

# Enrollment Management Council

November 18, 2011

Minutes

## Minutes

- Minutes for the September meeting were distributed. These minutes, as well as those for previous meetings, are available by visiting <http://registrar.iupui.edu/emc/emc-meetings.html>
- EMC [Website](#)

## Announcements from the Chair

- [Student Services Initiative](#) (SSI)
  - Work on the business process review did not meet the end of October deadline; some areas are continuing their final reviews.
  - The structure for the Shared Services Center will be generated and Steve Keucher in the university's [Regional Affairs, Planning, and Policy Office](#) will provide cost saving projections.
  - January/February will be phase 2 with the presentation of the findings and proposal with implementation officially starting in March 1 and running through the remainder of 2012.
  - Members are encouraged to paying attention to the project and to report any degradation in service levels.
    - Admissions has 50 business practices that they have outlined and are now distributing the staff time in FTE spent on each process. While the office is still meeting its 4-6 week decision response time for Spring applicants, the turnaround in decisions for Fall non-high demand students may go longer as staff are redirected to complete this task.
- Increasing student enrollment in summer courses
  - A task force has been formed under the leadership of Kathy Johnson that is identifying the appropriate theme and then will develop websites and other promotional material in time for release of summer course offerings in February.
  - Spring students will be encouraged to continue their enrollment over the summer, with a special focus on 21<sup>st</sup> Century Scholars, veterans, and students with work study funding. We will try to help them with funding that will allow for on-campus summer employment.
  - In order to best serve visiting students, schools and departments will be encouraged to offer courses from the state's [Core Transfer Library](#).
  - Schools and departments will be encouraged to take full advantage of the different length sessions in scheduling their courses.
  - Advisors and student organizations will be asked to help get the word out.
  - Members with suggestions on how to help increase summer enrollment are encouraged to send their ideas to [Kathy Johnson](#).
- IMIR has added a new graph to the Point-in-Cycle website that highlights the weekly net difference changes in headcount and credit hour enrollment over the registration cycle. Visit the "[Enrollment Pattern-Net Diff](#)" tab.
  - The zero axis represents 2010 totals. 2011 and 2012 data are plotted with reference to those numbers over the enrollment period. Using a scale that more clearly identifies weekly fluctuations in enrollment, the chart shows how far above or below the 2010 totals each week fell.
  - For the actual headcount and credit hour totals, visit the second tab.

## Partners Standards for Deferred Freshmen

- Beginning with deferred applicants who applied for Summer, Fall 2012, the Partners Contract will require a minimum of 26 transferable credit hours with a 2.0 GPA (course distribution recommended but not required). This is an increase from the current 15 credits with particular course requirements. CTL courses preferred but not required as part of the 26 transferable credit hours.
- This is consistent with the standards applied to all transfer students who were not admissible based on their high school record.
- Visit <http://enroll.iupui.edu/admissions/undergraduate/transfer/requirements.html> for information on IUPUI Transfer standards. These standards are as follows:
  - If students have fewer than 26 hours of transferable work and a college GPA above a 2.0 (or no grades at the time of application), the Office of Undergraduate Admissions will examine the student's high school record or GED score and use freshman admission standards.
  - If students were not admissible from high school, they are expected to complete 26 credit hours with a cumulative GPA of 2.0 or higher. (Partners students will fall into this category.)
  - If a student has 26 credit hours, they must have a cumulative GPA of 2.0 at the last institution attended.
- We will honor any 15 credit contract that already has been issued.
- Courses must be at the 100-level or above. Transferable credit that is developmental or remedial will not count toward the 26 credit hours.

## Charge for the Year *Dean Uday Sukhatme*

- Over the past several years, increases in enrollment and retention have provided additional revenue. Efforts in recruiting out-of-state and international students have added about \$10 million in additional income to the campus.
- We value the educational and cultural experiences which non-resident out-of-state and international students bring to Indiana.
- Improvements in retention have resulted in more students on campus every semester, and while this adds some additional challenges to finding a parking place, it is a significant benefit in terms of additional income to the campus.
- We had a bonus from the state due to [performance-based funding](#). One result of improved retention is that IUPUI produced more graduates; we gained back all that the state pulled back to fund this incentive plus a little bit more. The funding formula may change in the future.
- We expect the number of graduates to continue to increase for at least the next few years. One year retention in Indianapolis is now about 75%.
- As more non-resident students are recruited and enroll, additional housing and food options are needed and are under review. Undergraduate housing is a key priority and needs to be built very soon.
- Increased enrollments have put added demand on available classroom space as the growth in enrollment moves faster than any changes in infrastructure.
- With increased enrollment and retention, this is an opportune time to raise the admissions standards over the next two years.
  - As we continue to improve our connection to Ivy Tech every year, we are now more comfortable in suggesting that inadequately prepared students begin studies at Ivy Tech.

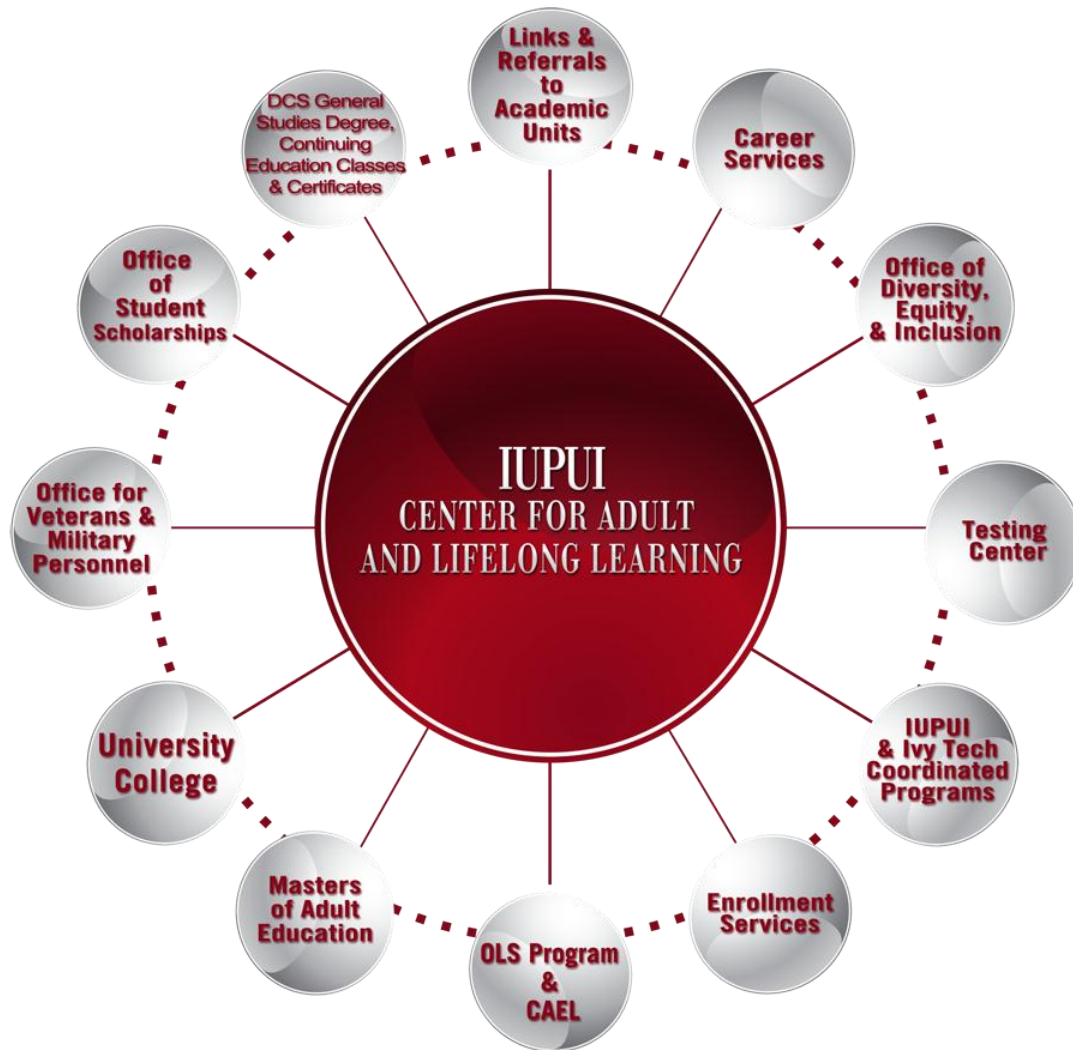
- The IUPUI [Summer Success Academy](#) has reached its maximum size; we need to restrict it to 200 students.

Members raised a number of questions and suggestions:

- Dean Sukhatme was asked if there was any projected impact on income from the [summer discount](#) that recently was announced.
  - Though IUPUI began work on expanding summer enrollments for Summer 2011, we didn't see any change in enrollment last year. Students are concerned about the availability of financial aid and their ability to afford to stay on campus; there are a lot of pieces being looked at more carefully by a small committee headed by Kathy Johnson. 2012 is the year we are going to ramp up summer activities further.
  - The discount initiative comes at the same time we push students to accelerate the time toward graduation and that we benefit from the additional graduation funding from the state.
  - There is no clear answer to the economic impact of the discount on the campus and schools. Though the 25% discount is slightly off-set by a small increase in the base tuition rate, we know that we need to increase summer credit hours by roughly 30% to generate the same revenue as last year. Whatever loss each school has from last year will be made up by the President's Office for 2012.
  - It is not clear whether the shortfall reimbursement or the 25% discount will continue next year.
- Students looking at housing often find it cheaper to living off-campus than our own housing. Dean Sukhatme agreed this was a concern and recommended that [Vice Chancellor Davenport](#) be invited to a future EMC meeting.
- In addition to expanding creative course scheduling on-campus and through distance education, schools should make greater use of our off-campus learning centers at [Park 100](#) and in [Greenwood](#). Mary Jane Brown noted that CLN can help support in converting a course to a different format, such as an accelerated format.

#### **Center for Adults and Lifelong Learning ([CALL](#))** *Mary Jane Brown*

- One important component in raising the number of degrees IUPUI awards is to increase the number of adults receiving degrees. In many cases this will mean degree-completion as adults often have prior course work and now are interested in returning to finish a degree.
- Mary Jane provided an overview of a new "virtual center" for adults, stepping members through the website. She characterized *CALL* as a concierge service designed to bring a wealth of information to a single starting point.



- The design of the center is based on research of the best practices of schools around the country in their outreach to adults. Mary Jane noted the Center had a soft rollout beginning in August and is continuing to add information and resources of interest to adults.
- In addition to featuring a [career assessment](#) page, the Center has added a fulltime career counselor can help students identify majors that connect with a desired profession.
- The Center is in discussions with the [Indiana Department of Workforce Development](#) to allow students to access their resources
- Mary Jane told members that she is talking with individual IUPUI academic units to see if they can designate someone in their units to serve as a liaison for adult students the Center may refer.
- Recognizing that there is great deal of terminology with which students may not be familiar, the Center has added a [Glossary](#) to the website.
- In response to a question, Mary Jane confirmed the Center can also serve potential graduate students as well as undergrad.
- Members encouraged Mary Jane to continue to promote this option, including investigating a link for “Adult Students” from the IUPUI home page, perhaps under the *Students* link or the *Academic* or *Admissions* tabs.

## Recent Initiatives in Recruiting Non-Resident Students *Chris Foley and Sara Allaei*

- Chris and Sara provided a summary of trends and initiatives underway in recruiting non-resident students, both domestic and international. A copy of their presentation is available from the EMC minutes [site](#). Among their comments
  - Building a market for non-resident students takes a minimum of 3-4 years.
  - Undergraduate Admissions now attends more than 750 college fairs and high school visits.
  - We have 1,000 non-resident undergrads and new non-resident freshmen have increased 68% since 2006 and overall non-resident enrollment has increased by 73% since 2006.
  - *Continuing* non-residents has grown more slowly than we would like. This is a concern, because growing non-resident populations depends upon retention even more so than recruiting new students because of the compounding effect created as students stay at IUPUI.
  - With a growing number of students who don't have an Indy connection, we have greater need for campus-level support for both domestic and international non-residents.
    - We have to consider how well we are serving non-resident students after they arrive at the university. For example, do we provide sufficient programming or support for students who cannot travel home over the weekend or holidays? We may wish to be more aggressive in doing so, perhaps considering them an "at risk" population in need of extra attention.
  - There hasn't been an easy way for IUPUI to recruit transfer students, but as we build links with community colleges, especially those with which we have established articulations, the number of transfers who will transfer from community colleges may increase. New initiatives were implemented in 2010 to begin increased recruitment of transfer students.
  - While parents remain the single strongest influence on where international students may apply and enroll, we know from the International Student Barometer survey in which we participated in both 2009 and 2010 that current IUPUI international students play a stronger role as influencers than at other participating institutions.
  - Purdue and IU have strong recognition internationally and ranked high in the number of international students enrolled. While this name recognition may help IUPUI in its recruiting, it also can be confusing to potential students.
  - Specific goals and initiatives are included in the presentation.

### Discussion

- Members were interested in learning more about:
  - The number of international students who transfer out of IUPUI, especially among STEM-majors.
  - The number of international students who complete IUPUI degrees, especially among STEM-majors.
  - Influencers of prospective domestic entering undergraduates. As noted above, we have this information on international students.
    - We gather some of this now through focus groups and surveys

### **Upcoming meetings**

January 27, 2012            1:00-2:30      CE 268

- Recruitment of Hispanic/Latino students *Kim Stewart-Brinston and Ashley Anderson*
- Mobile Versions of campus and departmental websites for Prospective Students *Chris Foley*
- IUPUI Scholarships

April 20, 2012            1:00-3:00      CE 405 ***note change in time and location***

- Joint meeting with the Council on Retention and Graduation
  - Impact of Dual Credits on student success *Chris Foley*

### **Future topics**

- Orientation

*Members are encouraged to submit ideas for future topics to Becky.*