

Enrollment Management Steering Group

September 16, 2011

Minutes

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- Minutes from the March meeting were previously distributed. Minutes from all previous meetings are available by visiting <http://registrar.iupui.edu/emc/emsc-meetings.shtml>

Updates from the Chair

- [Student Services Initiative](#) (SSI)
 - The areas included are Admissions, Bursar, Financial Aid, and Registrar. The business process documentation process (Phase 1) will be completed by the end of October.
 - While there has already been some back-office sharing, we continue to push for a strong Financial Aid presence here.
 - Phase 2 of the Benchmarking Process has started, looking at Research, Administration, and Finance so we can anticipate that these will be the next areas that will be moved into a shared services model.
 - More information will be shared as it is available.
- Kathy Purvis, Director Student Financial Services, has resigned, will be moving to a position in Texas. Associate Director Chuck Ranard will serve as interim director.
 - We are working to reclassify the position so that its ranking matches that of the directors at IUB (and IUS). We will move quickly in filling the position
- A Federal Financial Aid audit known as a Program Review will be held September 27-29.
 - This is a routine activity; 600 institutions are scheduled for similar reviews this year. While we are the first IU campus to have the review, Purdue and Michigan State were reviewed last year and provided some useful information to us in preparing for the site visit.
 - The program review covers more than just Student Financial Services; it includes any units involved in providing required [Disclosures](#) and reporting such as the [Clery Act](#). We will be meeting with those who will be interviewed by visitors from the Department of Education to encourage them to answer directly and stay on-point.
- Coordination of initiatives to improve services for entering transfer students
 - There are a number of groups working on transfer-related initiatives including the Post-Admissions to Census Coordination Task Force (PACC), Transfer Support Services Strategic Planning Committee, and an Orientation Advisory committee. The groups are working together to ensure they don't inappropriately overlap and expend unneeded effort. More information will be shared as it is available.
- The new PiC site, which IMIR will demo at the September EMC meeting, will include enrollment data for admitted students.

Fall Admissions

- We have a lot of good news this year. We are up in beginners and transfers, we have continued increases in diversity, the overall quality measures are stable, and our non-resident beginners are up in both domestic and international populations.
- We are seeing the benefit of a greater awareness of IUPUI and an improved reputation in our recruiting. We are being invited to visit high schools who previously had not considered us for higher ability students where we also will benefit in diversity.

- Non-residents are typically twice as diverse as in-state students. The number of non-residents with SATs of 1300+ has grown from 5 to 25 in three years.
 - As an expansion of its out-of-state efforts, Admissions now has Chicago- and California-based recruiters.
- This fall's strong numbers are the result of a lot of hard work, included additional time spent out in the community and expanding and enhancing connections with schools, agencies, and elsewhere. The more we build these relationships, the more we are seen as the destination campus. Other IUPUI-affiliated groups, such as the Diversity Council, help carry the message to additional parts of the community.
- Amy reported there are plans for some additional targeted marketing. Communications and Marketing has a new diversity marketing plan that they are working on with Ken Durgans, with the intention to use a mix of media directed at Latino and African-American students.
- University College has a new assistant director for Latino Student Support Services in [Multicultural Support Center](#).
- Though the overall growth in minority enrollment is encouraging, some concern was expressed about the diversity of students enrolled in Honors College.
 - Can we push the minimum SAT for Honors and recruitment for strong minority students who fall just below the current requirements?
 - Chris noted that Kim Stewart-Brinston, Honors, and Admissions were taking a very personalized approach to recruiting these students. He reminded the group that the number of high ability students isn't that large, and the subset of minority high ability students is even smaller and highly sought-after by other institutions as well.
 - Among steps underway is to have these students meet personally with Ken Durgans, Jane Luzar, and others in a one-on-one campus visit. The goal is to get them to apply earlier—ideally by November, as in the past they were getting started too late in our application process to be considered for the high-ability awards such as the Bepko scholarship. We need to get them thinking about college sooner and get them started on the college search process sooner and/or need to think about IUPUI as an option so that they apply here at the same time they may apply to other institutions.
- One challenge we continue to face in recruiting for high ability and diversity is the competition for these students from other institutions with greater scholarship funding.
 - The Campaign is set-up more for school-based scholarships, but in order to be most successful in recruiting these students we need to have more *campus-based* scholarships.
 - At Trudy's suggestion, Becky will develop some talking points regarding the need for more campus-based scholarship funding to take to Council of Deans to seek their support.
- Members agreed that they would like to revisit the strategy for recruiting high ability student at a future Steering Group meeting.
- *See Admissions reports attached below*

Fall Enrollment

- Members expressed their pleasure with the continued improvement in the diversity of the campus enrollment. Minority students now make up 19.9% of Indianapolis students.
- We are down in non-degree enrollments.
 - Part of the decline in undergraduate non-degree students is a decline in the number of high school students enrolled this semester.

- Changes in licensure requirements and options had an impact for graduate non-degree students in Education.
- The non-school affiliated Graduate non-degree students are down. Members suggested expanded market competition as well as the continuing poor economy as possible factors. As some Grad non-degree students frequently have initially used that admission category to test the waters or complete prerequisites for a graduate degree program, the drop in this population may result in a smaller number of graduate degree-seekers in the future.
- Schools continue to review their enrollment this semester with an eye on future semesters. Becky reminded the group that a smaller beginning class, such as we had for Fall 2010, continues to affect enrollment for several years as that trough moves through the undergraduate pipeline. We hope this will be offset by the larger entering transfer population we had this fall.
- *See information below and in separate attachment*

International Enrollment

- *See report attached below*

CRM Implementation Chris Foley

- Chris provided an overview of where we are in terms of implementing Constituent Relationship Management (CRM) software. A summary of his presentation is attached below.
- There are a number of issues that have impacted implementation thus far: going enterprise-wide made things more complicated; the purchase of our original vendor by another company; and a pending release of a new version of the CRM product. The rewrite has delayed implementation of additional components of CRM such as events management and delayed expanding its use to enrolled students until the new version of product is released.
- Due to this churn, International has decided to step back on its plans to use CRM until things settle and graduate students are incorporated. As a result there may be some bumps in communications with prospective international students.

Other discussion

- IUPUI response to [HB 1402](#) / [SB 590](#)
 - Effective July 1, 2011 two Indiana state laws require that IUPUI collect verification of citizenship from every student who plans to attend. The legislation stipulates that students who are not lawfully residing in the United States are:
 - ineligible for in-state tuition rates
 - ineligible for scholarships, grants, assistantships or other aid funded through the university
 - In order to comply with these new laws, IUPUI implemented a process to make students [verify their citizenship/legal residency status](#). This included providing students the option of identifying themselves with options that do not preclude us from granting them aid (such as *visa in progress*). Using the “unable to verify” terminology is seen as friendlier than “undocumented.”
 - As of mid-September we currently have 45-50 students who been unable to verify their status. Kim Stewart-Brinston and OIA staff are going through the list and reviewing it to make sure the student correctly selected that box or to identify other potential options. If students don’t complete the on-line affidavit by November, they will be changed to non-

- resident status and have any institutional aid removed. Our hope is that we can keep the number who has status changes due to failure to complete the form to a minimum.
- In response to a question on the impact of the new legislation, Becky said we don't know how many undocumented students left or failed to enroll/re-enroll.
 - Becky reminded the group that she made a case for to establish an emergency grant fund last year with a centralized pot of money.
 - The intention of the proposal is to provide students immediate funds for situations that may affect their ability to continue their enrollment/attendance, such as a car repair if that was their only way to campus or to help with a security deposit in case a student had to quickly find new housing in the case of domestic abuse, for example. The application/approval/distribution model would be centralized to ensure fair, timely, and consistent processing as well as a way to protect against abuse by a student concurrently seeking funding from a number of small campus funds in the schools and elsewhere.
 - Becky recommended that such a fund would need at least \$50,000 to start, using the first years' experience to demonstrate the need for such a fund. Once established, the goal is to build this into an annual base amount.
 - Ken Durgans manages an [emergency loan fund](#), but it is configured as a loan and there is a delay in distribution due to notification requirements of the Truth in Lending Act. We are looking at a model with a faster turn-around in order to meet an immediate need.
 - Becky will make the case for this fund again this year.
 - Members discussed Central Indiana's [Talent Alliance](#), an organization based at IUPUI focused on improving educational success from cradle to career. Chancellor Bantz is part of the group working on the [Talent Divided Prize](#), a \$1 million prize awarded to the city that exhibits the greatest increase in the number of post-secondary degrees awarded per one-thousand population over a four-year period.
 - The group discussed steps currently underway in increase the number of graduates by focusing on students who are close to earning a degree but who are not currently enrolled. In addition to campus-based outreach efforts such as the new Center for Adults and Lifelong Learning ([CALL](#)), current efforts include using the student tracking resources of the [National Student Clearinghouse](#) to identify potential candidates for returning to school. Working together with other Indianapolis institutions that use the Clearinghouse can help reduce wasting energy on former students who are enrolled or who have completed degrees elsewhere.
 - Becky reminded members that each semester we send lists of not-yet enrolled students out to the schools who follow-up by contacting their students and encouraging them to enroll for the upcoming semester.
 - Implementation of [Early Alert](#) system
 - We are implementing pieces of the system as the full version is not yet in place. This year should be considered as a pilot and is being used by the first-year seminars.
 - Some concern was expressed about our ability to follow-up on faculty reports and about whether a plan to gauge the overall assessment of the effectiveness of the initiative has been developed.

Suggestions for EMC agenda items

- While we have a number of items scheduled already, please send Becky any ideas for other topics we might address at the full EMC in the coming year.

Upcoming EMC Meetings and tentative topics

September 23, 2011	1:00-2:30	CE 268
○ Demonstration of New Point-in-Cycle application <i>Amol Patki</i>		
November 18, 2011	1:00-2:30	CE 268
○ Charge for the Year <i>Dean Uday Sukhatme</i>		
○ Center for Adults and Lifelong Learning (CALL) <i>Mary Jane Brown</i>		
January 27, 2012	1:00-2:30	CE 268
April 20, 2012	1:00-2:30	TBD

Upcoming Topics

- Mobile Versions of campus and departmental websites for Prospective Students *Chris Foley*
- Orientation statistics
- Recruitment of Hispanic/Latino students *Kim Stewart-Brinston and Ashley Anderson*
- Impact of Dual Credits on student success
- Recent Initiatives in recruiting non-resident students *Chris Foley and Sara Allaei*

Upcoming EMC Steering Group Meetings

2011-12

Friday, November 11	10:00-11:30	CE 260A
Friday, January 20	10:00-11:30	CE 260A
Wednesday, April 11	1:00-2:30	CE 260A

Fall 2011 Enrollment and Admission Synopsis

All data are census

Enrollment

Indianapolis	2010	2011	Change	% Change
Heads	28,979	28,860	-119	-0.4%
Credits	327,243	327,965	722	0.2%

IUPUC	2010	2011	Change	% Change
Heads	1,651	1,715	64	3.9%
Credits	17,873	17,963	90	0.5%

Official	2010	2011	Change	% Change
Heads	30,566	30,530	-36	-0.1%
Credits	345,116	345,928	812	0.2%

Official totals are adjusted for dual enrollments between Indianapolis and Columbus (64 students in 2010 and 45 in 2011). Credit hours are not affected.

- With 30,530 students IUPUI (IN + CO) recorded its second-highest headcount on record (down 36 from the record count last year). Before this year we had [three successive](#) Fall record enrollments.
- With 345,928 credits, this is IUPUI's 16th consecutive record for Fall [credit hours](#).

Class Standing

- The Indianapolis campus essentially is unchanged from 2010 among undergraduate degree-seekers (-15 heads, -0.1%) with declines among sophomores (-141, -3.0%) and juniors (-24, -0.6%). We are up in freshmen (+54, +1.3%) and seniors (+96, +1.4%). Note that freshmen includes new and continuing students.
- Graduate and graduate-professional enrollment finished up (1.4% and 1.9% respectively), while non-degree enrollment was down 9.4% at the undergraduate level (-91 heads of which just over half were high school students) and down 21.9% at the graduate level (-134 heads).

Residency

- Enrollment by Indiana residents declined by 268 heads (-1.0%) and 1,077 credits (-0.4%).
- Enrollment by non-residents is up 149 heads (+6.0%) and 1,799 credits (+6.4%). The majority of this increase was among graduate students.
- Non-residents now account for 9.2% of campus heads and credits, up from 8.6% in both categories in 2010.

[Chancellor's report on new students and scholars](#)

[IU enrollment reaches all-time record high](#)

International Enrollment

- IUPUI has enrolled a record 1,446 international students for Fall 2011, up 6% from Fall 2010, including a 37% increase (+26) in new freshman enrollment. New transfer enrollment is down 17% (-9).
- For the first time, more than 300 of IUPUI's international students are from a single country—China (319)—followed by India (249), Saudi Arabia (219), South Korea (90), and Egypt (75). The Egyptian enrollment includes 60 students registered in the USAID-sponsored LLM-Egypt program delivered entirely in Cairo by the School of Law.
- International students now account for 5% of IUPUI's overall enrollment, up from 4.7% last year.

Further details are available at <http://www.international.iupui.edu/campus/enrollment-report2011.pdf>.

Full-time and Part-Time Enrollment

- The campus continues its trend toward more full-time enrollment.
- Indianapolis is up 185 full-time students (+1.0%) and down 304 part-time students (-3.2%).
- Undergrad full-timers are up 108 heads (+0.7%). Undergraduate part-timers are down 123 (-2.5%).

Ethnicity

- Total enrollment by minority students is up 7.1% over last fall (+382 heads). They are taking 7.8% more credits than in Fall 2010.
- Minority students account for 19.9% of total campus enrollment, up from 18.5% in 2010. (5,748 of 28,860)
- Hispanic students are up 14.3% over last year while African-American students are up 2.4%. Students identifying themselves as being two or more races increased 55.0% in this relatively new reporting category. Other minority groups are down slightly (-38 heads, -3.1%) combined for Asian-American, American Indian, Native Hawaiian/Pacific Islander).
- 25.2% of beginners are non-white.

Admissions

Beginners

- As of census, beginners were up 6.1% (+159 heads).
- New non-resident freshmen are up 19.9% over last year and 50% since our benchmark year of 2006.
- Beginners with SAT scores of 1300 and above on critical reading and math were up 11.3% over last year.
- The average SAT was 1013 and the average high school rank was 70, each essentially unchanged from 2010.
- 95% of the 1,700 beginners came directly from high school and have an average high school GPA of 3.27.
- The number of beginners with Indiana's Academic Honors Diploma increased 5.9% over last year.

- 44% of beginners are the first in their families to attend college, up two percent from 2010
- 16% of beginners identify themselves as 21st Century Scholars, also an increase of 2 percentage points from a year ago.

Transfers

- As of census, enrolled external transfers were up 10.8% (+160 heads).
- Non-resident transfer students are up 8% over last year and 26% over 2009.

IUPUI (IN)

Official Census

	Registered			Credit Hours		
	Fall Sem. 2010	Fall Sem. 2011	Percent Change	Fall Sem. 2010	Fall Sem. 211	Percent Change
Total	28,979	28,860	-0.4%	327,242.5	327,964.8	0.2%
Class Level						
Undergraduate Total	20,727	20,621	-0.5%	245,011.0	245,266.5	0.1%
Freshman	4,179	4,232	1.3%	52,187.0	52,955.0	1.5%
Sophomore	4,504	4,364	-3.1%	55,437.0	54,055.5	-2.5%
Junior	4,171	4,147	-0.6%	51,278.5	50,608.5	-1.3%
Senior	6,906	7,002	1.4%	79,900.0	81,588.5	2.1%
Non-Degree	967	876	-9.4%	6,208.5	6,059.0	-2.4%
Grad/Prof Total	8,252	8,239	-0.2%	82,231.5	82,698.3	0.6%
Graduate ¹	4,295	4,327	0.7%	31,084.0	31,086.5	0.0%
Doctoral-Research	606	643	6.1%	4,535.0	4,945.5	9.1%
Doctoral-Practice ²	2,738	2,790	1.9%	43,730.0	44,409.3	1.6%
Non-Degree	613	479	-21.9%	2,882.5	2,257.0	-21.7%
Ethnicity & Race						
Hispanic/Latino	959	1,096	14.3%	10,967.0	12,634.8	15.2%
African American	2,786	2,853	2.4%	29,451.0	30,504.8	3.6%
Amer Ind/Alaska Native	66	55	-16.7%	744.5	542.0	-27.2%
Asian American	1,143	1,118	-2.2%	13,871.0	13,593.3	-2.0%
Nat. Haw./Pac. Islnd.	19	17	-10.5%	228.0	186.0	-18.4%
Two or More Races	393	609	55.0%	4,697.0	7,177.8	52.8%
Total Students of Color	5,366	5,748	7.1%	59,958.5	64,638.5	7.8%
White	21,118	20,857	-1.2%	237,918.5	237,123.5	-0.3%
Other/Unknown	1,144	817	-28.6%	14,863.8	10,924.0	-26.5%
Foreign	1,351	1,438	6.4%	14,501.8	15,278.8	5.4%
Residency						
Resident	26,484	26,216	-1.0%	298,935.8	297,859.3	-0.4%
Undergraduate	18,799	18,745	-0.3%	226,634.5	226,428.0	-0.1%
Undergrad Non-Degree	934	828	-11.3%	5,882.5	5,518.0	-6.2%
Graduate ¹	3,603	3,579	-0.7%	25,642.5	25,060.5	-2.3%
Doctoral-Research	301	290	-3.7%	2,020.0	2,005.5	-0.7%
Doctoral-Practice ²	2,285	2,343	2.5%	36,160.3	36,875.3	2.0%
Grad Non-Degree	562	431	-23.3%	2,596.0	1,972.0	-24.0%
Non-Resident	2,495	2,644	6.0%	28,306.8	30,105.5	6.4%
Undergraduate	961	1,000	4.1%	12,168.0	12,779.5	5.0%
Undergrad Non-Degree	33	48	45.5%	326.0	541.0	66.0%
Graduate ¹	692	748	8.1%	5,441.5	6,026.0	10.7%
Doctoral-Research	305	353	15.7%	2,515.0	2,940.0	16.9%
Doctoral-Practice ²	453	447	-1.3%	7,569.8	7,534.0	-0.5%
Grad Non-Degree	51	48	-5.9%	286.5	285.0	-0.5%

¹ Includes Masters, Graduate Certificates and Specialist/Director

² Formerly reported as "Professional" but now includes additional programs determined to be more related to "practice" opposed to research/scholarship, i.e. Physical Therapy, Audiology.

Source: UIRR with Total Students of Color row added by IUPUI Enrollment Services

Ethnicity and Race

Indianapolis only

Enrolled Beginners	2010	2011	Change	% Change
Hispanic/Latino	107	172	65	60.7%
African American	283	318	35	12.4%
Amer Ind/Alaska Native	1	2	1	100.0%
Asian American	88	86	-2	-2.3%
Nat. Haw./Pac. Islnd.	3	1	-2	-66.7%
Two or More Races	102	118	16	15.7%
Total Minority	584	697	113	19.3%
White	1,926	1,948	22	1.1%
Other/Unknown	24	22	-2	-8.3%
Foreign	70	96	26	37.1%
Total enrollment	2,604	2,763	159	6.1%

Share of Enrolled Beginners	2010	2011
Hispanic/Latino	4.1%	6.2%
African American	10.9%	11.5%
Amer Ind/Alaska Native	0.0%	0.1%
Asian American	3.4%	3.1%
Nat. Haw./Pac. Islnd.	0.1%	0.0%
Two or More Races	3.9%	4.3%
Total Minority	22.4%	25.2%
White	74.0%	70.5%
Other/Unknown	0.9%	0.8%
Foreign	2.7%	3.5%
Total	100.0%	100.0%

Total Campus Enrollment	2010	2011	Change	% Change
Hispanic/Latino	959	1,096	137	14.3%
African American	2,786	2,853	67	2.4%
Amer Ind/Alaska Native	66	55	-11	-16.7%
Asian American	1,143	1,118	-25	-2.2%
Nat. Haw./Pac. Islnd.	19	17	-2	-10.5%
Two or More Races	393	609	216	55.0%
Total Minority	5,366	5,748	382	7.1%
White	21,118	20,857	-261	-1.2%
Other/Unknown	1,144	817	-327	-28.6%
Foreign	1,351	1,438	87	6.4%
Total enrollment	28,979	28,860	-119	-0.4%

Share of Total Campus Enrollment	2010	2011
Hispanic/Latino	3.3%	3.8%
African American	9.6%	9.9%
Amer Ind/Alaska Native	0.2%	0.2%
Asian American	3.9%	3.9%
Nat. Haw./Pac. Islnd.	0.1%	0.1%
Two or More Races	1.4%	2.1%
Total Minority	18.5%	19.9%
White	72.9%	72.3%
Other/Unknown	3.9%	2.8%
Foreign	4.7%	5.0%
Total	100.0%	100.0%

Admissions Census

IUPUI (IN only)

[Return to overall view](#)

Applicants Through Fall Census (09/02/2009, 08/30/2010 and 08/29/2011)

	Applicants ⁵					Admits ⁵					Enrolled ¹				
	2009	2010	2011	1 Yr. % Chg	2 Yr. % Chg	2009	2010	2011	1 Yr. % Chg	2 Yr. % Chg	2009	2010	2011	1 Yr. % Chg	2 Yr. % Chg
Beginners	9,105	11,176	9,618	-13.9%	5.6%	5,956	7,017	6,596	-6.0%	10.7%	2,699	2,604	2,763	6.1%	2.4%
First-Degree External Transfers	3,361	3,661	3,941	7.6%	17.3%	2,185	2,295	2,524	10.0%	15.5%	1,362	1,482	1,642	10.8%	20.6%
Total	12,466	14,837	13,559	-8.6%	8.8%	8,141	9,312	9,120	-2.1%	12.0%	4,061	4,086	4,405	7.8%	8.5%

	Applicants ⁵					Admits ⁵					Enrolled ¹				
	2009	2010	2011	1 Yr. % Chg	2 Yr. % Chg	2009	2010	2011	1 Yr. % Chg	2 Yr. % Chg	2009	2010	2011	1 Yr. % Chg	2 Yr. % Chg
Conv. SAT/ACT															
1300+	333	463	422	-8.9%	26.7%	303	425	395	-7.1%	30.4%	100	133	148	11.3%	48.0%
1100-1290	1,720	2,130	1,855	-12.9%	7.8%	1,510	1,827	1,677	-8.2%	11.1%	625	588	626	6.5%	0.2%
1000-1090	1,680	1,976	1,593	-19.4%	-5.2%	1,376	1,604	1,400	-12.7%	1.7%	591	547	560	2.4%	-5.2%
<1000	4,135	4,982	4,382	-12.0%	6.0%	2,451	2,869	2,839	-1.0%	15.8%	1,176	1,190	1,256	5.5%	6.8%
No Score	1,237	1,625	1,366	-15.9%	10.4%	316	292	285	-2.4%	-9.8%	207	146	173	18.5%	-16.4%
In-State ³															
1300+	277	399	294	-26.3%	6.1%	256	369	285	-22.8%	11.3%	95	119	123	3.4%	29.5%
1100-1290	1,543	1,956	1,596	-18.4%	3.4%	1,365	1,681	1,458	-13.3%	6.8%	587	549	591	7.7%	0.7%
1000-1090	1,555	1,852	1,458	-21.3%	-6.2%	1,283	1,514	1,288	-14.9%	0.4%	574	525	538	2.5%	-6.3%
<1000	3,900	4,737	4,034	-14.8%	3.4%	2,331	2,736	2,645	-3.3%	13.5%	1,146	1,149	1,218	6.0%	6.3%
No Score	846	1,283	923	-28.1%	9.1%	181	185	153	-17.3%	-15.5%	130	96	94	-2.1%	-27.7%
Out-of-State ³															
1300+	56	64	128	100.0%	128.6%	47	56	110	96.4%	134.0%	5	14	25	78.6%	400.0%
1100-1290	177	174	259	48.9%	46.3%	145	146	219	50.0%	51.0%	38	39	35	-10.3%	-7.9%
1000-1090	125	124	135	8.9%	8.0%	93	90	112	24.4%	20.4%	17	22	22	0.0%	29.4%
<1000	235	245	348	42.0%	48.1%	120	133	194	45.9%	61.7%	30	41	38	-7.3%	26.7%
No Score	391	342	443	29.5%	13.3%	135	107	132	23.4%	-2.2%	77	50	79	58.0%	2.6%

	Applicants ⁵					Admits ⁵					Enrolled ¹				
	2009	2010	2011	1 Yr. % Chg	2 Yr. % Chg	2009	2010	2011	1 Yr. % Chg	2 Yr. % Chg	2009	2010	2011	1 Yr. % Chg	2 Yr. % Chg
Residency ³															
In-State	8,121	10,227	8,305	-18.8%	2.3%	5,416	6,485	5,829	-10.1%	7.6%	2,532	2,438	2,564	5.2%	1.3%
Out-of-State	984	949	1,313	38.4%	33.4%	540	532	767	44.2%	42.0%	167	166	199	19.9%	19.2%
Sex															
Male	3,721	4,501	3,929	-12.7%	5.6%	2,235	2,678	2,539	-5.2%	13.6%	1,095	1,080	1,169	8.2%	6.8%
Female	5,380	6,674	5,689	-14.8%	5.7%	3,721	4,338	4,057	-6.5%	9.0%	1,604	1,524	1,594	4.6%	-0.6%
Race/Ethnicity ⁴															
Hispanic/Latino	374	673	655	-2.7%	75.1%	237	369	453	22.8%	91.1%	98	107	172	60.7%	75.5%
Afr.-Amer.	1,205	1,575	1,579	0.3%	31.0%	536	678	742	9.4%	38.4%	233	283	318	12.4%	36.5%
Am. Indian	36	17	11	-35.3%	-69.4%	24	2	5	150.0%	-79.2%	9	1	2	100.0%	-77.8%
Asian	280	276	241	-12.7%	-13.9%	209	213	198	-7.0%	-5.3%	96	88	86	-2.3%	-10.4%
Hawaiian/Pac. Isl.	7	10	6	-40.0%	-14.3%	5	7	3	-57.1%	-40.0%	2	3	1	-66.7%	-50.0%
2 or More Races	10	420	410	-2.4%		6	236	292	23.7%		2	102	118	15.7%	
Total US Students of Color	1,912	2,971	2,902	-2.3%	51.8%	1,017	1,505	1,693	12.5%	66.5%	440	584	697	19.3%	58.4%
US White	6,455	7,749	6,173	-20.3%	-4.4%	4,579	5,277	4,624	-12.4%	1.0%	2,099	1,926	1,948	1.1%	-7.2%
Other/Unknown	294	101	58	-42.6%	-80.3%	167	58	43	-25.9%	-74.3%	78	24	22	-8.3%	-71.8%
International	444	355	485	36.6%	9.2%	193	177	236	33.3%	22.3%	82	70	96	37.1%	17.1%
Indiana HS Diploma Type															
Acad. Honors ²	3,601	4,459	3,567	-20.0%	-0.9%	3,404	4,024	3,372	-16.2%	-0.9%	1,419	1,280	1,356	5.9%	-4.4%
Core 40 Technical ²	1	23	26	13.0%		1	16	12	-25.0%		0	6	5	-16.7%	
Core 40 ²	3,687	4,892	3,800	-22.3%	3.1%	1,774	2,266	2,243	-1.0%	26.4%	949	1,033	1,069	3.5%	12.6%
GED ²	105	147	124	-15.6%	18.1%	61	56	47	-16.1%	-23.0%	46	34	30	-11.8%	-34.8%

Summary of the Expansion of IU's Enterprise-wide CRM Solution for Recruitment

Enrollment Management Steering Committee

Presented by Chris J. Foley, Director of Undergraduate Admissions

September 16, 2011

Project Overview

In January 2009, IUPUI implemented a CRM solution for undergraduate recruitment. This solution, CMC's Talisma product, is called uTalk within the IU community and has been adopted as the system-wide solution for IU with a scope that has been expanded to include graduate students, currently enrolled students, alumni and donors. As a result of this system-wide adoption, considerable functional, policy and organizational challenges needed to be addressed. In summer 2011, IU East was brought up in the new system and additional functionality was brought on line.

Since the initial implementation, the Office of Undergraduate Admissions has taken a leadership role in this expansion and implementation. Our goals for 2011-12 include:

- The roll-out of uTalk to departments across IUPUI.
- The implementation of "events" functionality to schedule campus visit programming.
- The implementation of tele-campaigning functionality.
- The implementation of personalized channels (also called VIP pages).

IUPUI Units Interested in Implementing uTalk for 2011-12

- Business
- Engineering and Technology
- Honors College
- Informatics
- Science
- Student Scholarships

Action Taken to Date to Support Campus-wide Roll-out

1. Addition of CRM Business Analyst to manage the roll-out and training on uTalk (Teresa Velasquez joined staff on Aug. 29th).
2. Creation of "leads" for Engineering & Technology and Business prospects.
3. To set up the technical underpinnings for bringing on new units and users as well as identify opportunities for quick wins and/or where further consultation on goals/objectives, the above departments have been asked to supply the following information by September 16th:
 - Marketing and enrollment goals and expectations on how CRM will assist in accomplishing those goals.
 - Confirmation of the Program/Plan codes associated with their area.
 - Identification of associates who will fill the required roles to utilize CRM in their area.
 - Not only for account creation/security but to raise awareness of the local roles and tasks required.
 - Prioritization of interest in specific CRM services currently available, as well as those services available at a future date.

Next Steps

1. Set up programs as teams in uTalk and populate their leads in the system.
2. Assign security for the users designated.
3. For teams that want campaigning, establish an email alias for use with mailings.
4. Train teams on CRM Basics, Email Response, Campaigning, and Front Line use.
5. Other services such as telethons, event processing, etc. will be implemented as we implement these services.
6. Establish a campus users group with USSS and Enrollment Services.