Enrollment Management Council
October 25, 2013
Minutes

Minutes
- Minutes for past meetings are available by visiting http://registrar.iupui.edu/emc/emc-meetings.html.
- EMC Website http://registrar.iupui.edu/emc/

SAT Validity Report Gary Pike and Chris Foley
- Gary and Chris provided a summary of how we use information from the College Board and our own studies to identify the value of the SAT in predicting student performance. This review, in turn, is considered in setting our admissions criteria for future years. Among items presented:
  - The relative importance of curricular rigor, cumulative high school GPA, and SAT/ACT in making admission decisions
  - The Fall 2014 Admission standards, using a matrix of standardized test scores and high school GPA
  - Measures relating to first-year GPA and their relative importance
  - Predictive accuracy for different groups
    - Gender
    - Ethnicity
    - Students who speak English only or English and an additional language(s)
    - Full-time/part-time enrollment status
    - IUPUI students performed as well as predicted or better than predicted in 86.2% of the cases in this model
  - Our review has identified the need to examine the characteristics and college experiences of students with lower than predicted GPAs in greater detail. Given the staffing limitations and demands for other work for both IMIR and Admissions, conducting all the desired follow-up study is not possible, especially in areas of qualitative research. However, these are areas that may provide ideal topics for graduate students in need of a project. Schools interested in participating should contact Gary.
- Additional details are available in the full presentation which may be found by visiting http://registrar.iupui.edu/emc/council/meetings/2013-2014/College-Board-Study-Validity-of-SAT-Oct-2013.pptx

Knowing IUPUI Beginning Students (Class of 2017) Michele Hansen
- Michele provided a broad overview of characteristics, goals, preparation of our newest entering students. Among the highlights:
  - This is the largest incoming class of full-time beginners
  - The group is better prepared academically with 65% of our Indiana beginners entering with a Core 40 Academic Honors diploma (up from 59% last year)
  - More students are living on-campus than ever before
  - Students are attempting more credit hours. 51% of first-time, full-time beginners are taking 15 or more credits in their first semester. This is dramatically higher than 28% in 2012.
    - A follow-up study will be done to determine how many successfully completed their courses.
  - Many are first-generation students (35%)
1-in-5 of beginners are 21st Century Scholars

In response to a new survey at orientation, students:

- expect to be engaged in and outside the classroom
- are concerned about their ability to finance their college education
- are committed to earning degrees from IUPUI with 85 percent of students planning to complete their degrees in 4 years
- 63% still plan to work off campus, but fewer hours than in the past
- Students are excited by the IUPUI experience

Other items of note:

- Part of the reason for the drop in direct admits is that a number of IUPUI schools have raised their standards/requirements for admission. The decline is not due to the quality of entering students which is, in fact, higher.
- Recent changes in state financial aid regulations for 21st Century Scholars tied to meeting more strict progression standards will pose challenges for some of these students in keeping their state aid
- 73% of students place in remedial math
- 65% plan to commute less than 5 hours a week. This reflects the growing number of students who are living on or near the campus. In addition to creating the new spaces in the Tower this year, IUPUI still filled Park Place and still had 200 students on the waiting list. This shows that we are approximately 500 students beyond our on-campus housing capacity.

- Michele concluded her comments by referring to a recent on-campus talk by Shaun Harper in which he emphasized the importance of learning from the students who are doing well rather than focusing on those who are not

Additional details are available in the full presentation which may be found by visiting 

International Student Enrollment Jan Aycock

Fall 2013 International Enrollment Highlights

- Indianapolis has enrolled a record 1,816 international students for Fall 2013, up 230 heads (+14.5%) from last year. New international beginners were down slightly.
- For the first time, enrollment from India (423) has surpassed that from China (406). Saudi Arabia (355) remains the third largest sending country.
- International students now account for 6.3% of IUPUI’s total enrollment (Indianapolis only), up from 5.5% last year. Becky noted that IUPUI’s strategic goal is to have international students account for 8-9% of campus enrollment by 2020.
- We’ve experienced growth in short-term visitors as well: students who are with us 1-2 semesters. As these students return to their home countries and talk about their experience this helps with branding and may also result in the students returning to IUPUI for graduate enrollment.
- Our Spring new student enrollment numbers have been growing.
- Retention rates for internationals are very high—92% for beginners.

Cost of Attendance for International Students Jan Aycock

- The cost for international students to attend IUPUI is higher than the average U.S. institution. This poses challenges in recruiting.
How Average U.S. Costs compare with IUPUI’s

<table>
<thead>
<tr>
<th></th>
<th>Annual fees</th>
<th>Annual cost of living</th>
<th>Annual Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>IUPUI</td>
<td>$29,062</td>
<td>$15,336</td>
<td>$44,398</td>
</tr>
<tr>
<td>United States</td>
<td>$25,226</td>
<td>$10,479</td>
<td>$35,705</td>
</tr>
</tbody>
</table>

Source: Forbes, America’s Top Colleges

The following cost information for our peer institutions is a bit dated but is still relevant:

<table>
<thead>
<tr>
<th>INSTITUTION</th>
<th>Annual Tuition &amp; Fees*</th>
<th>2009 Intl Enrollment**</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Alabama at Birmingham</td>
<td>$14,556</td>
<td>854</td>
</tr>
<tr>
<td>University of South Florida</td>
<td>$14,990</td>
<td>1779</td>
</tr>
<tr>
<td>Wayne State University</td>
<td>$17,561</td>
<td>2368</td>
</tr>
<tr>
<td>SUNY University at Buffalo</td>
<td>$18,660</td>
<td>4911</td>
</tr>
<tr>
<td>University of New Mexico - Main Campus</td>
<td>$19,191</td>
<td>994</td>
</tr>
<tr>
<td>University of Utah</td>
<td>$19,194</td>
<td>2359</td>
</tr>
<tr>
<td>University of Louisville</td>
<td>$20,424</td>
<td>668</td>
</tr>
<tr>
<td>U of Colorado at Denver &amp; Health Sciences Ctr</td>
<td>$21,138</td>
<td>734</td>
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<tr>
<td>Virginia Commonwealth University</td>
<td>$21,949</td>
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<tr>
<td>Temple University</td>
<td>$22,832</td>
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<tr>
<td>University of Cincinnati-Main Campus</td>
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<tr>
<td>University of Illinois at Chicago</td>
<td>$25,854</td>
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</tr>
<tr>
<td>Indiana U - Purdue University at Indianapolis*</td>
<td>$26,956</td>
<td>1440</td>
</tr>
</tbody>
</table>

*Based on advertised Estimated Expenses for International Students; some data may not be comparable
**Institute of International Education, Open Doors Survey 2010

Compiled October 2011

- For more information, see this recent survey
  http://www.insidehighered.com/quicktakes/2013/08/19/what-international-students-pay-around-world
- See also chart below of in-state and out-of-state tuition for Indiana public institutions and how IUPUI’s tuition has changed between 1998-2013.

Announcements from the Chair

- Admission update
  - Spring 2013 - While comparable data for 2013 are not available, beginner applicants and admits are running slightly behind the same point for Spring 2012 (applicants: -29, -3.2%; admits -17, -6.6%). Remember that the total number of Spring beginners is much smaller than the Fall. Indianapolis had 3,415 enrolled beginners for Fall 2013 and only 261 for Spring 2013.
  - Fall 2014 - We are approaching 5,000 beginner applicants and 2,500 admits. This puts us ahead of last year by 10%, and processing of new applications is within 2-3 weeks.

- Evidence Based Credit Assessment
  - Among the areas of focus identified in the Strategic Planning Process is the need for expanding the availability of awarding credit for a student’s knowledge and skills earned through other than traditional college courses.
Upcoming Workshops

- Monday, December 2: 10:00 a.m. – 11:30 a.m., CE 309
  - New campus website review and discussion
  - Discussion of new online portfolio development course
  - Steps in looking through a portfolio to determine best credit

- Tuesday, December 3: 2:30 p.m. – 4:00 p.m., CE 309

CRM update

- Two CRM analysts hired – Sloane Thompson (April) and Teresa Velasquez (June)
  - Technology training and onboarding of these two staff people is well underway
  - Have created a 2013-14 Strategic Plan
  - Are liaising with and proactively participating in Lifetime Engagement and UITS CRM organizations providing insight on functional, technical, information, organization, and user experience needs not only for Talisma but also for CRM in general.
  - Identifying and escalating functional and technical issues experienced by existing Talisma users
  - Completed introductory/current state consultations with all Enrollment Services Offices, some academic units and additional administrative/student service offices; additional consultations with academic units are planned this fall
  - Participating in weekly meetings with ADM and REG super-users to advance CRM initiatives already underway and identify data needs and best practices for further rollout to administrative and academic units, to troubleshoot technology and data integrity issues, and to pilot new functionality
  - Some ES departments, academic schools and additional administrative/student service units are participating in CRM/Talisma Basics training this fall
    - Oct. 24 is the first official offering of UITS CRM/Talisma Basics training; the next session is on Nov. 13 in Bloomington; another session may be available at IUPUI in early Dec.
    - To register for training in the fall, contact Sloane or Teresa
  - Registering for Spring training will be available on UITS IT training web site
  - Requests for CRM access/accounts are made via OneStart and should be made in consultation with Sloane or Teresa so that users choose appropriate roles
  - Campaign training is expected to be available in Spring 2014

- Admissions has fully implemented the events module for all on-campus programming
  - Admissions is has also assisted with the following departments to implement communication streams
    - KSB
    - Education
    - PETM
    - University College
    - Informatics
    - Registrar has begun using CRM to send communications to enrolled students
    - CRM team working with Registrar to write specifications to make additional enrolled student data available in CRM

- IUPUI Academic Advisement Report (AAR) Coding Initiative Status
  - The Registrar conducted a ‘Launch’ & Information meeting on Friday, October 11, 2013 for all current AAR coders plus key curriculum contacts w/in each department
    1. Introduced Registrar AAR Coding Team Members
    2. Summarized how we got to this point...why we are doing what we are doing
• 2004 PeopleSoft implementation decision was to have coding done w/in academic units
• No standardization across campuses/schools/departments
• Many units finding it impossible to dedicate the time and resources to complete
• Degree map legislation, Academic Roadmap etc. have added even more attention to the need for AARs
• IUPUI campus agreed to fund temporary coding positions within the Office of the Registrar to assist those academic units who have not been able to implement AARs as well as assisting those who needed to change AARs to incorporate the new IUPUI Gen Ed Requirement as of Fall 2013. Implementation decisions at this point include:
  o Standardizing IUPUI AARs using term-based AAR coding that displays courses to be taken during each semester of a 4-year plan
  o New AARs will incorporation the concept of “critical courses” (Course A needs to be taken before Course B, etc.)
  o Other general degree requirements related to minimum GPA, campus ‘in residence’ requirements, etc. will also be coded at the end of the term-based data
  o Alerts will be added when a student fails to complete a critical class or to highlight general education requirements
  o Registrar is convening AAR Standardization ‘Advisory Committee’ to establish other standards to be used by all IUPUI AAR coders with respect to specific language, verbiage and disclosures related to the IUPUI Gen Ed Core
  o Taking advantage of this opportunity to further standardize across all units as much as possible so that moving between majors will become more seamless for students
3. Registrar gathering assessment of the current needs of each academic unit (who needs minor assistance vs. who needs complete coding now and will take over maintenance later)
4. Registrar has established ‘lab space’ for unit coders who need dedicated, quiet time away with an AAR coding consultant close by
5. Registrar temporary coders have attended the 4-day general coding training and are currently compiling questions for schools based on their analysis of the academic unit degree maps/check sheets and how those will translate to a four year AAR. The team is also assembling a comprehensive list of general requirements (degree GPA requirement, campus ‘in residence’ requirements, etc.) for assigned academic units. This analysis is being conducted now so that when the specific term-based AAR coding for this group is completed in late October, the team will be in position to immediately begin coding.
• Maguire and Associates Consulting
  o Maguire has been engaged by multiple institutions to conduct enrollment management opportunity analyses. Specifically we have asked Maguire to assess our use of institutional aid to accomplish our enrollment goals and to develop predictive models on the level of aid required to convert admits to enrolled students.
• Barthwell Associates Consulting
  o The campus has contracted with Barthwell to provide an assessment on how well the Office for Veterans and Military Personnel and other campus offices are serving our veterans and to provide us with information on best practices used by other universities that are rated highly. Barthwell has been conducting phone interviews with a number of individuals on campus and may be conducting a survey of our veterans.
• IUPUI Tuition and Fee Changes 1998-2013 and 2013 rates for Indiana public 4-year institutions from recent College Board reports. In reviewing the charts below, note that while our rates are less expensive than IU-Bloomington for both in-state and out-of-state tuition, as the gap between resident and non-resident rates have grown over the years, we are nearly $800 more expensive that Purdue-West Lafayette in our non-resident rates.

Non-resident rates as a factor of resident rates
  o Ball State  2.5 x the resident rate
  o Purdue-WL  2.9
  o IU-B        3.2
  o IUPUI       3.4

• The campus continues work on the Strategic Plan. This will help determine our agenda. More information will be coming in the spring.

Upcoming meetings
  November 22, 2013     1:00 – 2:30     CE 268
  January 31, 2014      1:00 – 2:30     CE 268
  April 25, 2014        1:00 – 2:30     CE 268
## IUPUI Tuition and Fees 1998-99 through 2013-14

### Tuition and Fees at Indiana Public 4-year Institutions 2013-14

<table>
<thead>
<tr>
<th>Institution</th>
<th>Room and board</th>
<th>In-state tuition</th>
<th>Out-of-state tuition</th>
<th>In-state total</th>
<th>Out-of-state total</th>
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<tbody>
<tr>
<td>Ball State University</td>
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<tr>
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<tr>
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