

From the Desk of the Chancellor, Jan. 24, 2011

Congratulations to Enrollment Services and all the faculty and staff who work diligently to admit and retain students at IUPUI. Our spring credit hour enrollment is at a record high for the sixth consecutive year, up almost 2 percent over last spring. With 29,197 students enrolled, we set a new headcount record as well.

As key indicators of student success trend upward year after year, we see evidence that the multifaceted efforts we put in place are working. IUPUI is a first-choice for most new students now. A survey of the 2009 first-time full-time cohort revealed that 64 percent reported IUPUI was their first choice, and 94 percent reported that they made the right choice in attending IUPUI.

Through marketing and other strategies, we crystalize the notion for prospective students, parents, and other influencers of college choice that IUPUI has distinct advantages. As Admissions Director Chris Foley has pointed out, many of our applicants are “secret shoppers.” They are talking to friends, seeing our ads, and checking out our Web site. This means we must always be in top form, providing service with distinction and leaving a good impression in everything we do—from student services to web design to classroom expertise and academic program variety —indeed, to all matters of engagement in campus life. Reputation is everything!

Given the complexity of our large and diverse student body, this is not easy. Although more of our students are of traditional college age, they choose IUPUI for distinctive reasons. They want an urban experience and they want diversity on campus and in the community. They choose IUPUI to keep costs down, but they also know that there is a high-quality experience awaiting them—a nationally recognized urban university that offers connection to careers through experiential learning as well as professional/graduate opportunities. Today’s students are seeing IUPUI with fresh eyes—and liking what they see.

Comments? Write chancldr@iupui.edu.



Chancellor Charles R. Bantz



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Published:

January 24, 2011

Contact Information:

Diane Brown

IUPUI Office of Communications & Marketing

317-274-2195

habrown@iupui.edu

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