Activities to Enhance Fall 2006 Enrollment

Members of the Enrollment Management Council were asked to provide a summary of their activities to enhance Fall 2006 enrollments.

Dental School

The IUSD DDS program follows a highly effective policy; we register our students ourselves, which gives us a 100% effectiveness both with the admitted students and with the continuing students. Dental Hygiene and Dental Assisting provide their students with a list of classes for which they must register and a deadline to register. Thus far, it seems to be working fine.

Education

The School of Education, in conjunction with the School of Science, obtained a half-million-dollar NSF grant to provide scholarship to math and science majors in the Transition to Teaching Program. Extensive recruitment activities were conducted as a result of this grant. Some of the activities were:

1. A recruitment brochure for NSF Noyce Program was sent to IUPUI math and science alumni from the last two years.
2. Recruitment fliers were shared with the IUPUI Biology Club at their meeting October 2005.
3. A meeting is currently being planned for this fall for current math and science majors to encourage them to pursue a teaching certificate along with their science major.
4. Help session were conducted by science and education faulty during the spring to provide support for students passing the PRAXIS II exams

Ten students receiving the scholarship enrolled in the secondary Transition to Teaching program for fall 2006. Two additional students, who declined the scholarship, enrolled in the program also for the fall.

Funding has been obtained from the institution to support a center for mathematics and science (UCASE) with the goal of recruiting a highly-qualified, diverse cohort of candidates in math and science education.

The student support staff members have worked to strengthen their outreach to entering freshmen through group orientations and one-on-one advising.

Engineering Technology

1. The Dean’s office held weekly meetings along with Department Chairs and appropriate staff to review the progress in registration.
   a. Departments took the lead in contacting students.
   b. Almost all classes that had wait lists were able to accommodate the additional students
2. The Dean’s office sent out emails twice during the summer to students that were registered in the spring but not in the fall.
3. The Dean’s office sent a postcard to students that were not registered (this was sent after July 17 – when the due date for payments changed) Sample of postcard available by visiting http://registrar.iupui.edu/emc/communication/

4. The Dean’s office sent out an email to students registered the previous fall, but not the spring.

5. After the start of the semester we again asked departments to review the list of students that had not registered for the fall. We are still evaluating that information

Health and Rehabilitation Sciences

All students accepted into School of Health and Rehabilitation Sciences programs for fall 2006 enrolled and began their respective programs.

Herron School of Art and Design

Recruitment

- Visited 18 schools with new PowerPoint presentation
- Met with approx. 80 prospective students/parents
- Sent email reminders and ads to prospects as well as mailers and postcards
- Gave tours of the building to about 15 schools
- Hosted the Scholastic Art Awards for central Indiana University
- Participated in 8 National Portfolio Days, adding Milwaukee as a new location
- Hosted Indiana’s National Portfolio Day
- Herron vendor tables at Art Education Association of Indiana and National Art Education Association
- Developed and added a “request more information” data form with a link from Herron’s home Web page and generated about 2000 prospects over the year
- Established a scholarship specifically aimed at recruiting out-of-state students
- Started Herron House, a new on-campus housing option just for Herron students. Used Herron House as a part of the total recruitment package for prospects.
- Participated in JagDays and Campus Career Day
- Hosted a Herron Open House in the spring
- Called high-achieving students after they had been admitted to Herron to encourage them to visit
- Worked with Enrollment Services offices to ensure that they had all updated Herron materials to distribute throughout the year

Retention

Herron School of Art and Design is committed to student success and retention. Herron does this in the following ways:

- first year seminars X101/X102
- excellent advising
- excellent instructors
- scholarship opportunities (Honor and Awards)
- Herron House on-campus residential learning community
- excellent art research library
- study abroad programs
- IUPUI National Student Exchange Program (national and international) this is a new program
- new classes
- volunteer opportunities (keeps students involved)
- school trips (Chicago)
- bi-weekly newsletter (inform students of upcoming exhibits, registration, scholarship opportunities, workshops, building hours, ect...)
- established the Center for Art, Design and Public Life where Herron can support and formalize student and faculty activities with community partners
- visiting artist lecture series (helps motivate and inspire our art students)

**Informatics**
Activities reported in accompanying school summary document.

**Kelley School of Business**

**Online Business Foundations Certificate**
Have redesigned this certificate so that it is now offered completely online. We will be heavily marketing this to the Central Indiana Business Community.

**Undergraduate Program**
This year we have 2 areas where we are going to focus time and resources:

1. IVY Tech transfer students – We are developing a brochure for Ivy Tech students who wish to pursue a 4yr business degree with us, in addition we are writing an E-newsletter to interested Ivy Tech students. The newsletter will go out once a semester. The goal of the newsletter is to help dispel the feelings at Ivy Tech that Kelley does not want them or that it is too difficult to get into Kelley. I’ve also met with Kathleen Lally about Kelley Days at Ivy Tech and Ivy Tech days at Kelley.

2. We are concerned about the drop in our non-traditional students. As you know we are up against a lot of competing educational programs offering quicker and easier business degrees. We think there is still a strong market for the non-traditional students, in fact in the past they have been our best students. In looking at what we have to offer, we think we can package our Accounting Major in such a way as to attract these students.

**Evening MBA**
For the Evening MBA Program there are 3 areas we are focusing on:

1. Enterprise Experiences – this is a new approach to providing connections between the MBA students and high-growth industries. We are tapping into the Central Indiana Business Community’s Presidents and CEOs.

2. Main Street Initiative – we are working with the Central Indiana Chamber of Commerce in providing educational opportunities to Central Indiana’s Small/Medium sized business (less than 100 employees). In addition to raising awareness about the Kelley School we hope to use this as a recruiting tool for the Evening MBA program. Over 50% of all of our MBA students are employed with a small/medium sized business.

3. Joint Degree Programs – currently I think we are one of only a very few MBA programs that offer the kinds and number of joint degrees that we have available: MD/MBA with the IU School of Medicine, JD/MBA with the IU Indianapolis School of Law, MBA/MS with Purdue’s IUPUI School of Engineering and Technology, MBA/MS with Purdue’s IUPUI School of Science, and MBA/MHA with IU’s School of Public and Environmental Affairs. In the works and close to approval is a joint degree with Herron. This joint degree in design and business will be one of only 3 in the country. To recruit for these programs we need to work with the partnering school. Students don’t start the MBA and then want to get into Medical School or Engineering, etc.

**Master of Professional Accountancy**
This year we are using our marketing resources on partnering with the Indiana CPA Society in sponsoring a number of their events. One area that is under discussion is the recruiting of
international students to this program. We have a very high % of international students in the MPA program and the word-of-mouth is spreading.

School of Liberal Arts Retention/Enrollment Efforts

Current Students
1. Monthly email notice sent to students eligible to register but not yet registered.

The following notice was sent to students on a monthly basis in April, May, June, July, and August:

Dear Liberal Arts Student,

If you haven't had time yet to register for classes for the fall semester, please do so soon! We're trying to figure out why students are delaying registration. If there are problems, we want to help you find answers. Some classes are already full and others are in danger of being cancelled due to low enrollments, so we really need to be sure that current students are registered for the courses they need.

Your name appeared on a list of students eligible to register but not yet registered. If you've registered in the past couple of days, you are receiving this in error.

This won't get you into any trouble - and it will prevent our office and your department from pester you during the next month by email, phone or letter.

If you haven't registered and are willing to let us know why, please forward this message to LIBARSVP@iupui.edu and fill in your answers below.

_____ I've registered in the past couple of days.

Reasons why I haven't yet registered for the summer and fall:

__ Too busy - no time yet
__ I've been meaning to and just haven't gotten around to it
__ Waiting to see how I do in my current classes to figure out what to sign up for next
__ Haven't yet met with my academic advisor and I always talk with him/her before I register
__ Haven't yet met with my academic advisor and I don't know who that is - HELP!
__ Can't figure out what I still need to graduate
(if this is it, CONTACT Student Affairs and we'll help!)
__ Nobody told me I could register yet
__ I haven't figured out how to register in OneStart (we can help!)
__ I need help with OneStart (we can help!)
__ Money issues - not sure about financial aid, scholarships, employer payments, other
__ Money issues - current hold by the bursar's office on my account (we can try to help)
__ Money issues - current hold by the financial aid office on my account (we can try to help)  
__ Money issues - current hold for an academic reason on my account (we can try to help)  
__ Money issues - I don't register until late so that I can pay later  
__ Work schedule uncertain - can't register until it is straightened out  
__ Personal issues - my life is a mess and I don't know where to turn next (we can try to help)  
__ I need to change my major to another school at IUPUI and I haven't met with that advisor yet  
My new school will be ______________________  
__ I won't be attending IUPUI this fall because I'm transferring to  
____________________  
__ I won't be attending IUPUI this fall because ______________________  
__ Other. Please describe.

If you want us to contact you, be sure to let us know the best way to reach you - phone, email, personal appointment.

Thanks for helping us understand why you appeared as unregistered.

We received 20-50 responses each month; a total of almost 250.

The primary reason self-reported early in the process was “haven't had time yet to register,” followed by “haven't met with my advisor/do not know who my advisor is.” (we followed up with information about advisors).

By June and through the remainder of the season, most of the responses indicated issues related to money and personal issues. At least thirty responses related to “life is a mess”; we were able to refer students to services and resources (most of these involved issues with financial aid questions and personal finances/work situations; others were life circumstances). 15 students responded with information about programs/schools that they were transferring to.

2. Posted notices on general student listserv for majors
Throughout the registration period and during open registration, we posted announcements about registration. Such notices encouraged students to meet with academic advisors, highlighted course offerings, and published deadlines. We reminded students of electronic billing/"no paper bills.” We know that many students do not read their IUPUI email (more than 120 of our majors have addresses that 'bounce back'). However, for others this is still a good means of connecting. We send one or two multipart, text only messages each week with announcements and instructions. We receive 10-20 active responses to each posting.

3. Distributed “not yet registered” list to departments in April, June and July.
The “not yet registered” list for each department’s majors was distributed to the department chair, the Lead Academic Advisor, and the staff member for the department. Departments were encouraged to contact the students directly via email or mail. A number of departments did contact students; some made announcements in classes reminding students to register.
New Admits -
1. Changes in Orientation – more dates offered; more direct contact

We scheduled more than twice the number of Orientation sessions during summer 2006 than summer 2005 (essentially held Orientation each week during the summer) to make more options available to students.

We included with our admissions letter a colored flyer with information about Orientation, placement tests and activating their computer accounts. We revised the flyer early in the season to differentiate between freshmen and transfer students.

We e-mailed new admits monthly in May, June, and July to encourage them to sign up for Orientation.

We phoned all new admits who were not registered for Orientation in May and again in July (thanks to a work study student and a graduate practicum student).

Results: 158 students went through regular Orientation compared to 89 in the previous year. 39 additional students made special Orientation appointments
Total: 197 students through Orientation

We believe that this dramatic increase was in large part because of the additional mailings and phone calls. We are trying to identify another practicum student to assist with this process this summer.

We changed (and will change again this year) the materials we use for Orientation. We invited faculty advisors to be available for Orientation. We used some current students in Orientation and want to grow this option for 2007. One result has been a dramatic increase in drop-in new students for Student Affairs office this fall.

2. New Admits Offered Institutional Scholarships – personal contacts

New admits offered institutional scholarships were contacted as above and also were mailed congratulatory letters (example below). We also sent letters reminding them that we looked forward to seeing them at Scholars/Honors Orientations prior to those events. We also called these students at least once prior to their Orientation. (We know we met many more freshman scholars than in past years.)

----------------------------------------------
Dear xxxx ,

I would like to congratulate you on your admission to IUPUI and the IU School of Liberal Arts. We look forward to welcoming you to our family of outstanding scholars. The IUPUI Office of Student Scholarships has informed us that you have been selected to receive the **Dean of Faculties Scholarship (insert appropriate scholarship)**. Congratulations! We certainly hope that you will accept this honor as you begin your studies with us by replying to the Office of Student Scholarships before **May 1st, 2006**. If you need assistance with this process please let us know.

As you study (insert major) and other courses for your degree you will experience both success and challenges, academically and otherwise. The School of Liberal Arts prides itself on working with our students to ensure success and I encourage you to contact our office frequently so that we may provide information, resources, and support.

There are two upcoming opportunities to visit IUPUI and meet faculty and students. On **Sunday, March 5**, join us for Campus Day (details available at [http://enroll.iupui.edu/campus_day/](http://enroll.iupui.edu/campus_day/) ) – an open-house with special information sessions for Liberal Arts students. And on **Friday, March 31**, Liberal Arts will host a day-long “JagDays” event. JagDays is an opportunity for prospective
and new students to meet with our faculty and students in a small group during the morning and to participate in campus tours, admissions and financial aid discussions in the afternoon (details at https://www.iupui.edu/~jagdays/).

The School of Liberal Arts celebrates our scholars and we look forward to adding you to the celebration. Once enrolled, students have additional scholarship opportunities (refer to http://db.liberalarts.iupui.edu/scholarships/main.asp). Again, we congratulate you on your acceptance to IUPUI and the IU School of Liberal Arts, as well as your achievements thus far in your academic career at Lawrence North High School. We look forward to meeting you and getting to know you.

If you have questions, please contact Amy Jones, our Scholarship Coordinator, at (317) 274-2465 or aajones@iupui.edu.

Sincerely,

Richard E Ward
Associate Dean of Students

3. Offered 2 Week Bridge Program and two Themed Learning Communities
We offered a two week freshman Bridge program and an additional two themed learning communities in an effort to get more freshmen actively engaged with their school early in their IUPUI experience. Enrollment in all three was strong this fall and we will offer both opportunities again next year. We have changed our Orientation materials so that students more clearly know that we expect them to register in one of these options.

Prospective Students

1. Letter and brochure mailed to prospective students
Each time we receive a list of prospective students, we send a letter with a brochure about the major they have demonstrated interest in. We also distribute the list to the departments and most departments send a letter with more detailed information about their degree offerings and web-resources. Sample letter below:

Dear «First»,

We are delighted that you’re interested in majoring in the liberal arts. The School of Liberal Arts has departmental majors in the humanities and social sciences, and there also are many minors and certificate programs. In addition, we have one of the largest internship programs in the state that provides access to employment opportunities while studying.

Our small classes and outstanding faculty provide the best kind of learning environment. Our faculty’s dedication to teaching and to our students has won them numerous teaching awards. And students continually give the highest ranking to their classroom experience within liberal arts. Most of our faculty also participates in primary research that offers our undergraduate and graduate students the chance to be a part of groundbreaking knowledge.

Our student clubs and organizations make the campus a welcoming place to study as well as meet other students and faculty.

IUPUI is the most comprehensive university in Indiana, offering more degrees and professional school opportunities than any other university in the state. We offer both Indiana University degrees as well as Purdue University degrees.
In a week or so, the chair of that department will contact you and invite you to meet with
them or a departmental advisor. In the meantime if you have any questions, please call
the School of Liberal Art's Student Affairs Office (317-274-3976). The staff will be glad to
answer your questions.

I am delighted that you are interested in The School of Liberal Arts, and please contact
our office if we can be of assistance.

Sincerely yours,
Robert W. White
Dean

2. Invitations to Campus Day, JagDays
Prior to each Jag Days and Campus Day, we mailed postcards to prospective students. We also
sent email invitation to those students with email addresses. For Campus Day, we included a list
of the special sessions that were to be offered for Liberal Arts majors.

3. Presentations to middle-school, high-school, community, and business groups
We continue to work with the Middle-School Outreach and Campus Visits offices to provide
sessions to groups who come to campus. Last year, we also gave presentations for a church
youth group and on-site at an auto factory to talk with employees who are returning to college.
We will try to reach out to more of these groups in the future because we found that each event
has led to at least one solid prospect.

4. Special Events hosted by our departments
We are working more closely with our departments so that events hosted at IUPUI or by the
department (e.g. Geography Bee, History Day) are also actively recruitment events by providing
brochures and materials about IUPUI and our school's offerings at the event.

We are also exploring opportunities to participate in summer programs at IUPUI, e.g. through the
Athletics summer camps.

Medicine
About 85% of the undergraduate students in the School of Medicine are admitted to the
professional program and their enrollment is monitored at both the program/school level. We
don't really mandate enrollments by a certain date as long as they are enrolled by the start of
classes. Some of the students that show up on the not yet enrolled lists fall into this category.
Again, we closely monitor enrollment at the start of classes and unless a student has an
encumbrance they get enrolled by that date.

The remaining 15% of our students are made up of pre-professional students that have been
moved from UCOL or are second-degree students admitted directly to MED1 for advising
purposes. All of the professional students on the list are contacted by either phone or email. Our
efforts are on such a small scale that we are able to personally contact everybody.

This past year, we were notified twice to follow up on students not yet enrolled. The 5/22/06 list
had 62 students of which 11 students were of the pre-professional category. All of those students
were contacted. The second list is dated 6/19/06 and it included 50 students (7 pre-professional).
In the end, only three of these students did not end of enrolling. Two of those three applied for
admission, but were denied. One gained late admission to our Paramedic Science Program, one
other moved to the Health Admin. Program in SPEA and a third was denied admission but re-
enrolled to improve chances this year.
Again, our efforts are small scale, so I don’t think you can draw any conclusions except that personal contact works well.

Music

The School of Music at IUPUI has two graduate degree programs and an undergraduate Minor in Music. Undergraduate enrollments are in courses that serve the greater IUPUI student community with majors from other Schools. The Minor in Music program has maintained a steady increase in undergraduate students over the past few years. It is advertised through other IUPUI Schools, student recruitment fairs, open houses, and in general university publications that list academic programs. It is presented at display booths that the School of Music supports at conferences and through direct inquiries made by IUPUI and high school students to the School each semester.

The Master of Science in Music Technology degree program has also seen a steady increase in student enrollments over the past few years. Currently, there MSMT has over 60 students involved in its various phases. Although advertised in IUPUI degree program publications, advertisements in professional publications and at professional organizations’ conference display booths, it has been the School of Music’s website that has generated the most number of student inquiries and enrollments. One of the program’s greatest attractions has been its availability entirely on line. At least one half of all student enrollments in the MSMT program are students who participate in classes over the Internet. They have come from Europe, Asia, South America, around the United States, and throughout Indiana. There has also been a small number of international students from Canada, Europe, and Asia who have elected to come to campus to complete the degree over the past several years.

The Master of Science in Music Therapy degree program officially was launched in Spring of 2006. It is too early to determine the strength of enrollments or the best strategies for student recruitment. However, it has been advertised in professional music therapy publications, supported at display booths at music therapy and music education conferences by the School of Music, and at IUPUI recruitment events. It also appears in IUPUI publications that advertise degree programs. Although MS-Music Therapy students must be certified music therapists in order to be accepted to the program, they can become certified through an undergraduate equivalency curriculum that we offer. This alternative is already generating student enrollments.

Future initiatives for enhancing student enrollments include the implementation of a Bachelor of Science in Music Technology degree, which the School of Music program has already presented for consideration to the School of Music in Bloomington, and a PhD program in music technology. There are also plans to have an MBA degree with the Kelley School of Business, with a concentration in music business.

Nursing

Following are the events and activities promoting recruitment and retention in the IU School of Nursing from Spring Semester 2006 to present:

- Coordinated the Celebration of Nurses at the Children's Museum – involving current IUSON students as volunteers
- School of Nursing campus visits info sessions – focusing on junior and senior high school students
- Participated in JAG Days – promoting IUPUI and the School of Nursing in particular
- Sent letters to a select group of students admitted to the School of Nursing for Fall, 2006 inviting them to join the School of Nursing Honors Option Program
- Participated in the Summer Orientation sessions for newly admitted students interested in nursing
• Met with the newest cohort of Nursing Honors Option students welcoming them to the Program
• Attended the Reception for the incoming Bepko Scholars
• Planned a luncheon for the Honors Option students to meet faculty interested in mentoring them in the Program
• Emails and letters to students who sent test scores, indicating interest in nursing
• Held telephone information sessions and online chats with prospective graduate students
• Participated in spring Explore IUPUI
• Emailed and mailed letters to all pre-nursing students in UC
• Updated BSN planning guide
• Participated in a variety of recruiting events at hospitals and national and regional conferences
• Created a faculty-student mentoring program in which faculty mentor volunteers are matched with 10 incoming nursing students – started this fall
• Created a “Coaching for Success” early intervention program for students beginning to have academic trouble or personal problems that may negatively impact their academic success – started this fall

Physical Education/Tourism Convention Event Management
Both the PE and TCEM departments followed a very similar strategy. We called (if a telephone number was available) and emailed (those who had “good” email addresses) each student from the list that was provided us. As you know, we have been able to sustain a steady growth the last several semesters. I hope it is because of all our hard work in this area.

School of Science
Recruitment
The School of Science faculty sponsor and participate in a number of science fairs and mathematics contests each year. Specifically, the INTEL Science Fair and the IUPUI High School Mathematics Contest, brought IUPUI to the attention of high achieving prospective science students.

The SEAM Project (funded by the Lilly Endowment) provides professional development for high school teachers in the areas of mathematics, science, and English. The goal of this project is to create a seamless transition from high school to college. Specifically, increasing the number of students that go onto college and are well-prepared. Faculty in the School of Science are major participants in this project.

Coordinated faculty visits to 9 area middle and high schools to present talks about attending college, selecting science as a career, and selecting the School of Science at IUPUI.

Conducted multiple (~6) information sessions about science to minority groups visiting campus.

Participated in JAG Days, Campus Career Day, ISTEP Day, and other campus/community events – promoting IUPUI and the School of Science.

Working on course and program articulations with IVY Tech Community College.

Emails and letters were sent to prospective students identified by the Enrollment Center, who were interested in mathematics or science related degrees.
On a regular basis, Departments within the School were provided lists of admitted students to the School, but who had not scheduled or attended an orientation. Each Department took the responsibility to make contact with the admitted students to their respective departments.

Collaborated with the Honors Program to recruit scholar students by attending open house events, receptions, and calling prospective students interested in science.

Continued the Women in Science House, which provides on-campus housing (scholarships) at reduced rates for 30 women majoring in science.

Awarded merit scholarships to newly admitted science students.

Funding has been obtained from a CTE proposal to support a center for mathematics and science education in k-12 (UCASE) with the goal of recruiting a highly-qualified, diverse cohort of candidates to become high school math and science teachers.

The Associate Dean for Students and Outreach along with an Academic Advisor (part-time UC and part-time SoS) jointly conducted all of the orientation sessions (JAG 102) for first-time students. (This year, transfer students did not receive a welcome orientation by the Dean.) All of the in-coming students were advised by faculty advisors from the students’ respective department.

**Retention**

All first year freshmen in the School of Science are required to take SCI 1120: Windows on Science, a freshman experience course that introduces the students to the university, science, the scientific method, survival skills, etc.

Emails and letters were sent to pre-science majors in University College. These pre-science majors received the same JAG 102 session during orientation as science majors, in order to make the students feel connected to the school while completing their pre-requisites.

Reminder notices were sent to previously enrolled students who had not yet registered to date. The notice also asked students to mail back a card explaining any difficulties or reasons why they had not planned to return to IUPUI, if that was the case.

Hosted the A-Student Reception for students who received a grade of ‘A’ in their first science course.

Hosted the Science Students’ Awards Reception to honor science students at any level for outstanding achievement.

Awarded merit scholarships to continuing science students.

The Schools of Science and Education, obtained a half- million-dollar NSF grant to provide scholarship to math and science majors to become high school teachers in the Transition to Teaching Program. Some of the activities were: A recruitment brochure for NSF Noyce Program was sent to IUPUI math and science alumni from the last two years. Recruitment fliers were shared with the IUPUI Biology Club at their meeting October 2005. A meeting is currently being planned for this fall for current math and science majors to encourage them to pursue a teaching certificate along with their science major. Help sessions were conducted by science and education faulty during the spring to provide support for students passing the PRAXIS II exams. Ten students receiving the scholarship enrolled in the secondary Transition to Teaching program for fall 2006.
NEW STUDENT STRATEGIES
• Annual new student orientation on June 23rd (scheduled at beginning of summer to encourage early enrollment for Fall and to take summer prerequisites for fall courses)
• Upon program admission, suggested educational schedule composed for each student accompanied by individual advising session
• Student Services Coordinator meets individually with prospective students
• Recruitment letter sent to eligible University College students
• Recruitment letter sent to high school students indicating interest in social work (& invited to campus)
• Participation in Jag Day sessions providing BSW program overview
• Jag 102 sessions for new student orientation
• Ivy Tech articulation agreement; 2 + 2 program
• Distribution of marketing materials at conferences

CONTINUING STUDENT STRATEGIES
• File review for each Bachelor of Social Work student during summer
• Faculty advisors assigned to each student
• Student Services Coordinator provides advising and support to current BSW students to enhance students’ knowledge about course sequencing and promote follow-through with enrollment
• Junior and senior social work course rosters reviewed to ensure enrollment and alert need for individual follow-up
• Collaboration with faculty to assist with assessment regarding student drop/add concerns
• BSW program administration works closely to communicate student enrollment concerns
• Student Services Coordinator contacts individual students to address enrollment incongruities
• Stop-out policies allow students to easily resume academic plan
• Student Services provided ongoing course cap evaluation to ensure that students on waiting list were appropriately placed; accommodations made whenever possible
• Opened a new S371 Social Work Research section to encourage additional enrollment

GENERAL PROGRAM ADMINISTRATION STRATEGIES
• Numerous online course options
• Day and evening course options
• Rolling admissions process
• S141 Introduction to Social Work (admissions eligibility requirement) offered online to assist with intercampus and transfer student recruitment
• Website and downloadable application
• Student Recognition events & profiled on website
• Two Certificate programs to enhance degree and also to encourage credit hour enrollment from other majors
• Points of program and faculty distinctions featured on website

UPCOMING RECRUITMENT STRATEGIES
• Presentations at S141 Introduction to Social Work courses
• Participation at community events
• ISTEP Days
- Fall and Spring 06 Campus Days
- BSW Information Session on Nov. 2nd
- Speaking at IU Kokomo social work course
- Sixth Annual Mapping Education Towards Achievement-Hispanic Post-Secondary Awareness Seminar
- October 4th Career Exploration Day
- February display case in University College building
- Evaluating admissions outcomes to understand trends and effectiveness of recruitment strategies/priorities
- Assessing and improving student service information provided on website

**ASSESSMENT OF EFFECTIVENESS**
- Since 2004, there have been several unexpected transitions in the BSW Student Services Coordinator position, which is responsible for student recruitment, retention, and advising. With a newly hired Coordinator, the BSW Program anticipates enrollment numbers to stabilize and surpass our 2004 enrollment figures.

**MSW Program**
Currently at maximum enrollment capacity
- Geographical location of program; IUPUI is centrally located
- 1 of 2 MSW programs within Indiana (University of Southern Indiana is not in a conducive location)
- MSW is a marketable degree
- Inclusion of Title IV-E Program (Child Welfare partnership)
- Several program options from which to choose; conducive for working professionals
- Fall open house

**Ph.D. Program**
The current recruitment/enrollment strategies have proven to be effective. The program attracts an increasing number of international applicants. The target enrollment is 5 new full-time PhD students each fall.
- Collaboration with Office of International Affairs to ensure enrollment of international students meets full-time status requirements
- School faculty encourage Ph.D. program for MSW students indicating research and doctorate level education interests
- Recruitment at Council on Social Work Education (CSWE) and National Association of Social Work (NASW) conferences
- Distribution of brochures at conferences
- Quarterly ads in the NASW Indiana Newsletter

**School of Library and Information Science**

**Enrollment Promotion Efforts**
The IU School of Library and Information Science at Indianapolis is a graduate program offering the Masters in Library Science accredited by the American Library Association, and certification in teacher of library media accredited by NCATE and IDOE/PSB. [www.slis.iupui.edu](http://www.slis.iupui.edu)

**Credits Increase Over 70%**
Graduate credits have increased from just under 3,000 annually in 2001 to just over 5,000 credits annually in 2005. SLIS awarded 120 MLS degrees, the fourth highest number of master’s degrees on the IUPUI campus in 2005, and more MLS degrees than awarded at the Bloomington campus for that year.
The increase in annual credits over the past four years is primarily a result of an increase in course offerings, strategic scheduling for evenings and week ends, delivery of a regular cycle of interactive televised courses to IU campuses at Fort Wayne, South Bend, New Albany, and Gary, and development of ten online course offerings. This growth is illustrated on the attached graph showing the result from 2000 to 2006.

**New SLIS Dual Programs**

Over the past 18 months, several new programs have been approved. Each has potential to add to the graduate student population, however recruitment results may not be known for another two to three years.

Path A: Dual programs between SLIS and the following units may increase the number of credits close to this path through 2010:

- dual masters with history
- dual masters with philanthropic studies
- dual masters with law
- dual masters with health informatics
- dual certificate for nonprofit management with SPEA

Path B: Should these dual programs not attract additional students, it is likely the enrollment for SLIS at Indianapolis will flatten and remain so without growth over the next five years.

**Online Course Initiatives**

Path C: A new online initiative is now in place to provide the full certification for teacher of library media. The 27-credit graduate program is specifically designed for successful classroom teachers who have proven team teaching and technology application experiences. About a dozen have entered this program as residences of Indiana, but this does not add to the overall population base for the School. Path C, an increase of credits reaching 7,000 annually by 2010, is not likely until the IU Trustees approve differential fee structures that will allow the online program to be competitive out of state.

**Undergraduate Course Options**

Beginning the Summer of 2006, SLIS opened three undergraduate courses designed to provide an entry level V public librarianship path in Indiana connecting with a new associate’s certificate for library tech assistant at Ivy Tech. About 30 undergraduate students are now enrolled in the Ivy Tech program. A total of 60 credits are completed at Ivy Tech and nine credits at the 300 level can be completed from SLIS at IUPUI to meet the state basic requirements. Three students entered the SLIS courses this summer. Projected growth is ten additional students annually. SLIS is also exploring the potential for development of an online undergraduate minor in information literacy. Combined with selected communication or journalism courses, this undergraduate minor could generate up to forty new undergraduates for SLIS annually. Total impact on SLIS credits, if such undergrad programs are successfully implemented, may range from 100 to 400 credits annually.

**Promotion Activities**

SLIS has developed marketing materials for the dual degree programs and for the new online Blue Ribbon Teacher of Library Media Certification. These materials have been distributed extensively to school, public and academic libraries across Indiana and the four adjacent states over the past year. Advertising has been placed in several state library newsletters, including *FOCUS* published by the Indiana Library Federation. SLIS also posts regularly over statewide listservs concerning course offerings and new programs. In general, the IU program at Indianapolis is widely known and respected in Indiana. The MLS (with programs at Bloomington
and Indianapolis) is the only ALA-accredited master’s program in the state. Frequent press releases concerning SLIS IUPUI faculty and student achievements are distributed about every six months.  
http://www.slis.iupui.edu/news.html

This past spring, SLIS developed the content for a special issue of *Insight* that will serve as a guide to central Indiana library resources and the School’s educational options over the next couple of years. Since July 2006 over 5,000 copies of the magazine have been distributed in Indiana and more will be distributed out of state during the coming year.

**Minority Student Recruitment**

The percentage of minority students in SLIS has increased from 3% in 2000 to 7% in 2006. The number of minority students has more than doubled as the overall population of SLIS students has also grown. The School’s projected goal is at least 10% of the SLIS population will be composed of minority students by 2008. Discussions are planned between SLIS and the IUPUI University Library to determine methods to recruit more minority students who will come to IUPUI to attend SLIS while also working as graduate assistants in the University Library. One target audience will be library assistants at predominately Black undergraduate colleges.

**School of Public and Environmental Affairs**

New Students:
- For each name we get from the Enrollment Center (SAT, ACT, inquiries, etc.), those prospects get a personal letter tailored to their academic interest, and signed by the appropriate program director. In these letters, we invite them to upcoming campus recruitment events and also to visit a SPEA class. I’ve attached one example of the letters we send.
- I meet with students who are visiting campus and are interested in a SPEA major. I normally meet with 5 students each month.
- When informed of scholarship offers extended, we send a personal letter to those students.
- In November, I will have a new recruitment CD to send to local high school social studies and science teachers. This CD will also be distributed to the counselors during their November campus visit. I will develop a newsletter to send with the CD.

Current Students:
- The month before priority registration each semester, our staff visits select SPEA classes to talk with them about the School and promote the interesting classes offered the next semester.
- We utilize our graduate and undergraduate student listservs to remind students of registration deadlines and to promote interesting classes.
- Once the first lists of unregistered students are generated, I email each of these students individually. As the weeks go on, we send letters and make phone calls to these unregistered students. Due to my August wedding, I was unable to make these calls for the fall.

**University College**

**Recruitment**

In reviewing the comments section of our weekly reports that we sent out over the summer, I was able to identify several initiatives.

1. Week 4 – June 26 – An email was sent to students in hope that they would call to make a reservation and/or let us know what they are doing for their enrollment.
2. Week 5 – July 5 – Proactive phone calls began in efforts to contact these students over the next month.
3. Week 6 – July 8 – That Thursday, letters were sent out to all students who had not yet made a reservation.
4. Week 8 – July 24 – A 2nd email was sent to these students in the hope that they would let us know what they are doing regarding their enrollment.

Retention

May 29  Sent e-mail to all students not yet registered
• Saw no increase in enrollment the next week

June 20  Sent a letter to all students not yet registered
• Saw a 3% increase in enrollment the next week– largest jump of the summer

Note: The week of July 4 was the largest jump in enrollment for both fall 2005 and fall 2006; don’t know if this is a result of our efforts or a point in time at which students really start thinking more seriously about fall enrollment

July 17  Made phone calls to all students not yet registered
• Saw 1% increase in enrollment over the next two weeks (length of time we were making calls)

UNIVERSITY COLLEGE
FALL 2006 ENROLLMENT TRACKING

<table>
<thead>
<tr>
<th>WEEK</th>
<th>FROSH</th>
<th>SOPH</th>
<th>JUNIOR</th>
<th>SENIOR</th>
<th>TOTAL</th>
<th>COMMENTS</th>
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<td>-12.10%</td>
<td>-5.30%</td>
<td>-9.90%</td>
<td>Phone calls to NYR</td>
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Here are just a few of the proactive steps we have taken to increase enrollment and retention.

- Held individual FAFSA sessions on the IUPUI campus in January and February. We announced the sessions through emails to continuing students and letters to new incoming students.

- Sent a welcome letter to all new admits weekly introducing the office to them, encouraging them to apply for financial aid and advised the students how they will receive information from us (email) and to check that.

- Completed freshmen packaging in the middle of March, earlier than the previous year by about a week.  *We may have gotten our letters out the same time IUB did, I don't have my stats folder at home.*

- Sent a variety of targeted communications to students throughout the summer to let students know about missing items and to encourage them to complete the FAFSA. This included a calling campaign to the freshmen. For students who were denied aid due to satisfactory academic progress issues, we communicated with each student and explained the appeal process and sent an appeal form to them.

- We completed the SAP training for the academic units.

- We identified students who had a past due balance and sent them communications to let them know we can possibly help them with loans so they can re-enroll for the fall.

- We contacted students who are eligible for state grants (must be full time) and were not enrolled full time for fall to let them know they could receive additional funding if they enrolled in additional hours. Last year we saw a 50% increase of those students taking a full load - I am not sure what the numbers are from this year yet.

- Participated in the two-day housing move in days. We staffed a table and individually counseled students. We had notified the students and their parents ahead of time that we would be there to help them with their financial aid questions prior to the date.

- We worked all summer to ensure that the financial aid was disbursed in a timely manner. During the first week of classes we never had a line of students that was longer than 15-20 students, and the wait time was never more than 15-20 minutes. I believe all of our proactive efforts through the summer resulted in a very smooth fall start.

- According to Greentree Gazette, in 2004-2005 (the latest year for which data are available), IUPUI had a total of 36,344 loans processed for an amount total of $200,205,104 and ranked 17th in the top 100 FFELP schools. (IU Bloomington was ranked 16th with a total of 36,585 loans processed for an amount total of $200,983,264.)
Office of International Affairs

Newly admitted students

A follow-up congratulatory message was sent to all undergraduate & graduate international student admits within a few days of notification of the admission decision, offering housing and arrival assistance.

Measure of effectiveness: Provided arrival services to 99 students, up 300% from prior years, conducted survey of new students

International student incentive scholarship & visa fee voucher programs. Program review to compare enrollment yields for first two years of program in progress.

Continuing students

- Reminders are sent to all students at the start of each semester regarding full-time enrollment requirement & process for exceptions.
- Individual follow-up (e-mail, phone) over first several weeks of each semester with students not meeting enrollment requirements.
- International Student Grant program provides grants to students facing unanticipated financial need—students invited to apply each semester. Program has very high retention/graduation rates.

Other initiatives

- Establishing new system to track international students transferring out prior to graduation in order to identify & analyze transfer destinations/reasons/patterns.
- Beginning Fall 2006, proactive message sent to new students to explain registration holds and encourage students to address pro-actively. This will be done each semester.
- Regular communications throughout the year on matters pertaining to international student status: local address updates, mandatory health insurance program, travel procedures, application procedure for optional employment authorizations, student visa document extension reminders, etc.
- Employment Conference for international students (Spring)
- Tax Assistance Workshops (Spring)

Units with undergraduate programs not responding by 11 December 2006:

Journalism

12/11/06