Enrollment Management Council Steering Group  
August 5 2005  
1:00-2:30 p.m. CA 438  
Agenda

Enrollment Services

• Undergraduate Admissions Update


<table>
<thead>
<tr>
<th>Freshmen</th>
<th>To-date</th>
<th>Compared with Same Point Last Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td>5720</td>
<td>even</td>
</tr>
<tr>
<td>Admits</td>
<td>3924</td>
<td>+5%</td>
</tr>
<tr>
<td>Admitted, but not planning to attend (not included in admit total)</td>
<td>259</td>
<td>-30%</td>
</tr>
</tbody>
</table>

African-American applications

<table>
<thead>
<tr>
<th>African-American</th>
<th>Applications</th>
<th>Admits</th>
<th>Compared with Same Point Last Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td>863</td>
<td>491</td>
<td>+13%</td>
</tr>
<tr>
<td>Admits</td>
<td>491</td>
<td>491</td>
<td>+28%</td>
</tr>
</tbody>
</table>

Transfer applications

<table>
<thead>
<tr>
<th>Transfer</th>
<th>Applications</th>
<th>Admits</th>
<th>Compared with Same Point Last Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td>3005</td>
<td>2286</td>
<td>+4%</td>
</tr>
<tr>
<td>Admits</td>
<td>2286</td>
<td>2286</td>
<td>+7%</td>
</tr>
</tbody>
</table>

African-American applications

<table>
<thead>
<tr>
<th>African-American</th>
<th>Applications</th>
<th>Admits</th>
<th>Compared with Same Point Last Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td>225</td>
<td>126</td>
<td>even</td>
</tr>
<tr>
<td>Admits</td>
<td>126</td>
<td>126</td>
<td>even</td>
</tr>
</tbody>
</table>

Comments from Mike Donahue about undergraduate admissions: It appears that we will see fewer fall freshmen admits. The 2005 freshmen class has the highest class rank and the highest SAT in the history of the University. At the moment we are up but as we move towards census, we will see that “cushion” dwindle. We appear to have a larger number of students changing their application from fall to January 2006 than we did last year at the same period in time. In addition we have had fewer students asking us to cancel their admission. We will be short freshmen admits when compared to last year. Next week’s counts will give us more data for prediction. However, if the yield rate improves we could end up close to last fall in enrollees.

Transfer students may also see a drop in admits. For last fall many students applied at the last minute for second degrees to pay undergrad fees even though they had no plans for a second degree. This year we see many of the same types of students pursuing the undergraduate non degree route. It is still too early to predict accurately. Next week’s counts will give us more data for prediction.

Non degree admission is seeing a tremendous increase; however, it is likely that grad non degree may be seeing a similar decrease. So far we have seen nearly 400 more non degree apps and grad non degree is down about 300 apps.

• Enrollment Update

  o Enrollment update by school as of 7/25 available from [http://registrar.iupui.edu/enrollment.html](http://registrar.iupui.edu/enrollment.html)

  o Campus enrollment information

<table>
<thead>
<tr>
<th>Class Level</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>Net Diff</th>
<th>Pct Chg</th>
<th>2004 PiC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Degree Seeking</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Freshmen</td>
<td>5245</td>
<td>4489</td>
<td>4018</td>
<td>-471</td>
<td>-10.5%</td>
<td>85.2%</td>
</tr>
<tr>
<td>Sophomores</td>
<td>5115</td>
<td>4946</td>
<td>4582</td>
<td>-364</td>
<td>-7.4%</td>
<td>88.9%</td>
</tr>
<tr>
<td>Students Type</td>
<td>2003</td>
<td>2004</td>
<td>2005</td>
<td>Net Diff</td>
<td>Pct Chg</td>
<td>2004 PiC</td>
</tr>
<tr>
<td>------------------------</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
<td>----------</td>
<td>---------</td>
<td>----------</td>
</tr>
<tr>
<td>Undergraduate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>000 Level Course</td>
<td>4168</td>
<td>3179</td>
<td>3273</td>
<td>94</td>
<td>3.0%</td>
<td>80.5%</td>
</tr>
<tr>
<td>100 Level Course</td>
<td>96090</td>
<td>89523</td>
<td>85269</td>
<td>-4254</td>
<td>-4.8%</td>
<td>86.5%</td>
</tr>
<tr>
<td>200 Level Course</td>
<td>47777</td>
<td>45521</td>
<td>45745</td>
<td>224</td>
<td>0.5%</td>
<td>90.9%</td>
</tr>
<tr>
<td>300 Level Course</td>
<td>44573</td>
<td>43676</td>
<td>43569</td>
<td>-107</td>
<td>-0.2%</td>
<td>89.1%</td>
</tr>
<tr>
<td>400 Level Course</td>
<td>18663</td>
<td>18512</td>
<td>18747</td>
<td>235</td>
<td>1.3%</td>
<td>93.1%</td>
</tr>
<tr>
<td>Total Hours</td>
<td>211271</td>
<td>200411</td>
<td>196603</td>
<td>-3808</td>
<td>-1.9%</td>
<td>88.5%</td>
</tr>
<tr>
<td>Grad./Grad.Prof</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>500 Level Course</td>
<td>24711</td>
<td>21554.5</td>
<td>26517.5</td>
<td>4963</td>
<td>23.0%</td>
<td>63.7%</td>
</tr>
<tr>
<td>600 Level Course</td>
<td>13923</td>
<td>10539</td>
<td>15053</td>
<td>4514</td>
<td>42.8%</td>
<td>66.9%</td>
</tr>
<tr>
<td>700 Level Course</td>
<td>9054</td>
<td>4268.5</td>
<td>9202</td>
<td>4933.5</td>
<td>115.6%</td>
<td>38.5%</td>
</tr>
<tr>
<td>800 Level Course</td>
<td>8835</td>
<td>5048</td>
<td>10066</td>
<td>5018</td>
<td>99.4%</td>
<td>49.4%</td>
</tr>
<tr>
<td>900 Level Course</td>
<td>1097</td>
<td>1101</td>
<td>935</td>
<td>-166</td>
<td>-15.1%</td>
<td>72.9%</td>
</tr>
<tr>
<td>Total Hours</td>
<td>57620</td>
<td>42511</td>
<td>61773.5</td>
<td>19262.5</td>
<td>45.3%</td>
<td>58.7%</td>
</tr>
<tr>
<td>Total Credit Hours</td>
<td>268891</td>
<td>242922</td>
<td>258376.5</td>
<td>15454.5</td>
<td>6.4%</td>
<td>81.3%</td>
</tr>
</tbody>
</table>

http://www.imir.iupui.edu/point_in_cycle/

Comments about registrations: The campus totals for headcount and credit hours are not strictly comparable due to the early enrollment of Medical School students this year compared to last. Adjusting for that anomaly, the campus is down approximately 420 heads (-1.9%) and 1,685 credits (-0.7%).

**Council on Retention and Graduation**
- Report from Scott

**Comments on June Full EMC² Meeting**
- Minutes available from [http://registrar.iupui.edu/emc/emc-meetings.shtml](http://registrar.iupui.edu/emc/emc-meetings.shtml)

**Victor's Data Nugget**
- Discuss (with examples) types of information we need to provide to deans this coming year to solicit the enrollment targets that Bill Plater wants them to provide for Fall 2006
Review Priorities for 2005-06
  o Review Priorities for 2005-06 see pp. 4-5 below
    ▪ Establish EMC Action Plans
    ▪ Items in yellow highlights are suggested additions to the Priorities list
    ▪ Items in italics are suggestions for the Action Plan. Prepare additional items for
discussion at the meeting.

Future Topics for the Steering Group (and possible items to schedule for full council)
  • Selections of future “data nuggets” for presentation to the full council. In addition to any data or
information sources that support the presentations on central initiatives noted above, Victor has
suggested the following as possibilities:
    o Geographic origin of students
    o Student choice of college
    o Correlates of yield (percent of admits who enroll)
    o Major migration
  • Marketing/communications and determining what is seen as most effective in terms of
maintaining or building enrollment. This is of special interest to the deans as some of the
recommended steps require a significant commitment of time by school personnel
  • Additional review on the special challenges of intercampus transfer students who, according to
IMIR’s recent study, bring lower grades and are less-well prepared to succeed than many
external transfers
  • Review additional data tools such as www.savi.org and GIS to provide schools with census,
employment, housing, and education data that may be use in recruiting new students and in
thinking about enrollment in more sophisticated ways.
    o We might be able to work with faculty in some of their courses or with graduate students

Agenda for Upcoming EMC² Meetings

August
  • Review of draft priorities and EMC Action Plans
  • Effectiveness of efforts to contact not-yet registered students
    o Registration patterns, including enrollment in week immediately preceding and following
the initial published billing date of July 18th
  • Class meeting times Mary Beth Myers
    o Presentation of proposed changes

September
  • Strategic use of Scholarships Beth Barnette

October
  • Dean Plater and charge to the council for the year

The next meeting of the EMC² Steering Group is September 9th 1:00-4:30 CA 537
note room change for this month only

The next meeting of the full EMC² Council is August 26th 1:00-2:30 BS 3009
Enrollment Management Priorities (2005-06)

1. Assessing enrollments in the context of longer-term implications and developing short-term plans to attract and retain students in enrollment patterns that will provide a fiscally responsible bridge to our longer-term goals;
   - Assessment of continuing student satisfaction and success
   - Assessment of alumni to determine student success

EMC ACTION PLAN:

2. Developing program-specific enrollment goals reflective of the schools’ objectives and missions, community need, resources and capacity, and future program developments (i.e., the emergence of new, often interdisciplinary fields);
   - Review the programmatic mix and new program development based on community needs
     - Determine program capacity (number of faculty, number of majors that can be handled)
     - Assess facilities and classroom utilization

EMC ACTION PLAN:
- Develop and implement process for academic units to establish enrollment targets for Fall 2006
- EMC review and comment on proposed changes in class meeting patterns and times at the first meeting

3. Expanding IUPUI’s post-baccalaureate enrollments in absolute and relative terms, in part by attracting highly-prepared and talented students as undergraduates with the prospect of their continuing their education at the graduate level;
   - Focus on evolving list of areas of excellence, but not to the exclusion of other programs
   - Strategic use of financial aid and scholarships to attract and retain highly prepared and talented students

EMC ACTION PLAN:
- Beth Barnette will present to EMC this Fall. Follow-up then needed from schools and financial aid and scholarship-related committees such as FASPAC
- Collaborate with the Graduate Affairs Recruitment Group in the development of a marketing plan that articulates the campus’ strengths

4. Enhancing relationships and raise expectations of major sources of our students: Ivy Tech and high schools;
   - Align high school graduation requirements with college matriculation expectations so as to increase expectations and improve quality
   - Increase number of articulated courses and programs to ease transfer process
     - Continue articulation work through Passport, academic units, and Enrollment Services
     - Ease transfer process through efforts of Enrollment Services, Orientation, academic units, Transfer Committee, and Council on Graduation and Retention

EMC ACTION PLAN

5. Maintaining and enhancing our commitment to diversity and internationalization of the campus;
   - Reflect mission-related global distribution and intentional proportions of undergraduate, graduate, and post-graduate enrollments
     - Review current enrollment by these populations, set targets for increasing enrollment, and identify additional recruiting/retention steps, both centrally and within the schools

EMC ACTION PLAN
- Incorporate consideration of diversity and internationalization in the academic unit enrollment target setting process

6. Ensuring effective services, educational opportunities, and programs for learners—formal and informal—through new program formats (e.g., life-long learning, certificates, modal and intensive time commitments outside
of traditional formats and calendars, including summer scheduling), the use of technology, and emerging patterns of engagement with learning through communities of practice;

EMC ACTION PLAN

- Coordinate with activities of the Council on Lifelong Learning, Center for Teaching and Learning, and academic units

7. Empowering offices and individuals to take direct actions in a timely manner that will achieve the goals we have set for ourselves based on the effective use of information for both planning and decision-making;
  - Educate the campus as to the importance and use of enrollment management by development of new tools and templates and provision of training

EMC ACTION PLAN

- Develop training process for academic unit staff to utilize available resources for information drive enrollment management decisions.

8. Improving and expanding communications with students using a variety of methods and media;

EMC ACTION PLAN

- Continue development of the Communications Calendar [http://registrar.iupui.edu/emc](http://registrar.iupui.edu/emc) for both central and school-based communications
- Conduct communications audit of information provided to prospective and admitted (not yet enrolled) students

9. Improving and expanding communications and collaborations between and among units and other groups dealing with Enrollment Management issues

EMC ACTION PLAN

- Continue to promote interactions among the enrollment management related groups

Cutting across all of these:

- Identification and promotion of best practices
- Development of benchmarks and setting interim and longer-term goals
  
  See especially 2 and 7 above

3 August 2005