Enrollment Management Council EMC²
October 28th 2005 1:00-2:30
BS 3009
Agenda

Minutes
- Minutes from the August 26th meeting were previously distributed and are available by visiting [http://registrar.iupui.edu/emc/emc-meetings.shtml](http://registrar.iupui.edu/emc/emc-meetings.shtml)

Announcements from the Chair
- Admission Update for Fall 2005
  - Beginner undergraduate admits were up 1.8%. Transfer admits were down 0.7%
  - Admits to Masters’ programs were up 10.5% and graduate professional degrees were up 15.3%
  - Minorities were up from 11.9% of beginner admits in 2004 ago to 13.2% this year. African-Americans were up from 10.1% of beginner admits a year ago to 12.0% this year.
  - Quality of admitted undergraduates:
    - Top 10% of HS class: 433 (12.1%) vs 445 (12.5%)
    - Top Third: 1782 (50%) vs 1871 (52.7%)
    - Middle Third: 1453 (40.7%) vs 1416 (39.9%)
    - Bottom Third: 332 (9.3%) vs 265 (7.5%)
    - Avg % HS Rank: 62 vs 64
    - Avg SAT: 998 vs 1004

- Admissions Update for Spring 2006
  - Spring
    - Down 4% in freshmen admits (-13 students)
    - Up 14% in transfer admits (+76 students)

- Admissions Update for Fall 2006
  - Up 30% in freshmen admits (+138 students)
  - Even in transfer admits.

- International Student Update

- Enrollment Update
  - Fall report visit [http://registrar.iupui.edu/enrollment/4058/4058-update.htm](http://registrar.iupui.edu/enrollment/4058/4058-update.htm) and attached below
    - For next fall we need to retain approximately 21 more first time, full time beginners to return to the fall 04 rate of retention and 42 FT, FT students to improve the fall 04 rate by 1%.
    - For next fall, Indianapolis needs to enroll 60 more students to be equal to fall 04 headcount.

- Other Items
  - Follow-up on proposed changes in class meeting patterns
• Reminder that effective with Spring 2006, course offerings will only appear on-line and will not be included in a print publication
  http://www.iupui.edu/news/releases/050727_online_course_list.htm

Charge to the Council for 2005-06 Dean Plater

Effective Use of Scholarships Beth Barnette
• The power point presentation is available at http://registrar.iupui.edu/emc/emc-meetings.shtml and is appended at the end of the agenda

Status Report on Establishing Enrollment Targets, Projections, and Capacity
• Kathy Burton

Enrollment Management Priorities and Action Plans
• Two documents are posted at http://registrar.iupui.edu/emc/
  o Enrollment Management Priorities 05-06 (summary)
  o Enrollment Management Priorities and Action Plan 05-06 (detailed)

Summary of Responses from Schools on Fall Enrollment Activities
  o School initiatives and activities
  o Review Fall Enrollments and lessons learned from enrollment promotion efforts
    ▪ Visit http://registrar.iupui.edu/emc/emc-meetings/not-yet.htm
  o Plans for Spring semester

Upcoming meetings and Tentative Topics

November 18  1:00-2:30  BS 3009
  Next Steps in Establishing Enrollment Targets/Projections/Capacity

December  No Meeting

January 27, 2006  1:00-2:30  TBD
  Review Spring Enrollments and lessons learned from enrollment efforts

February 24  1:00-2:30  TBD
  Outside Speaker on Enrollment Management

March 24  1:00-2:30  TBD
  Joint meeting with Retention and Graduation Council

April 28  1:00-2:30  TBD
  Diversity in Enrollment—UG and Graduate Initiatives

May  No Meeting

June 23  1:00-2:30  TBD
  Review of year’s activities and planning for 06-07
### Indianapolis Enrollment Update

#### Fall 2005 - 9/1/2005

<table>
<thead>
<tr>
<th>School</th>
<th>2004</th>
<th>2005</th>
<th>Change</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS</td>
<td>23,760.0</td>
<td>23,384.0</td>
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<td>-1.6%</td>
</tr>
<tr>
<td>DENT</td>
<td>11,542.0</td>
<td>11,699.5</td>
<td>157.5</td>
<td>1.4%</td>
</tr>
<tr>
<td>EDUC</td>
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<td>-2.8%</td>
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<tr>
<td>EGTC</td>
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<td>GRAD</td>
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<td>647.0</td>
<td>-50.0</td>
<td>-7.2%</td>
</tr>
<tr>
<td>HERR</td>
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</tr>
<tr>
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</tr>
<tr>
<td>LAW</td>
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<td>12,733.0</td>
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<tr>
<td>LIBA</td>
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<td>65,339.0</td>
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<tr>
<td>LSTU</td>
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<td>671.0</td>
<td>97.0</td>
<td>16.9%</td>
</tr>
<tr>
<td>MED</td>
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<td>25,849.0</td>
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<tr>
<td>MUS</td>
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<td>SCI</td>
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<tr>
<td>SCI</td>
<td>65,826.0</td>
<td>63,895.0</td>
<td>-1,931.0</td>
<td>-2.9%</td>
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<tr>
<td>SCS</td>
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<td>49.2%</td>
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<td>SHRS</td>
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<td>4.7%</td>
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<tr>
<td>SPEA</td>
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<td>705.0</td>
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</tr>
<tr>
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<tr>
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<td>39.0</td>
<td>10.0</td>
<td>-29.0</td>
<td>-74.4%</td>
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<tr>
<td>UCOL</td>
<td>1,135.0</td>
<td>1,434.0</td>
<td>299.0</td>
<td>26.3%</td>
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<tr>
<td>TOTAL</td>
<td>298,904.5</td>
<td>301,362.0</td>
<td>2,457.5</td>
<td>0.8%</td>
</tr>
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</table>

### Columbus Enrollment Update

#### Fall 2005 - 9/1/2005

<table>
<thead>
<tr>
<th>School</th>
<th>2004</th>
<th>2005</th>
<th>Change</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS</td>
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<td>2,160</td>
<td>56</td>
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<tr>
<td>DENT</td>
<td>662</td>
<td>667</td>
<td>5</td>
<td>0.8%</td>
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<tr>
<td>EDUC</td>
<td>2,046</td>
<td>1,914</td>
<td>-132</td>
<td>-6.5%</td>
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<tr>
<td>EGTC</td>
<td>2,505</td>
<td>2,347</td>
<td>-158</td>
<td>-6.3%</td>
</tr>
<tr>
<td>GRAD</td>
<td>993</td>
<td>529</td>
<td>-464</td>
<td>-46.7%</td>
</tr>
<tr>
<td>HERR</td>
<td>583</td>
<td>661</td>
<td>78</td>
<td>13.4%</td>
</tr>
<tr>
<td>INFO</td>
<td>624</td>
<td>610</td>
<td>-14</td>
<td>-2.2%</td>
</tr>
<tr>
<td>JOUR</td>
<td>75</td>
<td>96</td>
<td>21</td>
<td>28.0%</td>
</tr>
<tr>
<td>LAW</td>
<td>951</td>
<td>982</td>
<td>31</td>
<td>3.3%</td>
</tr>
<tr>
<td>LIBA</td>
<td>1,566</td>
<td>1,576</td>
<td>10</td>
<td>0.6%</td>
</tr>
<tr>
<td>LSTU</td>
<td>24</td>
<td>23</td>
<td>-1</td>
<td>-4.2%</td>
</tr>
<tr>
<td>MED</td>
<td>1,512</td>
<td>1,511</td>
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<td>-0.1%</td>
</tr>
<tr>
<td>MUS</td>
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<td>31</td>
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<td>47.6%</td>
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<tr>
<td>NURS</td>
<td>1,294</td>
<td>1,295</td>
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</tr>
<tr>
<td>PED</td>
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</tr>
<tr>
<td>SCI</td>
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<td>1,850</td>
<td>244</td>
<td>15.2%</td>
</tr>
<tr>
<td>SCI</td>
<td>1,606</td>
<td>1,850</td>
<td>244</td>
<td>15.2%</td>
</tr>
<tr>
<td>SCS</td>
<td>1,208</td>
<td>1,249</td>
<td>41</td>
<td>3.4%</td>
</tr>
<tr>
<td>SHRS</td>
<td>141</td>
<td>176</td>
<td>35</td>
<td>24.8%</td>
</tr>
<tr>
<td>SLIS</td>
<td>343</td>
<td>326</td>
<td>-17</td>
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</tr>
<tr>
<td>SPEA</td>
<td>1,017</td>
<td>1,007</td>
<td>-10</td>
<td>-1.0%</td>
</tr>
<tr>
<td>SWT</td>
<td>575</td>
<td>661</td>
<td>86</td>
<td>15.0%</td>
</tr>
<tr>
<td>UCOL</td>
<td>7,419</td>
<td>7,431</td>
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<td>0.2%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>28,693</td>
<td>28,644</td>
<td>-49</td>
<td>-0.17%</td>
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### IUPUI TOTAL

<table>
<thead>
<tr>
<th>School</th>
<th>2004</th>
<th>2005</th>
<th>Change</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>30,040</td>
<td>30,025</td>
<td>-15</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**Adjusted Unduplicated Headcount Total:** 28,594
50 dual career Indianapolis Students removed for Adjusted Indianapolis total
42 dual campus enrolled (Indy and Columbus) removed for Adjusted Unduplicated IUPUI Total

**School headcount adjusted for students moved from grad non-degree to undergrad non-degree within the schools**

<table>
<thead>
<tr>
<th>School</th>
<th>Education</th>
<th>Science</th>
<th>UCOL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1860</td>
<td>1753</td>
<td>7083</td>
</tr>
<tr>
<td></td>
<td>-186</td>
<td>103</td>
<td>-336</td>
</tr>
<tr>
<td></td>
<td>-9.10%</td>
<td>6.20%</td>
<td>-4.50%</td>
</tr>
</tbody>
</table>

When an increase in HS SPAN students is factored out, undergrad degree seekers in UCOL are down 379 heads or 5.3%
Strategic Scholarship Coordination at IUPUI

Presented to the
IUPUI Enrollment Management Group
October 28, 2005
Beth Barnette, Director
Office of Student Scholarships – IUPUI

Overview

In this presentation we will:

- Discuss the present structure and usage of scholarships at IUPUI.
- Discuss the current campus-wide coordination for strategic scholarship use.
- Discuss ways that academic departments can improve their involvement in this process.
- Discuss how the campus could be more strategic in using scholarships for recruitment.
- Review 3-year campus recruitment scholarship statistics.
Scholarships at IUPUI

Admission-based scholarships: Scholarships awarded based on admission criteria (i.e. class rank, SAT/ACT scores, first generation, etc.)

- All initial awards are for 4-years
- All deadlines are March 1st
- All recipients must maintain full-time enrollment and the required cumulative GPA for their scholarship
- Scholarship award notification letters are sent as part of the admission to IUPUI notification packet
- Award amounts range from $1,000 – $4,000 annually

Competitive Scholarships at IUPUI

- Requires application through the IUPUI combined scholarship application.
- Scholarship deadlines are December 1st, February 1st, March 1st and April 1st with the majority falling on the February and March 1st dates.
- Enables students to increase their scholarship award package by $500 - $4,500 depending how many additional scholarships they are awarded.
- Additional awards are subject to the recommended institutional aid stacking policy which attempts to limit funding to 125% of tuition, fees and books (unless campus housing is included).
Strategic Scholarship Coordinating Committee

This committee (formed in 2004 by the OSS) was created to accomplish the following:

- To better coordinate recruitment efforts across campus – first campus-wide high-ability recruitment event is tomorrow, October 29th!
- To better coordinate scholarship awarding (re: stacking issues, timing, notification letters, etc.)
- To better pool our campus resources towards effective student recruitment
- To create a forum for sharing best practices in student recruitment with scholarships

OSS Communication with Academic Departments

During the student recruitment season the OSS communicates with academic departments frequently regarding:

- Current prospective scholarship offer information
- Departmental scholarship awards (timing, amounts, scholarship committees, etc.)
- Letters for departmental scholarship award notifications
- Scholarship application coordination
- Applicant interviews when required
**How academic departments can improve their involvement in high-ability recruitment**

- Contact prospective scholars via letter, phone or email
- Coordinate award timing with the OSS so scholarship awards appear on financial aid notification letters
  - Freshman award notification should be received by March 15th
  - Continuing student award notification should be received by May 15th
- Work with OSS to ensure awards fall within institutional aid stacking policy
- Provide timely information regarding departmental recruitment events, etc.

**How can the campus can be more strategic in high-ability recruitment?**

- Match our admission-based scholarship with a financial need-based grant for eligible students
- Offer automatic admission to our Honors Program at the time of admission for those who qualify
- Offer incentives to students to encourage early commitment to enrollment
- Streamline scholarship award processing to minimize/eliminate unnecessary hoops/barriers
How can academic departments be more strategic in high-ability recruitment?

- Create some form of departmental admission-based scholarship to add to the general freshman admission-based merit scholarship offer – Engineering & Technology is trying this for the current 06-07 recruitment cycle
- Create an incentive for prospective students to commit early to enrolling by offering an additional departmental scholarship award (e.g. if student commits to enrolling by March 1st then an additional $500/$1,000 would be added to their merit-based scholarship package)
- Send out scholarship award notifications as early as possible
- Create departmental freshman scholarships to be added to the combined freshman scholarship application

Academic Units with Freshman Scholarship Opportunities

Academic Units with Freshman Scholarships:

- Science (since ’95), Herron (since ’97), Engineering & Technology (since ’98), Physical Education (since ’01), Informatics (since ’02), SPEA (since ’03), Business (’05)
- These scholarships strengthen the impact of overall recruitment scholarship packages
- Creates direct contact with their prospective scholars prior to their enrollment
- All of which serves to increase their over-all yield rate of high-ability students
Notable Scholarship Statistics

- Campus-wide recruitment scholarship offers have increased steadily over the past 3 years.
- Campus-wide recruitment scholarship yield has also increased over the past 3 years.
- When surveyed, 68% of incoming scholars who attended Scholar’s Orientation (2003) indicated that their IUPUI scholarship package “greatly influenced their decision to attend IUPUI”.

Notable Scholarship Statistics (cont.)

- 5 academic units have seen an increase in enrollment of prospective scholars over the past 3 years (Business, Education, Physical Education, Science and UCOL).
- The first year that Informatics offered a freshman scholarship, their scholarship yield was 80%.
- Since SPEA created their freshman scholarship opportunities, their scholarship yield has been over 72% (for the past two years).
- Academic units need to be doing more to matriculate a larger number of their prospective scholars.