	6%	5%
UNIVERSITY OF SOUTHERN INDIANA	67	6%	4%
VINCENNES UNIVERSITY	60	5%	4%
INDIANA UNIVERSITY PURDUE UNIV - FORT WAYNE	55	5%	4%
BALL STATE UNIVERSITY	39	3%	3%
PURDUE UNIVERSITY - CALUMET	27	2%	2%
UNIVERSITY OF INDIANAPOLIS	22	2%	1%
PURDUE UNIVERSITY - NORTH CENTRAL	15	1%	1%
ALL OTHER INSTITUTIONS	118	10%	8%
Total Enrolled	1127	100%	73%

Source of enrollment information: National Student Clearinghouse

Enrollment at Ivy Tech and other IU campuses appears on the next page

Enrollment at Ivy Tech and other IU campuses for Applicants Denied Fall 2008 Admission to IUPUI (Indianapolis Campus)

ENROLLED AT:	Non-Resident	Indiana Resident	Total
IVY TECH-INDIANAPOLIS	4	425	429
IVY TECH-BLOOMINGTON	1	36	37
IVY TECH-LAFAYETTE		16	16
IVY TECH-ANDERSON	1	14	15
IVY TECH-COLUMBUS		11	11
IVY TECH-SOUTH BEND		10	10
IVY TECH-MUNCIE		9	9
IVY TECH-FORT WAYNE		7	7
IVY TECH-GARY		6	6
IVY TECH-TERRE HAUTE		6	6
IVY TECH-KOKOMO		5	5
IVY TECH-LAWRENCEBURG		5	5
IVY TECH-ELKHART		4	4
IVY TECH-RICHMOND	1	2	3
IVY TECH-MADISON		2	2
IVY TECH-EAST CHICAGO		1	1
IVY TECH-EVANSVILLE		1	1
IVY TECH-GREENCASTLE		1	1
IVY TECH-LOGANSPORT		1	1
IVY TECH-MARION		1	1
IVY TECH-SELLERSBURG		1	1
IVY TECH-VALPARAISO		1	1
IVY TECH-WARSAW		1	1

ENROLLED AT:	Non-Resident	Indiana Resident	Total
IPFW		55	55
INDIANA UNIVERSITY SOUTH BEND		20	20
INDIANA UNIVERSITY SOUTHEAST		15	15
INDIANA UNIVERSITY BLOOMINGTON		14	14
INDIANA UNIVERSITY NORTHWEST		10	10
INDIANA UNIVERSITY KOKOMO		8	8
INDIANA UNIVERSITY EAST		3	3

Office of Information Management and Institutional Research
Feb. 26, 2009

Deadlines for Top Scholarship Programs
Prepared by Chris J. Foley, Director of Undergraduate Admissions   February 2009

Benefits of top scholarship programs for recruitment
Direct

>   To attract the best applicants to IUPUI
>   To fund the education of the best students to IUPUI

Indirect

>   To draw other talented students to IUPUI
>   To increase the number of options we have available for strong students
>   To demonstrate the campus's commitment to attracting the best students

Impact of the deadline
Once the deadline has passed for a scholarship program, we can no longer promote it to our prospective students thus negating its impact in our marketing plan to students who have not already applied for the scholarship. Given that the application process for these scholarships is time-intensive, the effective deadline for students to know about the scholarship actually precedes the scholarship deadline by 2-4 weeks (the time required to assemble all the necessary parts of the application—statement of purpose, letters of recommendation, etc.).

Deadlines at other universities and colleges
When reviewing the deadlines of other top-scholarship programs at other universities, the trend is for these deadlines to be December 1st and after. Though we may not be direct competitors with these institutions for these students, it is reasonable to assume that they have set their deadlines with an attempt to accomplish the goals above.

Institution	Scholarship	Amount	Deadline
Virginia Commonwealth University	Dianne Nummally Hoppes Scholarship	In-State Tuition, Fees, R&B and Books	5-Jan
	Presidential Scholarship	In-State Tuition, Fees and R&B	5-Jan
Ball State University	Whitinger Scholarship	Full Tuition	10-Jan
University of Houston	National Merit Finalist Scholarship	Full Tuition, Fees and R&B	15-Jan
University of Illinois - Chicago	Avery Brundage Scholarship	Full Tuition	15-Jan
University of Louisville	Grawemeyer Scholarship	Full Tuition, Fees, R&B and Books	15-Jan
University of Louisville	National Merit Finalist Scholarship	Full in-state tuition, stipend for books, housing	15-Jan
SUNY at Buffalo	Presidential Scholarship	Full Tuition, Fees, R&B and Books	25-Jan
University of Arkansas	Sturgis Scholars	Full Tuition	1-Feb
University of Colorado - Denver	Valedictorian Scholarship	$1,000 per year	1-Feb
University of Utah	President's Scholarship	$6,250 per year, resident tuition, fees, and cash award	1-Feb
University of South Florida	Harrison and Ruth Kosove Scholarship	up to cost of attendance	2-Feb
Ball State University	Presidential Scholarship	Half Tuition	1-Mar
Temple University	Temple Scholar Awards	up to $10,000 per year	1-Mar
Indiana University - Bloomington	Kelley Scholars	Full Tuition, Fees and R&B	1-Nov
Indiana University - Bloomington	Herbert Presidential Scholarship	Full Tuition, Fees and R&B	1-Nov
Indiana University - Bloomington	Wells Scholar Program	Full Tuition, Fees and R&B	1-Nov
University of Maryland Baltimore County (UMBC)	UMBC Premier Award	$15,000 R, $22,000 NR	1-Nov
University of Alabama - Birmingham	Presidential Scholarship (Residents)	$8,000 (includes $4,000 on-campus housing allowance)	1-Dec
University of Alabama - Birmingham	Blazer Elite Scholarship (Non Residents)	$9,000 (includes $3,000 on-campus housing allowance	1-Dec
University of New Mexico	Regents Scholars	$13,215 per year	1-Dec
University of New Mexico	National Merit Finalist Scholarship	$13,215 per year	1-Dec
University of Cincinnati	Cincinnatus Scholarship	Full Tuition, Fees, R&B and Books	15-Dec

University of Cincinnati	Darwin T. Turner Scholarship	Full in-state tuition and quarterly stipend	15-Dec
Wayne State University	Anthony Wayne Scholarship	$9,000 per year	15-Dec

Analysis of IUPUI High Ability Application Trends (SAT >= 1300)

When defining high ability as simply having an SAT greater than 1300 (and thus the population to be "indirectly" influenced by the marketing of our top scholarships), 50% or fewer of these students have applied prior to November 17th. Only approximately 60% have applied by December 2nd. Though the numbers have grown, it still seems warranted to be cautious about moving the deadline for our top scholar apps earlier than their current dates.

Figure 1: Percentage of Feb 17th Apps Over Cycle
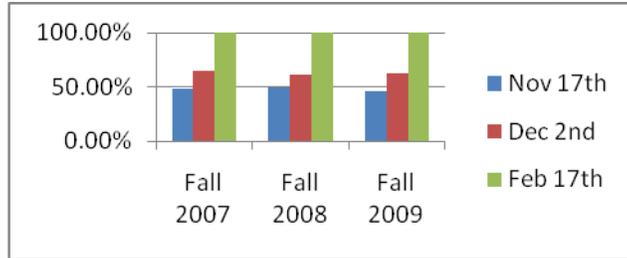
Table 1: High Ability App Trends			
	Fall 2007	**Fall 2008**	**Fall 2009**
Nov 17th	90	95	132
Dec 2nd	122	117	177
Feb 17th	187	192	285

Table 2: Cum Avg GPA for High Ability Apps			
	Fall 2007	**Fall 2008**	**Fall 2009**
Nov 17th	3.88	3.67	3.78
Dec 2nd	3.84	3.67	3.78
Feb 17th	3.76	3.65	3.75

Table 3: Interval Avg GPA for High Ability Apps			
	Fall 2007	**Fall 2008**	**Fall 2009**
Nov 17th	3.88	3.67	3.78
Dec 2nd	3.73	3.67	3.78
Feb 17th	3.61	3.62	3.70

Table 4: Cum Avg Rank for High Ability Apps			
	Fall 2007	**Fall 2008**	**Fall 2009**
Nov 17th	91.14	85.97	89.94
Dec 2nd	90.49	86.16	89.14
Feb 17th	87.89	84.58	87.22

Table 5: Interval Avg Rank for High Ability Apps			
	Fall 2007	**Fall 2008**	**Fall 2009**
Nov 17th	91.14	85.97	89.94
Dec 2nd	88.66	86.98	86.79
Feb 17th	83.01	82.12	84.07

Analysis of IUPUI Highest Ability Application Trends (SAT >= 1300, HSGPA >= 3.9, Rank >= 95%-tile or Unranked)

For our "highest ability applicants" trends are similar to those of the high ability applicants. These are the applicants most likely to be competitive for our top-scholarship programs. Also note that the applicant pool becomes more diverse as we move further through the cycle. Unlike the high ability application trends, the trend of the highest ability seems for the bulk of these student to apply later in the cycle in recent years.

Figure 2: Percentage of Feb 17th Apps Over Cycle
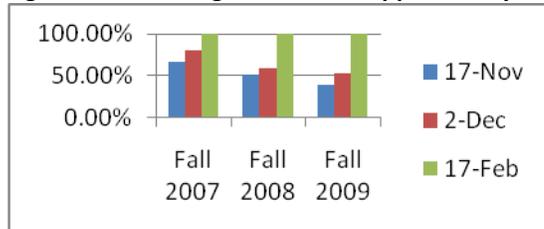
Table 6: Highest Ability App Trends			
	Fall 2007	**Fall 2008**	**Fall 2009**
17-Nov	57	31	39
2-Dec	68	35	52
17-Feb	85	60	98

Figure 3: Percentage Non-White

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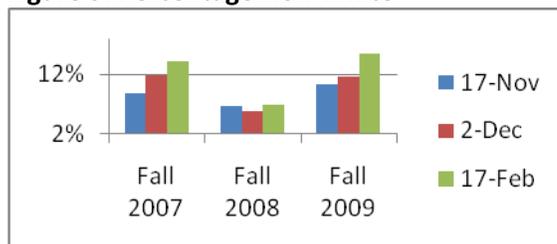
Deadlines for Top Scholarship Applicants
Meliisa Biddinger, Bepko Scholars and Fellows Program, February 27, 2009

Overview of Bepko Pool

Average	2004 #	2005 #	Diff	2006 #	Diff	2007 #	Diff	2008 #	Diff	2009 #	Diff
Applications received	30	71	137%	89	25%	139	25%	93	-33%	137	47%
Interviews conducted	18	36	100%	43	19%	50	16%	49	-2%	50	2%
App to Interview yield	60%	51%	-11%	48%	-3%	36%	-12%	53%	17%	36%	-16%
Awards Offered	14	27	93%	28	4%	26	-7%	28	8%	25	-11%
Enrolled	13	21	62%	22	5%	20	-9%	23	15%		
App to Enrolled Yield	43%	30%	-13%	26%	-4%	14%	-10%	25%	10%		
Award to Enrolled Yield	93%	78%*	-15%	82%	4%	77%	-2%	82%	5%		

Scholarship Application Sources

Test score searches remain largest source of applicants.

Application	Total Rec'd	PSAT	SAT	ACT	Total Searches	% Bepko App Pool	Applied directly (not on search)	Requested app and Applied	% from Direct Req/ App	Adm Based Schl
Fall 2007										
Bepko Applications	139	9	59	0	68	48.92%	60	11	51.08%	0
All Top Scholar Admits	85	7	51	0	58	68.24%	8	4	14.12%	1
Fall 2009										
Bepko	137	36	19	15	70	51.09%	18	9	19.71%	1
Presidential	79	17	18	6	41	51.90%				2
Plater	35	7	4	2	13	37.14%				
Total	251	60	41	23	124	49.40%				

Admissions & Top Scholarship Application Time Line Comparison

A review of the entire Fall 2009 FYU applicant pool in IUIE as of February 15 reveals that a total of 11 students applied after the Bepko deadline who may have been eligible for consideration on the basis of test score results and GPA. If 41.75% of these students applied (the percentage of all eligible apps received by Admissions before the deadline that applied for Bepko consideration), then we missed a total of 4-5 additional applications.

Adm App	Total >=1250, 3.75	Total Schp Apps	Bepko Apps	% Eligible APPL w/app for Schl	>=1300, 3.75	Total Schp Apps	Bepko Apps	% 1300 APPL app for Schl
<=12/15/2008	175	69	58	33.14%	103	43	38	41.75%
12/16/2008 thru 1/2/09	6	0	0		5			
1/4/2009 thru 2/15/2009	10	0	0		6	0	0	

Why move to Nov 15

- Market Segmentation
  - Meeting high ability students' expectations
  - Earlier timelines for the accomplished student
  - Improved IUPUI image and name recognition by the enrollment of some of the state's top students
- Changing Fall Recruitment Environment
  - Move to spring ISTEP improves fall recruitment options
- Process and Yield Considerations
  - IUB Presidential Deadline for campus decisions = Jan 16
  - HPAP will both increase numbers of apps and length of the final decision process for both students and IUPUI