

## Enrollment Management Council

September 26, 2008

### Minutes

#### Announcements from the Chair

- Welcome and introduction of members
- We typically include reports and updates on admission, enrollment, and related items along with the agenda to save time during the meeting for other issues. Please let Becky know if you have any question on information provided.
- Minutes for 2007-08 are available by visiting <http://registrar.iupui.edu/emc/emsc-meetings.shtml>
- The 2007-08 EMC annual report may be found by visiting <http://registrar.iupui.edu/emc/double.shtml>

#### Role of the EMC

To implement a sustained, systematic, campus-wide process to manage our enrollments through an information-based plan that

- matches unit goals with the campus mission;
- coordinates discrete activities across academic and administrative units;
- monitors progress; and
- adjusts plans in light of evolving state and community needs.

#### Responsibilities of Enrollment Management Council Members

- Regularly attend EMC meetings and act as the liaison between the EMC and your unit, sharing information with both sides. This is especially important for those representing academic units as we use the meetings and mailings to keep the campus informed of enrollment-management related issues, some of which may require action by individual schools.
  - In some cases information is procedural in nature and should be passed on to recorders and others in your unit. In other cases the information may be appropriate for a school's administration or faculty.
  - Members should feel free to pass along issues from their units that they think would benefit from discussion at the council meeting.
  - Sources of information
    - EMC [Website](#)
    - IUPUI [Information Gateway](#)

#### Academic Plan Progress

- Dean Sukhatme provided an update on the IUPUI [Academic Plan](#). Due to time limitations, he focused his comments on those portions of the plan that he thought would be of greatest interest to EMC members. For more details on the information provided below, as well as the status of other components of the plan, visit the [2008 Update on the Academic Plan](#)
  - The plan was outlined at the time of his arrival at IUPUI two years ago. The plan has four main thrusts, each with major initiatives. Committees were appointed to study each of these areas in the first year and make recommendations for implementation. There are a number of good things to report.
    - Signature Centers
      - Identify those areas of strong research efforts that stand out and help call attention to IUPUI.
      - 29 proposals have been funded each for \$300,000 a year for three years for a total campus commitment of approximately \$9 million.
    - Enrollment Shaping
      - Enrollment this year topped 30,000. We would like to stay over that total

- A summer program was implemented for conditional admits who were required to successfully complete a math program before full admission for the fall term. Composition may be added on a pilot basis in 2009. Becky noted that in order to keep our options open in terms of the programs specific components, the program is being referred to in admissions materials as the Summer Preparatory Program.
- Learning Communities have been expanded.
- Undergraduate retention of beginners to the second year exceeded 70% for the first time.
- Graduation rates are up, but still need work. These will take a number of years to improve given the length of the enrollment pipeline.
- We are admitting more top-level students, as evidenced by the substantial improvement in the SAT scores for 2008 beginners.
- We benefitted from the growth in the number of undergraduate non-resident students who have brought in an extra \$3 million to the campus through an additional 4,000 non-resident credits. Dean Sukhatme hopes we will grow to more with an increase of more than \$20 million over our baseline.
- The addition of more distinctive programs such as the new degrees in Motor Sport and Music Technology will help make the campus even more attractive to prospective students.
- 800 Road Scholars were honored this year and the campus also is benefitting from enrollments by Cox Scholars.
- Lack of housing this term let us down a bit in terms of meeting demand, especially for our non-resident students. Our agreement with Candlewood Suites came fairly late for Fall 2008, but should prove more helpful next year as we are negotiating for additional space at Candlewood Suites—perhaps as many as 250 beds. Karen Whitney is in discussions with the trustees about building additional housing on campus in space that will be identified through the current Master Planning effort.
- Honors Professional Admissions Program (HPAP)
  - Students participating in this program who meet requirements are also guaranteed admission into graduate professional schools. Many schools are on board.
- The Admission Committee reviews requirements each year. Dean Sukhatme believes they could raise requirements one more level in terms of minimum requirements for conditional admits who are required to participate in the summer program. *See report of the committee below.*
- RISE Initiative
  - Improve the undergraduate experience by providing students additional opportunities in **R**esearch, **I**nternational Study Abroad programs, **S**ervice learning, and credit-bearing **E**xperiential learning such as internships, clinical education, practica or field work
    - The program would be more formalized, but would not be required at this point.
    - The RISE initiative will discussed this year with the IFC as well as in town hall meetings and other settings.
- Honors College
  - While there are now approximately 500 students participating in the Honors program, Dean Sukhatme would like this to grow to 900-1000 or roughly 5% of our students through expansion of the current program to an Honors College.
- Dean Sukhatme is in discussion with the deans about greater flexibility in course offerings, including adding additional later starting courses that may run only 8-12 weeks rather than 15. These may make use of the general availability of classrooms on Fridays.

- More courses may be added in the summer to help students continue to progress toward meeting graduation requirements. Additional summer courses may result in some departments restructuring faculty time to consider summer teaching as part of the annual required course load. This generally will be left to the academic units.

*Following his presentation, the floor was opened for questions and comments:*

- In response to a question about the place of graduate programs in enrollment shaping, Dr. Sukhatme noted that some schools, such as Liberal Arts and Science, historically had focused more on teaching and generated less funding for research than some other schools. Additional research support from the campus should allow them to increase research opportunities and productivity which is an important step in attracting and retaining strong faculty. At the same time, having strong graduate students will also help to serve this purpose as well. In sum, increasing the number and quality of our graduate programs and students will help attract and retain faculty, while strong faculty and programs attract strong students. They go nicely together.
- Commitment to Excellence funding is helping undergraduate students through new graduate assistantships. These call go hand-in-hand in shaping our overall enrollment.
- In the area of IUPUI's image, Dean Sukhatme cited the campus spirit exhibited in a recent meeting he held with the Undergraduate Student Assembly as very encouraging. He also was complimentary of IUPUI's marketing efforts.
- Becky noted that the Undergraduate Admissions office is [visiting](#) 300 high schools this year (roughly double the number in the past) and told members of a conversation one of our recruiters had with a counterpart from the University of Southern Indiana who said IUPUI was creating a "lot of buzz."
- Trudy Banta added that a group of which she is a member provides awards each year to high school juniors who often go on to be valedictorians or salutatorians. Historically the recipients later attended Harvard or another national institution, though in recent years a few have selected IUB or Purdue. This year for the first time a recipient identified IUPUI as the college choice.
- Rick Ward expressed concern that with the growing residential population IUPUI needed a true campus health center for the student and that the food service needed improvement. Students with raised expectations need a good experience.
- Becky reminded members of a September 29th [Chat with the Chancellor](#) and asked members to encourage students to attend, particularly if students have an interest in the theme of this month's session—student health, fitness, and recreation.
- Todd Roberson told members of a recent webinar where the takeaway message from a survey of high school and college students is that the *tried-and-true* is called that because it works, and emphasized the benefit of contacts such as personal letters or a call. Becky agreed and noted that with the Constituent Relationship Management (CRM) software we have recently acquired, even the routine messages will have a personalized appearance as they will be individually addressed and include references to the applicant's academic and other interests. In short, the software allows us to produce a large number of personalized communications in an efficient and timely manner. We'll also be able to have scripted information for phone calls which will include access to our earlier interactions with the student. More on CRM appears below.
- Terri Talbert-Hatch noted that in a reworking of its [Website](#), Engineering and Technology has added a "For More Information" link to every page and the number of requests generated has grown significantly.
- Dean Sukhatme told the group that new off-campus centers will be opening in Greenwood and in Park 100 (on the northwest side near 465 and 71<sup>st</sup> street) to go along with the [Community Life and Learning Center in Carmel](#) we share with Ivy Tech. He noted that Kelley

is offering an [executive MBA in Carmel](#) and Social Work also is making heavy use of the facility.

- He expects the new centers will target degree completion and high demand courses, perhaps with additional summer and evening courses. Exact details are still to be worked out. ICHE has change its funding formula as it will be considering the number of degrees awarded in addition to the traditional enrollment model for funding. If we can get more students to complete their degrees, we will benefit.
- The Community Learning Network will be managing the new sites.

Dean Sukhatme closed his presentation by thanking EMC members for their work.

### **EMC Focus for the Year**

- *From Admissions to Census: Coordinating and Improving this Critical Period of Recruitment* (see document below)
- Becky shared comments from a forum on student recruitment.
  - College recruiters need to accept the fact that they are in "sales" and that students are "customers."
  - Schools must embrace "authenticity" and not try to be all things to all people.
  - Schools have to design integrated marketing communication systems far more sophisticated than what they have now.
  - Admissions offices must realize that the college choice is typically an emotional one, and spend more energy engaging students and less on relaying facts and figures.
  - Schools have to do a better job of measuring return on investment, particularly when it comes to marketing. How well spent was our time and effort in conducting a particular activity or hosting an event?  
More: <http://www.prweb.com/releases/2008/9/prweb1289764.htm>
- Students must feel they are wanted—contacts from the schools are very important.
- We were up nicely in applications, up in admits, but down in the percentage of admits who enrolled. See *IUPUI Admissions Review* document below.
  - This continues a recent trend as a move to higher admissions standards has resulted in a better qualified set of applicants who have more choices.
  - We also face more competition for students and with the growth of applications on the Web (63% of all IUPUI beginner and transfer applications for Fall 2008), students are applying to more places, often 6-7 different institutions.
- There are things we can do to be more successful in converting admits to enrollments. We need to continue to sell students on the institution after they are admitted, even after they have gone through orientation and started classes. It is increasingly common for students to attend orientations at more than one institution and even attend class for a few days to see if the fit seems right. The traditional early start to our Fall term makes this even more possible.
- We need to look beyond communication to those ways in which we can take steps to improve service. It takes a lot to sell students on the positives of a university in such a competitive environment. A poor service experience is much more memorable than a good one and it is essential that we take steps to convert one to the other.

### **Constituent Relationship Management (CRM) Tool Implementation**

- See *Initial Approach* document and sample Admissions mailing schedule below.
  - The Office of Undergraduate Admissions has primary responsibility for managing the recruitment and communications with students who are still in the "suspect" and "early prospect" phases (working from PSAT lists, etc.).
  - Once the student is an active prospect, recruiting moves to multiple players, including the schools.

- Communication must be better coordinated. If an issue is identified, such as concerns about available housing, we must ensure that the issue is forwarded to the appropriate party and rapidly addressed. Too often in the past that information was not shared and the situation often worsened.
  - Better coordination also means that communications are staged appropriately so that a student does not receive three in one day and nothing for several weeks. We should also make efforts to reinforce earlier messages and have a common look-and-feel.
  - Students have grown up in an Amazon.com world where they are greeted by name and a list of recommended products based on their past purchases. To be competitive we need to move in the same direction and actively court our prospective students.
  - CRM allows for consistent and targeted communications, typically segmented by student characteristic such as academic achievement, location, academic interest, ethnicity, etc. While CRM originated to manage communications within the corporate world in such organizations as Microsoft, it has been adapted to serve higher education institutions.
  - CRM provides business analytic tools that will help us track the cost and benefits of different activities.
  - We recognize that the methods of successfully contacting and interacting with prospective students changes. A few years ago electronic communication such as e-mail, instant and text messaging was seen as effective and cost efficient. More recent studies have shown prospects may ignore such efforts or see them as intrusive. As a result we have moved more toward USPS mailings on oversized postcards that also have the benefit of being seen and read by the parents, strong factors in a student's choice of schools.
  - We issued an RFP and invited the schools and other units to presentations by several CRM vendors. We selected Talisma due in large measure to its ease of configuration to meet the broad needs and structure of IUPUI.
  - CRM allows for easier management and tracking of communications, including what was sent, to whom, when, and retains copies of the communication. Mailings can be scheduled for particular dates or on a calendar following an activity or applicant action. The mailings can also be adjusted for students who change status from applicant to admit or to do a global removal of a student from communications using Talisma should a student withdraw the application or inform us he or she will attend elsewhere. This will keep the mailings relevant to the student and ensure appropriate and regular communication between time of admit and the beginning of the orientation and enrollment cycle.
  - Talisma works with the SIS, our central repository of student data, allowing us to select the desired population for each communication and to move data back-and-forth between platforms.
  - We want to move away from our current on-line application for Admissions which is managed by a company called "Apply Yourself" and build our own. One approach is use the application function within the Talisma product. This will reduce costs (AY collects \$7 of every application fee) as well as allow an application more tailored to our needs. Ideally those savings can be reinvested in additional recruiting efforts.
- Roll-out and expansion to other units. See document below.
    - It is our hope that once the product is in production for Admissions and other Enrollment Services units it will be adopted by other users on campus. A pricing structure has been established to encourage early adoption by schools and departments, with a \$10,000 buy-in and a reduced cost for the first year of \$2,500 per user license. We believe that most units would need only 1-2 users.
      - These fees were established not as a way to recover the cost of acquisition, but to cover the additional costs that come with a larger number of users. There would also be an annual maintenance charge that will probably run 25% of the buy-in charge. Buy-in after the first year would increase to \$18,000. We believe making this functionality available more broadly on campus is a definite plus and makes better use of the power of CRM tools than at some institutions where it is only used in Admissions.
    - Our contract with Talisma includes the availability of consulting, so that if a unit has a need for assistance in setting up a particular activity, they can contract with Talisma at a very favorable hourly rate (currently

\$40/hr). Enrollment Services staff can provide some support or advice, but it would be extremely limited due to our staffing limitations. Talisma's rate is quite low.

- We expect to be able to provide a demo of the product in mid-October, a bit later than we'd originally planned. This follows a small delay in our acquisition of the product so that we could get the newer version rather than install and have to almost immediately upgrade to the new version. The demo will be broadly publicized.
- Some smaller units may not be able to buy-in at this time and we may be able to piggyback some of their communications out of the Admissions Office.
- We are benefiting from our experience with SIS implementation in putting Talisma into production. There are a number of similar issues that need to be addressed such as security, when and how to share information between units, etc.
- The audience for our communications through CRM is not limited to prospective and current students. It could be used for other groups such as parents, high school guidance counselors, and perhaps even CLN non-credit students. In addition, communication with faculty, alumni, and other stakeholders could be managed through this system.
- Members suggested that a sharing a list of other universities using Talisma would be worthwhile.
  - [http://education.talisma.com/tal\\_about/customers.asp](http://education.talisma.com/tal_about/customers.asp) provides a list of higher education users which includes Purdue University
- For an Admissions Communication overview, see pp 5-6 of the [March 2008](#) EMC minutes.
- For an example of an upcoming communications stream from Admissions that highlights these different populations, see attachment below.

**Fall Admissions and Enrollment** A number of reports are appended below, including:

- Admissions summary and yield
- A summary of admission and enrollment, followed by detailed charts.  
For additional information visit [reports.iupui.edu/gateway](http://reports.iupui.edu/gateway)
- While some information on International admission and enrollment appears below, more details will be provided at a future EMC meeting.
- Summary of enrollment from other IU campuses and Indiana public institutions.

#### **IUPUI Admissions Committee**

- Information item. See 2007-08 report below.

#### **Other Discussion**

- Becky expects that we will be doing additional work outside of our meetings by making use of small groups of EMC members who can focus on particular issues. Members are encouraged to send questions or suggestions for topics to Becky .
- Gayle Williams told the group that University College is beginning work on a pre-online orientation program and is forming a planning committee. One approach they are considering is creating an on-line environment that allows a "virtual" student to look at different programs and provides incentives for the student to complete specific tasks or actions. Once a task is completed, additional options are provided for the student to move forward.
- The [Institute for Higher Education Policy](#) recently issued a [study](#) entitled "Creating Change One Step At a Time: Efforts to Improve College Access and Success in Indiana." The study was featured in an article in the September 18<sup>th</sup> 2008 issue of the Indianapolis Star.
  - **Passport** was recognized as a key model of a transfer and articulation program between a two-year and a senior institution.

#### **Upcoming EMC Meetings**

**2008-09**

October 17	1:00-2:30	CE 268
November 21	1:00-2:30	CE 268
December	<i>No meeting</i>	
January 30, 2009	1:00-2:30	CE 268
February 27	1:00-2:30	CE 268
March	<i>No meeting</i>	
April 17	1:00-2:30	CE 268
May	<i>No meeting</i>	
June 26	1:00-2:30	CE 268

August 6, 2008

To: UC Faculty  
From: N. D. Lees  
Subject: IUPUI Admissions

I write to you in my role as chair of the IUPUI Admissions Committee, a Committee of UC. In 2002, the IFC assigned the primary responsibility for reviewing and recommending changes in the undergraduate admissions policies to University College Faculty. The Committee is comprised of three UC faculty members, as well as staff from enrollment services, admissions, student advising, and IMIR. Three Faculty Council Committees (Academic Affairs, Student Affairs and Faculty Affairs) also have *ex officio* and voting membership on the Committee.

As you may know, over the past few years, the Committee has increased the requirements for admission to IUPUI (first-time freshmen coming from high school only) using high school performance in those academic courses relevant to college admission. These decisions were based on annual data (provided by IMIR) on performance of the previous student cohort. Students not admitted are referred to the Ivy Tech Community College (ITCC) with an agreement for admission to IUPUI provided the student fulfills certain requirements. These students are served via IUPUI's collaborative program with ITCC called Partners (a program within the Passport office).

The Admissions Committee is cognizant of the impact on campus enrollment that might be predicted based on admission guideline changes we recommend. Thus, there were years when the guidelines remained static and years when they were changed. You have come to know that the approach used has been to reduce the number of high school D and F grades allowed in college prep courses.

Each year we have reviewed the performance of the student groups (based on the number of D and F grades) among what we have called "conditional" admits. Performance was measured by College GPA and retention to the second year. Several rounds of this approach have reduced the number of allowable D and F grades to five and any more than two low grades result in a conditional offer of admission. This process has played a role in the gains in campus retention.

For at least two years, when we looked at college performance, we have not been able to distinguish among those student in the conditional admit category with 3, 4, or 5 D and F grades. All 3 groups showed a retention rate between 55 and 59% for the 2006-07 cohort, which is below our campus level and is a good part of the reason why further gains in retention have not been seen. Taking the approach of moving to 4 D/F grades or less was not feasible based in the enrollment (fiscal) impact and on the fact that there were a good number of potentially successful students in the cohort. In addition, we would be turning away some students who were admissible by IUB and Ball State standards. Thus, we had to look to other models to see if we could shape the guidelines to determine within the pool the conditional admits who would be successful at IUPUI.

In our deliberations in 2008 (setting guidelines for 2009), the Committee sought an approach to look more closely at the conditional admits. In particular, we paid attention to the following concerns:

- (1) Impact any changes would have on the size of the incoming class;
- (2) Impact any changes would have on the composition of the incoming class;
- (3) Standards that select students who have a reasonable chance of success on campus;
- (4) Retention of the student's academic performance in high school as the primary element in an admission decision;



- (5) Use standardized test scores in collaboration with another predictor of success (e.g., academic performance in high school), given the research on use of test scores in predicting student success when used alongside other factors;
- (6) Construction of standards that would be easily communicated to audiences both internal and external to the university to ensure transparency of decisions.

After our review of the data provided by IMIR, we came up with the following baseline criteria for the admission of students directly from high school:

- (1) Students graduating with an Academic Honors Diploma from an Indiana high school will be admitted;
- (2) All students must fulfill at least Core 40 requirements (or the equivalent if coming from outside Indiana);
- (3) All students must have no more than 5 Ds or Fs on their transcript;
- (4) Students with a cumulative HS GPA of 3.0 or higher will be admitted as long as they obtain a Core 40 Diploma and have no more than 5 Ds or Fs on their transcript;
- (5) We will consider test scores in the decision if the student has a cumulative HS GPA of less than 3.0 but still has a Core 40 Diploma (or equivalent) and no more than 5 Ds or Fs on their transcript (see table below);
- (6) Students who are not admitted as fully qualified will be either delayed for more grades, required to enrolled in the Summer Preparatory Program in Mathematics or Deferred to a Community College (see table below).

Please recognize that we are still using allowable D and F grades in our decision process. That is, those with more than 5 are referred to ITCC or other 2 year institutions. To accomplish our goals, IMIR examined the performance of previous admitted groups of conditional admits in order to identify parameters we could use to predict performance of future admits. The available variables that were considered were SAT/ACT scores, high school GPA, D and F grades, and high school rank. After statistical analysis it was determined that high school GPA and SAT/ACT scores were the best predictors of student performance. High school rank and the number of D and F grades did not add additional value as predictors of success.

The performance of the last two full-year cohorts of IUPUI conditional admits based on the two traditional factors was used to prepare (using regression analysis) a table of predicted GPAs. I am not showing you this table because it has a predicted GPA for every combination of SAT/ACT score from 700 to 1400 (10 point intervals) and every high school GPA from 2.00 to 4.00 (0.10 intervals) – way too much information. As you might guess those with low test scores and high school GPAs were predicted to have low IUPUI GPAs and those with high values had high GPAs.

While the straight-forward approach would be to select for admission only those test score/GPA combinations that predicted a GPA of 2.0 or higher, further research indicated that this would have a devastating impact on freshmen enrollment and the fiscal stability of our schools. We also had to reduce our table to a form that could be easily understood by students, parents, high school counselors, and people like me; broader cells had to be defined. We had to take into account expanding the Summer Preparatory Program in Mathematics, an intervention that has had a positive impact and to allow admission some flexibility in managing the size of the incoming class. The table below is what we have decided to implement for 2009.

<b>Test score\GPA</b>	<b>&lt;2.3</b>	<b>2.3-2.49</b>	<b>2.50-2.69</b>	<b>2.70-2.79</b>	<b>2.80-2.99</b>	<b>3.0</b>
<b>&lt;900</b>	CC	CC	Math	Math	Delay	Admit
<b>900-999</b>	CC	CC	Math	Delay	Admit	Admit
<b>1000-1180</b>	CC	Delay	Delay	Admit	Admit	Admit
<b>&gt;1180</b>	CC	Delay	Admit	Admit	Admit	Admit

CC – Defer to Community College.

Math – Require the Summer Preparatory Program in Mathematics (SPPM).

Delay – Await 7<sup>th</sup> semester grades and enrollment projection data; students will either be admitted fully qualified or required to attend the Summer Preparatory Program in Mathematics.

It is important to recognize that some categories/cells under Delay and Math have predicted GPAs below 2.0, and some exceptions may be made to these criteria based on extraordinary circumstances or professional judgment of the staff of the Office of Undergraduate Admissions.

When this new set of guidelines is implemented, one might ask what impact on freshmen enrollments might be expected and how might each category of student perform at IUPUI. To get some insight into these important questions the Fall 2007 cohort of 2,450 freshmen enrollees was subjected to the guidelines for 2009. The impact would have been as follows:

191 (7.8%) had missing data and were handled on case-by-case basis

96 (3.9%) would be deferred to the CC

174 (7.1%) would be mandated to participate in the SPPM

243 (9.9%) would be delayed pending 7<sup>th</sup> semester grades

1,746 would be admitted

In following the fall 2007 cohort through the first semester, each of the latter 4 groups was evaluated as to first semester GPA and student success (GPA at least 2.0 on 13 completed hours and retention to spring semester).

<b>Admission Group</b>	<b>GPA &gt;1.99</b>	<b>Successful</b>
Deferred to CC	53.7%	24.0%
SPPM	61.5%	32.2%
Delayed for H. S. Grades	62.3%	39.5%
Admitted	81.4%	57.3%

These preliminary data indicate that we are on the right track in terms of “selecting for success” within the group of conditionally admitted students.

**Summary Principles:**

1. We have not abandoned high school grades as a part of how we set the guidelines. We are supplementing that approach with the use of SAT/ACT scores and high school GPA as performance predictors for the remaining categories (3-5 D/F grades) of conditional admits.
2. We are careful to avoid making changes that adversely impact the enrollment of freshmen.
3. The changes in guidelines need to be considered in light of other campus initiatives. This includes enrollment shaping and the increase in scholarship support to attract high-end students.
4. We continue to work closely with ITCC such that students have alternatives for higher education and a clear set of guarantees that will allow them to transfer to IUPUI.
5. All students at the “borders” of cells will be individually reviewed by admission staff. Their professional judgments will determine outcomes for these students.

## **From Admission to Census: Coordinating and Improving this Critical Period of Recruitment**

Draft 9-4-08

As we recruit more high ability, diverse, and nonresident students, we are competing for students who have more choices available to them. Students are applying to multiple institutions and making their decision on which one to attend based on the interactions with the campus post admissions. If IUPUI is to compete effectively and efficiently for these students, we need to coordinate our interactions with these students so that the interactions are timed appropriately, messages are communicated consistently, and the student feels that IUPUI regards him/her as a special individual that we want to choose IUPUI. Additionally, we must do so in a cost effective manner.

The Enrollment Management Council will participate in a process to document the typical interactions with admits related to a timeline, review the communications/interactions with the admits, provide input to optimize the contacts, and determine the appropriate coordination among those contacting the admits.

### Offices/Units involved in contacts with All Admitted Students

- Office of Undergraduate Admissions
- University College
- Orientation
- Office of the Registrar
- Office of the Bursar
- Parking Services

### Offices/Units involved in contacts with Subsets of Admitted Students

- Office of Student Financial Aid Services
- Academic units
- Scholarship/programming units
- Athletics
- SPAN
- Office of International Affairs
- Honors Program/College
- Office of Student Scholarships
- Housing
- Office of Multicultural Outreach

# CRM Initial Approach Document

Prepared by Chris J. Foley, Director of Undergraduate Admissions

## Overview

The Division of Enrollment Services has purchased a Constituent Relationship Management (CRM) tool to serve the needs of better managing communications holistically, proactively, and efficiently throughout the process of working with prospective and currently enrolled students as well as those other constituents (e.g., faculty, staff, high school counselors, alumni) who assist in this process. Though focusing on its recruitment and enrollment mission, ES is also interested in developing partnerships within the university community (across campuses as well as across units) to leverage the functionality and cost-savings that this tool can offer the university.

**Target Implementation Date:** October 31, 2008 (Phase I)  
November 30, 2008 (Phase II)  
December 30, 2008 (Phase III)

**Project Executive Sponsor:** Rebecca E. Porter, Associate Vice Chancellor, Student Services

**Project Sponsors:** Chris J. Foley, Director of Undergraduate Admissions  
Mary Beth Myers, Registrar

**Project Team:** Terry Brown, Admissions, Project Manager for Pre-enrolled Functionality  
Carla Boyd, Registrar, Project Manager for Post-enrolled & Faculty/Staff Functionality  
Sandy Thompson, UITS, Manager  
Montserrat Guilla, UITS, IT Resources  
Todd Neal, Business Analyst, Student Enrollment Services (SES)  
Meagan Senesac, Admissions, Database Developer  
(Other team members as needed)

## Initial Functionality to be rolled out by TID

High School Senior Prospect Stream  
Scheduling for Office of Campus Visitations  
Single Scholarship Application for the Office of Student Scholarships  
Knowledge Base for Internal Information and External audiences  
(More to be defined)

## 12-Month Roll-Out Plan

During the initial implementation, the implementation team will focus on delivering functionality of the CRM that will allow the product to function as a unified suspect/prospect database for the entire campus as well as providing for the eventual expansion of the product to serve other units on campus, other campuses, as well as other constituencies besides students. Though this initial development will focus on the functionality needed by Enrollment Services at IUPUI, the Project Team will also begin looking at ways to expand the functionality beyond the purview of ES. After a functionally CRM product is delivered, ES will then begin to demo the product to other university constituencies and begin to develop plans to develop, implement and support the use of CRM by other units around the campus. The dissemination of information to other units about the progress and benefits of the CRM will begin even during the period of initial implementation. A cost-share model will be developed as a means to support the expansion of the product to serve these other units. It is of vital importance for units to “buy into” this product during the first 12 months to leverage the reduced pricing of licenses and enhanced functionality negotiated in the initial contract. Of particular importance in this 12 month is to investigate the feasibility of replacing the current AY application with the application delivered in the CRM product.

<b>IUPUI Undergraduate Admissions Mailing Schedule</b>			
<b>September 2008-March 2009</b>			
<b>Segment</b>	<b>Date</b>	<b>Total</b>	<b>Segment Total</b>
<b>Senior - Prospects</b>			
Day 1 - Baseline - Apply Now!	varied		
Day 4 - Diversity - We Want You!	varied		
Day 7 - High Ability - Scholarships/Apply by 12/1	varied		
Day 7 - First Generation - Paying for College	varied		
Day 10 - NonResidents - Who is IUPUI?	varied		
Day 10 - Resident - Non-Indy - A City in Indiana	varied		
Day 10 - Greater Indy - We're your University	varied		
Day 14 - Baseline - Quality/Outcomes	varied		
Day 14 - First Generation - Apply Early/Timeline	varied		
Day 17 - Diversity - Indy Heritage/History/Urban Experience	varied		
Day 19 - First Generation - Strategies for Taking Tests	varied		
Day 21 - High Ability - Competitive Scholarships, Individual Attention	varied		
Day 24 - First Generation - You are not alone	varied		
Day 28 - Baseline - Greater Indianapolis	varied		
Day 30 - Baseline - Highlight the Campus Center	varied		
Day 31 - NonResident - What is Indianapolis?	varied		
Day 31 - Resident - NonIndy - Indiana's 3 most comprehensive university	varied		
Day 31 - Greater Indy - Downtown Indy/Indy	varied		
Day 35 - Diversity - Leadership/Scholarships	varied		
Day 38 - NonResident - Great Events at IUPUI	varied		
Day 38 - Resident - NonIndy - Connection to local marketplace	varied		
Day 38 - Greater Indy - Not just a commuter campus	varied		
Day 42 - Baseline - Affordability/Quality	varied		
Day 45 - First Generation - Support your student when they go to college	varied		
Day 51 - High Ability - Honors/International Experience	varied		
Day 56 - Baseline - Student Life/Community Service	varied		
Day 60 - NonResident - We have Greenery!	varied		
Day 60 - Resident - NonIndy - Student Life is MORE than Student Government	varied		
Day 60 - Greater Indy - Accessible Campus	varied		
Day 65 - First Generation - Transition from HS, Committed to Your Success	varied		
<b>Admitted Students - pickup from Senior Prospect as they are admitted</b>			
Day 1 - Baseline - Apply Now!	varied		
Day 4 - Diversity - We Want You!	varied		
Day 7 - High Ability - Scholarships/Apply by 12/1	varied		
Day 10 - NonResidents - Who is IUPUI?	varied		
Day 14 - Baseline - Quality/Outcomes	varied		
Day 17 - Diversity - Indy Heritage/History/Urban Experience	varied		
Day 21 - High Ability - Competitive Scholarships, Individual Attention	varied		
Day 28 - Baseline - Greater Indianapolis	varied		
Day 30 - Baseline - Highlight the Campus Center	varied		
Day 31 - NonResident - What is Indianapolis?	varied		
Day 35 - Diversity - Leadership/Scholarships	varied		
Day 38 - NonResident - Great Events at IUPUI	varied		
Day 42 - Baseline - Affordability/Quality	varied		
Day 51 - High Ability - Honors/International Experience	varied		
Day 56 - Baseline - Student Life/Community Service	varied		
Day 60 - NonResident - We have Greenery!	varied		

# IUPUI CRM Roll-Out and Expansion to Other IUPUI Units

Prepared by Chris J. Foley, Director of Undergraduate Admissions

## Overview

The Division of Enrollment Services has purchased a Constituent Relationship Management (CRM) tool to serve the needs of better managing communications holistically, proactively, and efficiently throughout the process of working with prospective and currently enrolled students as well as those other constituents (e.g., faculty, staff, high school counselors, alumni) who assist in this process. Though focusing on its recruitment and enrollment mission, ES is also interested in developing partnerships within the university community (across campuses as well as across units) to leverage the functionality and cost-savings that this tool can offer the university. The CRM product purchased is Talisma. For an overview of the Talisma product, visit [http://education.talisma.com/tal\\_news/webinars/crm\\_v8\\_form.asp](http://education.talisma.com/tal_news/webinars/crm_v8_form.asp).

## 12-Month Roll-Out Plan

During the initial implementation, the implementation team will focus on delivering functionality of the CRM that will allow the product to function as a unified suspect/prospect database for the entire campus as well as providing for the eventual expansion of the product to serve other units on campus, other campuses, as well as other constituencies besides students. The initial implementation will take place with a planned Phase I roll-out of mid-October, with Phases II and III occurring in November and December. Though this initial development will focus on the functionality needed by Enrollment Services at IUPUI, the Project Team will also begin looking at ways to expand the functionality beyond the purview of ES. After a functionally CRM product is delivered, ES will then begin to demo the product to other university constituencies and begin to develop plans to develop, implement and support the use of CRM by other units around the campus. The dissemination of information to other units about the progress and benefits of the CRM will begin even during the period of initial implementation. It is of vital importance for units to “buy into” this product during the first 12 months to leverage the reduced pricing of licenses and enhanced functionality negotiated in the initial contract. Of particular importance in this 12 month is to investigate the feasibility of replacing the current AY application with the application delivered in the CRM product.

## Costs to Departments

Though ES funded the substantial initial purchase of the CRM product, other IUPUI units will not be expected to share in the initial costs. However, further expansion of the product will result in additional costs due to scaling the product and additional licenses. As a result, these costs will need to be covered by the units wishing to use the product.

If an IUPUI unit “opts-in” to the CRM product before June 1<sup>st</sup>, 2009, the following costs will apply:

### Year 1

- Base buy-in cost is \$10,000 (this includes the scaling costs as well as enough licenses for 2 users).
- \$2,500 for each additional 2 users to cover the cost of the additional license.
- This would not include any development cost we need from Talisma. Such development has been negotiated at \$40/hour for the first year of the contract.

### Year 2 and after

- Annual maintenance of 25% of the total cost of the first year expenses. Therefore, for those who buy in with the basic package, this cost is \$2,500/year. Each additional license would be \$625 in additional maintenance costs.

If an IUPUI unit “opts-in” to the CRM product after June 1<sup>st</sup>, 2009, the following costs will apply:

### Year 1

- Base buy-in cost is \$18,000 (this includes the scaling costs as well as enough licenses for 2 users).
- \$4,000 for each additional 2 users to cover the cost of the additional license.
- This would not include any development cost we need from Talisma. Such development has been negotiated at \$40/hour for the first year of the contract.

### Year 2 and after

- Annual maintenance of 25% of the total cost of the first year expenses. Therefore, for those who buy in with the basic package, this cost is \$4,500/year. Each additional license would be \$1,000 in additional maintenance costs.

9/26/08

## Admissions and Enrollment Comments

### Fall 2008

*Unless otherwise noted, all data are for Indianapolis only*

#### Admissions

- IUPUI had a record number of applications (8,022) for beginning freshmen this year, up 12% over last year.
- The number of admitted freshman students (5,423) is also a record, up 9.9% over last year.
- Freshman admission to the campus is increasingly competitive, with only 67.6% of applicants admitted. This compares with 73.4% in the Fall of 2005.
- The number of beginner admits who have **enrolled** is up 112 over last year (+4.3%).
- We are up in the number of all minority beginner admit groups, reaching 17% of all admits for this fall. This is an increase of 174 heads (23.3%). The percentage of minority beginners who **enrolled** jumped from 14.6% of the matriculant population last year to 17.3% this year (up 89 heads—23.2%).
- IUPUI continues to attract highly qualified students. The number of admitted beginning students in the top 10% of their high school class jumped by 16.1% this year and now account for 17.9% of all admits. Those in the top one-third of their class increased 13.9% and constitute 64.3% of the admitted class.
- The average high school rank for admits climbed two percentile points to 70 and **enrolled** beginners three percentile points to 71.
- The average SAT for admitted students climbed 12 points to 1012 with **enrolled** beginners up 13 points to 1010.
- The average high school GPA for matriculating beginners rose from 3.18 last year to 3.25 this year.
- 55% of beginning students at Indianapolis are first generation, down one percentage point from 2007.
- Transfer admits are down -6.6% this year.
- Along with our decline in transfer admits, our minority transfer admit population declined as well, down 16%. The growth in minority beginner admits (+174) was large enough to offset the decline in minority transfers (-82).
- International beginner admits and matriculants are both down slightly following significant increases in the Fall of 2007 and Spring of 2008. Even with the slight decline this fall, 16 more international beginners (+6.3%) were admitted for last spring and this fall than for the comparable two semesters in 2007.

- The percentage of freshman admits who enroll (the “yield” rate) continues to decline; this year down to 48.9% of the admitted population (-3.2% from last year). This is largely the result of better qualified applicants who have more educational choices, a reduction in the number of conditional admits offered, and a larger portion of admits coming from outside the Indianapolis area. (2008: 2,653 of 5,423).
- More detail, including qualifications and a demographic profile, is provided in a separate handout. The data are separated for Indianapolis and Columbus and also are combined for IUPUI totals.

## Enrollment

We have distributed a handout with enrollment information for the Fall semester (see below). The data are from census, the official university enrollment date at the end of the first week.

### Heads

	2007	2008	Change	%
Indianapolis	28,387	28,809	+422	+1.5%
Columbus	1,532	1,528	- 4	-0.3
<b>IUPUI*</b>	<b>29,854</b>	<b>30,300</b>	<b>+446</b>	<b>+1.5%</b>

*\*Official total adjusted for students enrolled at both Indianapolis and Columbus  
Students counted only once in IUPUI total. (65 heads in Fall 07 and 37 in Fall 08)*

### Credits

	2007	2008	Change	%
Indianapolis	306,043	314,887	+8,844	+2.9%
Columbus	16,407	16,339	- 68	-0.4
<b>IUPUI</b>	<b>322,450</b>	<b>331,226</b>	<b>+8,776</b>	<b>+2.7%</b>

### First-Time, Full-Time Cohort

- Number of beginners who are First Time-Fulltime at Indianapolis:

2007	2,450
2008	2,551

- Official IUPUI cohort includes Columbus and appears in report below

- Indianapolis is up 422 students over last year (+1.5%). Combined with IUPUC, IUPUI is up 446 students (+1.5%). This easily eclipses our previous record headcount of 29,953 in the fall of 2004.
- Indianapolis is up 8,844 credits (+2.9%). Including IUPUC, IUPUI is up 8,776 credits (+2.7%) and has a record credit hour total for the 13<sup>th</sup> consecutive fall semester.
- Indianapolis is up in all student levels except non-degree students. Undergrads and professional degree students are up 1.3% while graduate students are up 5.4%. Undergraduate enrollment growth was led by Science and Engineering/Technology. Graduate student growth was especially strong in SPEA, Medicine, and Business. IUPUI has a record number of juniors, seniors, and graduate and professional program students. More details on growth by student level within each school are included in the far-right column on the handout.



## Non-Residents and International Students

- We continue to increase our non-resident population, up the same number of heads as the campus. Non-resident heads increased by 16.5% at Indianapolis over last year and now account for 10.9% of our students.
  - Undergraduate non-residents increased 27.7% and graduate non-residents by 18.6%.
  - Since the Fall of 2005, total non-resident heads have grown by 675 students (27.3%) and non-resident credits by 32.6%.
- Non-resident enrollment growth was split between a larger number of domestic students, up 229 heads and international students, up 217.
  - **International non-resident students increased 24.2% over last year.**
    - The majority in growth in international non-residents was at the undergraduate level up 47.2% (+154). Grad students were up 11.0% (+53) (non-degrees also up 10 heads).
    - Since the Fall of 2005 International non-residents have grown by 348 heads (45.5%) to the current total of 1,113.
    - International non-resident students now account for 3.9% of our total headcount.
  - In some cases international students are able to achieve Indiana residency and pay in-state fees. Counting those students, the number of international students is 1,339 this year, an increase of 213 students (+18.9%) over last fall. Including this group, international students account for 4.6% of total Indianapolis heads.
  - **Domestic non-residents increased 12.7% over last year.**
    - The majority of growth in domestic non-residents this year was at among graduate students, up 22.6% (+210). Undergrads were up 10.4% (+38).
    - Since 2005 domestic non-residents have grown by 327 heads (+19.2%) to the current total of 2,031.
    - Domestic non-residents now account for 7.0% of our total headcount.
  - Largest Non-Resident populations (these account for 77.8% of campus total)
    - Business 939 (37.4% of school's enrollment)
    - EGTC 428 (16.9%)
    - Medicine 367 (19.2%)
    - Law 227 (22.8%)
    - Dentistry 200 (29.8%)
    - Science 158 (7.5%)
    - UCOL 268 (4.0%)
  - Largest International Non-Resident populations (61.9% of campus total)
    - EGTC 297
    - Business 227
    - UCOL 165
  - Largest Domestic Non-Resident populations (57.6% of total)
    - Business 712
    - Medicine 269

- Non-Resident Enrollment Growth by School
  - The following schools recorded the largest growth of non-residents, accounting for 92.7% of our increase:
    - Business up 195 heads
      - nearly all grad level, 72.8% of growth in domestic students, presumably in the Kelley Direct program.
    - Engineering Technology up 102 heads
      - all undergrad, 87.3% of growth in international, likely the result of an expanded number of 2+2 and 3+2 articulations EGTC has with several institutions abroad.
    - Medicine up 39 heads
      - mostly grad, 58.9% domestic
    - SPEA up 41 heads
      - nearly all grad, 95.1% domestic
    - University College up 55 heads
      - all undergrad and 100% international
- Credits taken by non-residents climbed 16.7% since last year and now account for 9.9% of our total credits at the Indianapolis campus.
  - Undergraduate non-resident credits surged by 30.0%.
    - Since 2005 undergraduate non-residents are up 61.8%.
  - International students' credits are up 27.7% over last fall and now account for 3.7% of the total credits.
    - Since 2005 international non-resident credits have grown 57.4%.
  - Domestic non-residents credits are up 11.1% over last fall and now account for 6.2% of the total credits.
    - Since 2005 domestic non-resident credits have grown 21.3%.

### **Ethnicity**

- This fall is the most diverse student enrollment in IUPUI history with record numbers of minority and of international students.
  - Undergraduate enrollment is up in African-American, Asian, and Hispanic and down very slightly in Native Americans.
  - Among enrolled beginners, the percentage of minority students rose from 14.6% of the class last year to 17.2% of the class this year. We are up in all minority groups among beginner matriculants.
  - Graduate enrollment is up in Asian and Hispanic students, but down in African American and Native Americans.

### **Total Indianapolis Enrollment**

	2007	2008	Change	%
African American	2,629	2,604	-25	-1.0%
Asian/Hwn/Pac Isl	1,045	1,140	95	9.1%
Hispanic/Latino	702	714	12	1.7%
Native American	87	83	-4	-4.6%
Total Minority	4,463	4,541	78	1.7%

For more detail see chart below

### New Freshmen - Fall 2007 and 2008 Indianapolis

Ethnic Distribution	% of Enrolled Beginners					
	Fall 2007	Fall 2008	Net Chg	% Chg	2007	2008
African American	226	256	30	13.3%	8.6%	9.4%
Asian/Oth Pac Isl	76	116	40	52.6%	2.9%	4.2%
Hispanic/Latino	78	93	15	19.2%	3.0%	3.4%
Native American	4	8	4	100.0%	0.2%	0.3%
Minority Total	384	473	89	23.2%	14.6%	17.3%
International	106	99	-7	-6.6%	4.0%	3.6%
All Others	2,132	2,162	30	1.4%	81.3%	79.1%
Grand Total	2,622	2,734	112	4.3%	100.0%	100.0%

#### Other Enrollment Notes

- 72% of our undergraduates are full-time this semester, another record. In the Fall of 2000, 57.4% of undergraduates were full-time. 93% of our beginning students are full-time.
- 91% of our beginners are age 19 and under.
- IUPUI's total male population increased 3.9% this year while the number of female students declined 0.3%. Women still constitute 56.9% of our total student population.
- Detailed information on enrollment by school as well as by student level and resident/non-resident status appear in the handout. For additional data on admission, enrollment, retention, and other student characteristics, visit the new IUPUI Information Gateway [reports.iupui.edu/gateway](http://reports.iupui.edu/gateway). Reports are posted to the site on a regular basis throughout the year.

#### Direct Lending

- Though not strictly speaking an enrollment number, the delivery of financial aid is a key component of what makes it possible for students to enroll.

As a result of nationwide problems with the financial markets, this fall we moved from our past method of processing loans to a new one called the federal Direct Lend program. This step was taken so that we could assure our students a predictable and reliable source of funds. Administered by the U.S. Department of Education, the Direct Loan Program obtains funding directly from the federal treasury.

Though this major change was done with little lead time, the transition went very smoothly.

- Comparing the initial disbursement of loans this fall to last:
  - 17,839 students received loans this year. That is an increase of 9.2%.
  - Total loan volume was up 17.7% to just over \$85 million. This accounted for nearly 49% of the total loan volume for the IU system as of the start of last week.

**Reports referenced above**

**Indianapolis Headcount by Level, Ethnicity, and as Percentage of Total Campus Enrollment**

Fall 2008

Class	Ethnicity	Fall 2007	Fall 2008	Net Chg	Pct. Chg	Class as % of Campus	
						2007	2008
Undergraduate	African American	2,091	2,121	30	1.0%	7.4%	7.4%
	Asian/Hwn/Pac Isl	604	685	81	13.0%	2.1%	2.4%
	Hispanic/Latino	520	526	6	1.0%	1.8%	1.8%
	Native American	58	55	-3	-5.0%	0.2%	0.2%
	White	15,445	15,399	-46	0.0%	54.5%	53.5%
	Minority total	3,273	3,387	114	3.5%	11.6%	11.8%
	International	475	622	147	31.0%	1.7%	2.2%
	Unknown	540	562	22	4.0%	1.9%	2.0%
<b>Undergraduate Total</b>		<b>19,733</b>	<b>19,970</b>	<b>237</b>	<b>1.0%</b>	<b>69.7%</b>	<b>69.4%</b>
Graduate/Prof	African American	538	483	-55	-10.0%	1.9%	1.7%
	Asian/Hwn/Pac Isl	441	455	14	3.0%	1.6%	1.6%
	Hispanic/Latino	182	188	6	3.0%	0.6%	0.7%
	Native American	29	28	-1	-3.0%	0.1%	0.1%
	White	5,860	5,843	-17	0.0%	20.7%	20.3%
	Minority Total	1,190	1,154	-36	-3.0%	4.2%	4.0%
	International	651	717	66	10.0%	2.3%	2.5%
	Unknown	888	1,088	200	23.0%	3.1%	3.8%
<b>Graduate/Prof Total</b>		<b>8,589</b>	<b>8,802</b>	<b>213</b>	<b>2%</b>	<b>30.3%</b>	<b>30.6%</b>

Total	African American	2,629	2,604	-25	-1.0%	9.3%	9.1%
	Asian/Hwn/Pac Isl	1,045	1,140	95	9.1%	3.7%	4.0%
	Hispanic/Latino	702	714	12	1.7%	2.5%	2.5%
	Native American	87	83	-4	-4.6%	0.3%	0.3%
	White	21,305	21,242	-63	-0.3%	75.2%	73.8%
	Minority Total	4,463	4,541	78	1.7%	15.8%	15.8%
	International	1,126	1,339	213	18.9%	4.0%	4.7%
	Unknown	1,428	1,650	222	15.5%	5.0%	5.7%
<b>Indianapolis Total</b>		<b>28,322</b>	<b>28,772</b>	<b>450</b>	<b>1.6%</b>	<b>100.0%</b>	<b>100.0%</b>

**International admission and enrollment**

The reason for the drop in undergrad apps and admits was an expected significant decline in Saudi scholarship applicants and admits (admits down by 40), which was more than made up by increases in admits from our top three targeted countries for recruitment (China, India, and South Korea)-- up by 46 across those three countries. It was the Saudi scholarship program that was driving the increase in applications for Fall 2007.

**Undergraduate Enrollment by international students (IN & CO) (from International Affairs)**

	2005	2006	2007	2008
Freshman	94	92	175	206
Sophomore	52	71	76	137
Junior	46	60	77	111
Senior	157	122	118	137
Non Degree	19	15	31	39
<b>Total</b>	<b>368</b>	<b>360</b>	<b>477</b>	<b>630</b>

**Enrollment by International students (IN & CO)**

2007-2008	
India	204
P.R. China	192
Saudi Arabia	123
South Korea	74
Taiwan	57
Canada	52
Mexico	33
Japan	25
Nigeria	25
Indonesia	17
Others	326
<b>Total Top 10</b>	<b>802</b>
<b>Total Enrolled</b>	<b>1128</b>
<b>% Top 10 / Total</b>	<b>71.1%</b>

2008-2009	
China	246
India	218
Saudi Arabia	194
South Korea	103
Taiwan	52
Canada	41
Iran	33
Mexico	30
Nigeria	24
Japan	22
Others	395
<b>Total Top 10</b>	<b>963</b>
<b>Total Enrolled</b>	<b>1358</b>
<b>% Top 10 / Total</b>	<b>70.9%</b>

- The appearance of Iran in the Top 10 is due to the 2+2 program in Engineering with the University of Tehran.

# IUPUI Admission Review - Fall 2008

Applications through 8/25/2008

Enrollments through 8/27/2008

<b>Columbus</b>		Group	Applied	Admitted	Enrolled	% of Applied Admitted	% of Admitted Enrolled
Degree-Seeking	Beginners		458	421	300	91.9%	71.3%
	Transfers		157	138	102	87.9%	73.9%
Sub-Total Degree-Seeking Total			615	559	402	90.9%	71.9%
Non-Degree-Seeking			50	50	42	100.0%	84.0%
Intercampus Transfers			42	41	27	97.6%	65.9%
Returning Students						na	na
Total Columbus			707	650	471	91.9%	72.5%

<b>Indianapolis</b>		Group	Applied	Admitted	Enrolled	% of Applied Admitted	% of Admitted Enrolled
Degree-Seeking	Beginners		8022	5423	2653	67.6%	48.9%
	Transfers		3279	2458	1543	75.0%	62.8%
Sub-Total Degree-Seeking Total			11301	7881	4196	69.7%	53.2%
Non-Degree-Seeking			1038	975	642	93.9%	65.8%
Intercampus Transfers			839	739	398	88.1%	53.9%
Returning Students			1433	1273	678	88.8%	53.3%
Total Indianapolis			14611	10868	5914	74.4%	54.4%

<b>IUPUI</b>		Group	Applied	Admitted	Enrolled	% of Applied Admitted	% of Admitted Enrolled
Degree-Seeking	Beginners		8480	5844	2953	68.9%	50.5%
	Transfers		3436	2596	1645	75.6%	63.4%
Sub-Total Degree-Seeking Total			11916	8440	4598	70.8%	54.5%
Non-Degree-Seeking			1088	1025	684	94.2%	66.7%
Intercampus Transfers			881	780	425	88.5%	54.5%
Returning Students			1433	1273	678	88.8%	53.3%
Total IUPUI			15318	11518	6385	75.2%	55.4%

Notes: Excludes State-Wide Technology and Community Learning Network

Status Code "CN" with Action Code "WADM" and Reason Code "NOSH" and

Status Code "CN" with Action Code "WAPP" and Reason Code "WAFT" are included as admitted

Prepared by: Information Management and Institutional Research (q:\mgmtrpts\admissions\standard reports\admission\_reviewFA08.xls)

Source: ADM\_IUPUI\_WEBRPT\_GT and SR\_ENRL\_BYSTK\_GT

Date: 8/28/2008

# Fall Admissions Summary

## Fall 2008 Census

### Beginner

	2008	Change*	%
Applicants	8,022	+860	+12.0%
Admits	5,423	+489	+ 9.9%

\* 2008 data are in comparison with same point in 2007

### Beginner Quality

Admits	2007	% of Total	2008	% of Total
Top 10%	685	16.2%	795	17.9%
Top Third	2,514	59.4%	2,863	64.3%
Middle Third	1,517	35.8%	1,469	33.0%
Bottom Third	204	4.8%	120	2.7%

(of high school class)

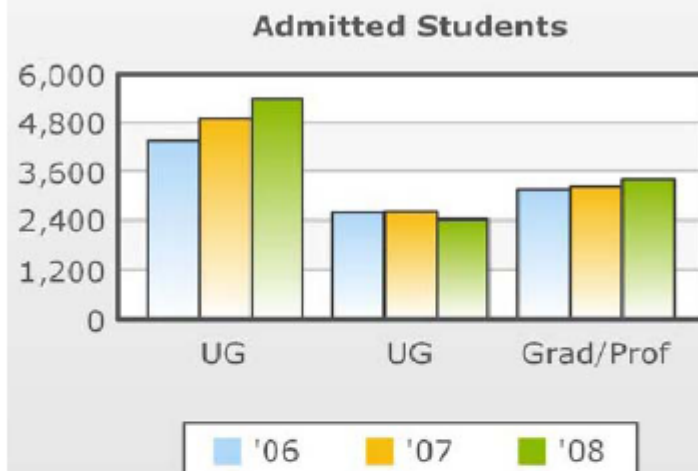
### Admits

	2007	2008
Average High School Rank	68	70
Average SAT	1000	1012
Average ACT	21	22

### Beginner Ethnicity

Admits	2007	% of Total	2008	% of Total
African-American	450	9.1%	515	9.5%
Asian-American	139	2.8%	205	3.8%
Hispanic-American	152	3.1%	190	3.5%
Native American	7	0.1%	12	0.2%
Minority Total	748	15.2%	922	17.0%
International	183	3.7%	174	3.2%

### Beginner Transfer Grad



### Transfer

	2008	Change*	%
Applicants	3,279	+ 68	+2.1%
Admits	2,458	-174	-6.6%

### Master's

	2008	Change*	%
Applicants	2,572	+94	+3.8%
Admits	1,707	+30	+1.8%

Enrollment Services 8/28/08

For more data, visit the IUPUI Information Gateway  
<http://reports.iupui.edu/gateway>

**INDIANAPOLIS Enrollment**

**Credit Hours Taught**

School	8/30/2007	8/28/2008	Change	%
BUS	24,253	26,596	2,343	9.7%
DENT	11,792	11,805	13	0.1%
EDUC	11,536	11,618	82	0.7%
EGTC	25,303	26,305	1,002	4.0%
GRAD	843	1,053	210	24.9%
HERR	9,949	10,731	782	7.9%
INFO	4,723	5,472	749	15.9%
JOUR	1,292	1,423	131	10.1%
LAW	13,128	12,810	-318	-2.4%
LIBA	64,428	63,372	-1,056	-1.6%
MED	25,945	27,016	1,071	4.1%
NURS	11,980	12,459	479	4.0%
PED	13,165	13,382	217	1.6%
SCI	64,515	66,870	2,355	3.7%
SCS	273	494	221	81.0%
SHRS	2,671	2,698	27	1.0%
SLIS	1,908	1,933	25	1.3%
SPEA	8,587	9,450	863	10.1%
SWK**	8,184	7,764	-420	-5.1%
SWT	3	13	10	333.3%
UCOL	1,565	1,623	58	3.7%
<b>IN total</b>	<b>306,043</b>	<b>314,887</b>	<b>8,844</b>	<b>2.9%</b>
IUPUC	16,407	16,339	-68	-0.4%
<b>IUPUI Official</b>	<b>322,450</b>	<b>331,226</b>	<b>8,776</b>	<b>2.7%</b>

Credit hour totals may be rounded in cases where a school total includes .5 credits

Class standing	2007	2008	Change	%
Freshmen	4,525	4,544	19	0.4%
Sophomore	4,437	4,456	19	0.4%
Juniors	3,695	3,826	131	3.5%
Seniors	6,138	6,217	79	1.3%
Undergrads	18,795	19,043	248	1.3%
UG Non-degree	1031	986	-45	-4.4%
Graduate	5,251	5,534	283	5.4%
Professional	2,521	2,555	34	1.3%
GR Non-Degree	789	691	-98	-12.4%

**Headcount by Student School**

School	8/30/2007	8/28/2008	Change	%	Comments on changes in school enrollments
BUS	2,257	2,538	281	12.5%	+45 ug; +259 grad; -23 non-degree
DENT	674	672	-2	-0.3%	-9 ug; +8 grad; -1 non-degree
EDUC	1,691	1,656	-35	-2.1%	-9 ug; +14 grad; -40 non-degree
EGTC***	2,444	2,529	85	3.5%	ENGR: +107 ug; -4 grad; +2 non-degree
GCND	428	408	-20	-4.7%	TECH: -35 ug; +17 grad; -2 non-degree
GRAD*	77	73	-4	-5.2%	-20 non-degree
HERR	866	909	43	5.0%	-4 grad
INFO	645	661	16	2.5%	+27 ug; +17 grad; -1 non-degree
JOUR	156	182	26	16.7%	+17 ug; +2 grad; -3 non-degree
LAW	1,011	994	-17	-1.7%	+16 ug; +10 grad
LIBA	1,918	1,943	25	1.3%	-21 grad; +4 non-degree
MED	1,810	1,878	68	3.8%	+48 ug; -12 grad; -11 non-degree
NURS	1,476	1,498	22	1.5%	+16 ug; +52 grad; non-degree even
PED	895	921	26	2.9%	+56 ug; -30 grad; -4 non-degree
SCI	1,976	2,110	134	6.8%	+30 ug; -4 grad; non-degree even
SCS	1,033	1,035	2	0.2%	+125 ug; +3 grad; +6 non-degree
SHRS	206	211	5	2.4%	+10 ug; -8 grad
SLIS	338	326	-12	-3.6%	+8 grad; -3 non-degree
SPEA	974	1,015	41	4.2%	-17 grad; +5 non-degree
SWK**	740	680	-60	-8.1%	-35 ug; +75 grad; +1 non-degree
UCOL	6,837	6,638	-199	-2.9%	-13 ug; -48 grad; +2 non-degree
<b>IN total</b>	<b>28,452</b>	<b>28,877</b>	<b>425</b>	<b>1.5%</b>	-147 ug; +12 high school; -64 non-degree
<b>Unduplicated</b>	<b>28,387</b>	<b>28,809</b>	<b>422</b>	<b>1.5%</b>	Adjusted for students in multiple programs at IN. Students counted only once in campus total.
IUPUC	1,532	1,528	-4	-0.3%	
<b>IUPUI Official</b>	<b>29,854</b>	<b>30,300</b>	<b>446</b>	<b>1.5%</b>	Adjusted for students enrolled at both IN & CO. 65 students had dual enrollment in 2007; 37 in 2008. Students counted only once in IUPUI total.

Resident	2007	2008	Change	%
UG Heads	18,103	18,159	56	0.3%
UG Credits	210,080	214,225	4,145	2.0%
<b>Total Res Heads</b>	<b>25,689</b>	<b>25,665</b>	<b>-24</b>	<b>-0.1%</b>
<b>Total Res Credits</b>	<b>279,436</b>	<b>283,826</b>	<b>4,390</b>	<b>1.6%</b>

Non-Resident	2007	2008	Change	%
UG Heads	692	884	192	27.7%
UG Credits	8,473	11,014	2,541	30.0%
<b>Total NR Heads</b>	<b>2,698</b>	<b>3,144</b>	<b>446</b>	<b>16.5%</b>
<b>Total NR Credits</b>	<b>26,606</b>	<b>31,061</b>	<b>4,455</b>	<b>16.7%</b>

	2007	2008
Non-residents as % of total campus heads	9.5%	10.9%
Non-residents as % of total campus credits	8.7%	9.9%

For more data, visit the IUPUI Information Gateway <http://reports.iupui.edu/gateway>

\* Notes: While most IUPUI students pursuing graduate studies enroll through the IUPUI school that offers the degree, GRAD holds students who enroll through the IU Graduate School. This is primarily students in Liberal Arts and Medicine but also includes some students pursuing other IU graduate degrees. Wherever possible in the totals above, these students have been attributed to the schools that house their academic programs. Any changes in enrollments for these students appear in the comments for those schools. \*\*LSTU totals are included in SWK. \*\*\*MUS totals are included in EGTC.



## IUPUI

<b>Students by Level</b>	<b>1st Sem. 2007-08</b>	<b>% of Total</b>	<b>1st Sem. 2008-09</b>	<b>% of Total</b>	<b>Difference</b>	<b>Percent Change</b>
Undergraduate	20,136	67.4%	20,390	67.3%	254	1.3%
Non-Degree (special)	1,066	3.6%	1,033	3.4%	-33	-3.1%
Undergraduate Total	21,202	71.0%	21,423	70.7%	221	1.0%
Graduate	5,258	17.6%	5,537	18.3%	279	5.3%
Professional	2,600	8.7%	2,637	8.7%	37	1.4%
Non-Degree (special)	794	2.7%	703	2.3%	-91	-11.5%
Graduate/Professional Total	8,652	29.0%	8,877	29.3%	225	2.6%
<b>Total IUPUI</b>	<b>29,854</b>		<b>30,300</b>		<b>446</b>	<b>1.5%</b>

### Credit Hours by Level

Undergraduate	234,216.0	72.6%	240,666.0	72.7%	6,450.0	2.8%
Non-Degree (special)	6,759.5	2.1%	6,820.0	2.1%	60.5	0.9%
Undergraduate Total	240,975.5	74.7%	247,486.0	74.7%	6,510.5	2.7%
Graduate	36,394.0	11.3%	38,161.0	11.5%	1,767.0	4.9%
Professional	41,591.8	12.9%	42,308.0	12.8%	716.3	1.7%
Non-Degree (special)	3,489.0	1.1%	3,271.5	1.0%	-217.5	-6.2%
Graduate/Professional Total	81,474.8	25.3%	83,740.5	25.3%	2,265.8	2.8%
<b>Total IUPUI</b>	<b>322,450.3</b>		<b>331,226.5</b>		<b>8,776.3</b>	<b>2.7%</b>

### Students by Courseload and Level

Full-Time	Undergraduate	14,228	77.7%	14,693	77.9%	465	3.3%
	UG Non-Degree	180	1.0%	200	1.1%	20	11.1%
	Graduate	1,529	8.4%	1,567	8.3%	38	2.5%
	Professional	2,301	12.6%	2,310	12.3%	9	0.4%
	Grad./Prof. Non-Degree	67	0.4%	87	0.5%	20	29.9%
<b>Total Full-Time</b>		<b>18,305</b>		<b>18,857</b>		<b>552</b>	<b>3.0%</b>
Part-Time	Undergraduate	5,908	51.2%	5,697	49.8%	-211	-3.6%
	UG Non-Degree	886	7.7%	833	7.3%	-53	-6.0%
	Graduate	3,729	32.3%	3,970	34.7%	241	6.5%
	Professional	299	2.6%	327	2.9%	28	9.4%
	Grad./Prof. Non-Degree	727	6.3%	616	5.4%	-111	-15.3%
<b>Total Part-Time</b>		<b>11,549</b>		<b>11,443</b>		<b>-106</b>	<b>-0.9%</b>

### Students by Undergraduate Class

Freshmen	5,208	25.9%	5,145	25.2%	-63	-1.2%
Sophomore	4,657	23.1%	4,723	23.2%	66	1.4%
Junior	3,888	19.3%	4,039	19.8%	151	3.9%
Senior	6,383	31.7%	6,483	31.8%	100	1.6%

### Student Enrollment by Sex

Male	12,560	42.1%	13,052	43.1%	492	3.9%
Female	17,294	57.9%	17,248	56.9%	-46	-0.3%

### Student Enrollment by Residency

Resident	27,149	90.9%	27,151	89.6%	2	0.0%
Non-Resident	2,705	9.1%	3,149	10.4%	444	16.4%

### Student Enrollment by Ethnicity

African American	2,650	8.9%	2,630	8.7%	-20	-0.8%
American Indian	89	0.3%	83	0.3%	-6	-6.7%
Asian American	1,059	3.5%	1,155	3.8%	96	9.1%
Hispanic	724	2.4%	731	2.4%	7	1.0%
White	22,724	76.1%	22,640	74.7%	-84	-0.4%
Foreign	1,137	3.8%	1,357	4.5%	220	19.3%
Unknown	1,471	4.9%	1,704	5.6%	233	15.8%

Record Highs

## IUPUI - New Student Admissions and Enrollment

### First-Time-in-College Summer/Fall Admissions

	2005	2006	2007	2008	%C 07-08
Applied	6,136	6,727	7,958	8,856	11.3%
Admitted	4,525	4,765	5,616	6,164	9.8%
% Adm	74%	71%	71%	70%	
Enrolled	2,746	2,786	2,953	3,040	2.9%
% Yield	61%	58%	53%	49%	

### Quality Indicators - Fall Enrolled FTIC

	2005	2006	2007	2008
Average SAT	997	994	990	1005
% Submitting SAT	75%	76%	81%	82%
% Submitting ACT	27%	25%	26%	28%
% w/Valid H.S. Rank	83%	82%	83%	74%
Average H.S. Rank	62	64	67	70
Top 10%	9%	12%	14%	17%
Top 25%	33%	35%	40%	46%

### Race/Ethnicity of New First-Time Undergraduates

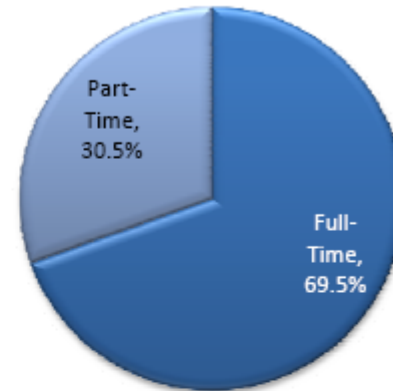
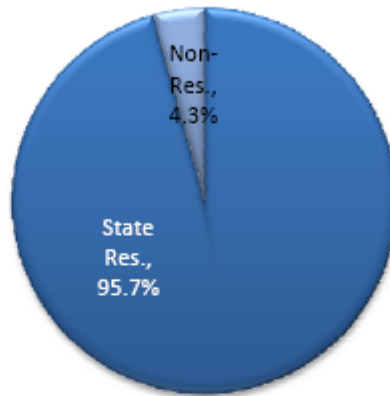
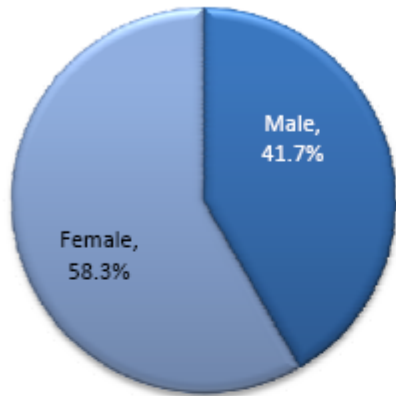
	2005	2006	2007	2008	%C 07-08
African American	288	236	231	256	10.8%
American Indian	10	15	4	8	100.0%
Asian American	72	94	78	120	53.8%
Hispanic	83	95	83	95	14.5%
<b>Total Minority</b>	<b>453</b>	<b>440</b>	<b>396</b>	<b>479</b>	<b>21.0%</b>
White	2,160	2,205	2,380	2,379	0.0%
<b>International</b>	<b>47</b>	<b>59</b>	<b>106</b>	<b>99</b>	<b>-6.6%</b>
Unknown	86	82	71	83	16.9%

### Summer/Fall New Transfers by Class Level at Entry

	2005	2006	2007	2008	%C 07-08
<b>Total</b>					
First-year	648	646	603	582	-3.5%
Sophomore	687	698	624	616	-1.3%
Junior	285	403	345	373	8.1%
Senior	209	239	129	156	20.9%
<b>Total</b>	<b>1,829</b>	<b>1,986</b>	<b>1,701</b>	<b>1,727</b>	<b>1.5%</b>
<b>From Ivy Tech</b>					
First-year	119	151	153	165	7.8%
Sophomore	104	171	183	178	-2.7%
Junior	22	67	85	120	41.2%
Senior	2	10	16	23	43.8%
<b>Total</b>	<b>247</b>	<b>399</b>	<b>437</b>	<b>486</b>	<b>11.2%</b>

IUPUI

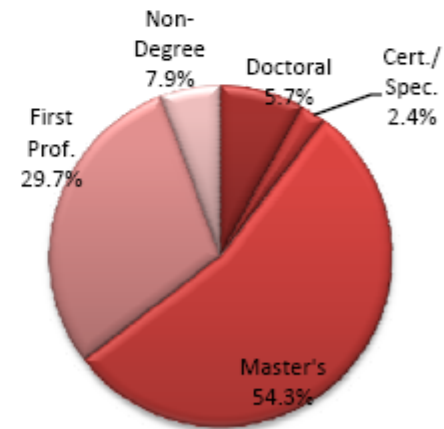
*Undergraduate Profile*



*Total Minority and International Enrollment*

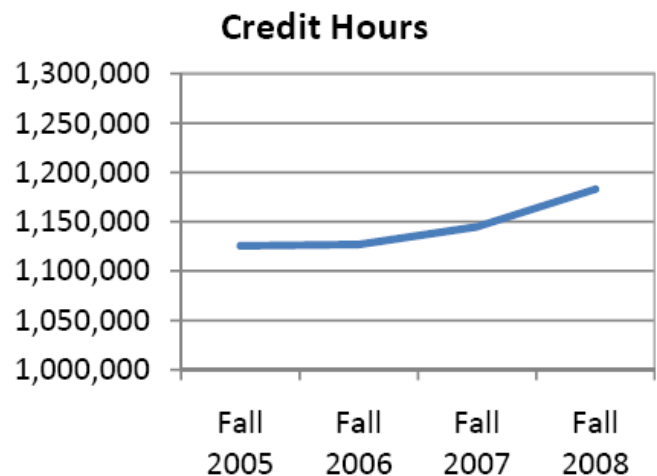
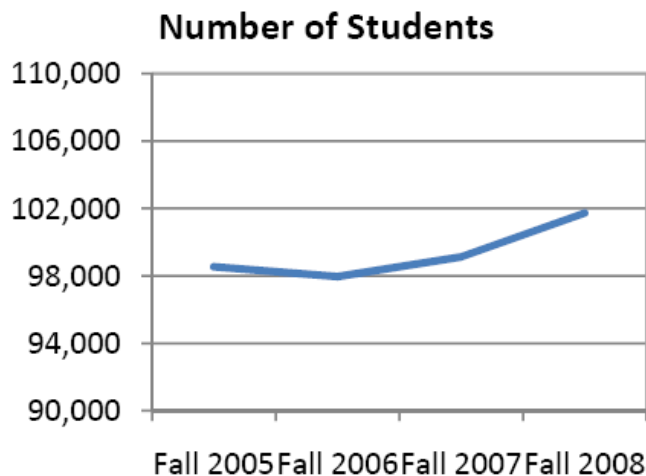
	2005	2006	2007	2008
African American	2,812	2,631	2,650	2,630
American Indian	89	99	89	83
Asian American	907	980	1,059	1,155
Hispanic	649	669	724	731
Total Minority	4,457	4,379	4,522	4,599
International	916	955	1,137	1,357

*Grad/Prof by Degree Type*



## Indiana University Overall Enrollment Summary

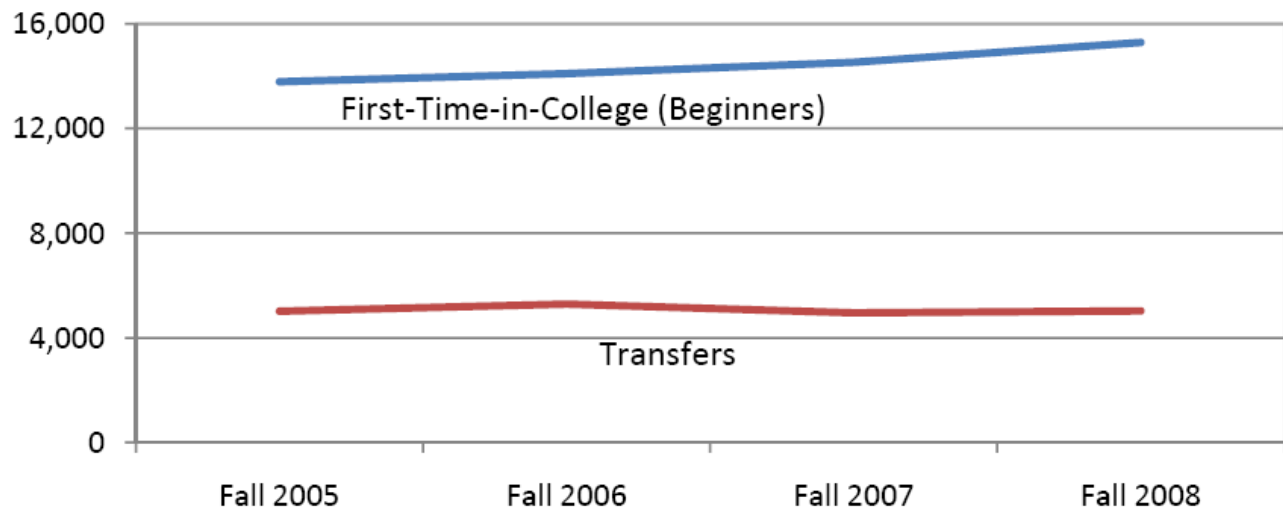
<b>Number of Students</b>					
	<b>Fall 2005</b>	<b>Fall 2006</b>	<b>Fall 2007</b>	<b>Fall 2008</b>	<b>%Chg 07-08</b>
Bloomington	37,958	38,247	38,990	40,354	3.5%
Indianapolis	29,933	29,764	29,854	30,300	1.5%
East	2,459	2,246	2,266	2,447	8.0%
Kokomo	2,895	2,734	2,835	2,690	-5.1%
Northwest	4,987	4,819	4,790	4,794	0.1%
South Bend	7,459	7,420	7,517	7,712	2.6%
Southeast	6,164	6,183	6,241	6,482	3.9%
Fort Wayne (IU only)	6,688	6,546	6,629	6,948	4.8%
<b>IU Total</b>	<b>98,543</b>	<b>97,959</b>	<b>99,122</b>	<b>101,727</b>	<b>2.6%</b>



<b>Credit Hours</b>					
	<b>Fall 2005</b>	<b>Fall 2006</b>	<b>Fall 2007</b>	<b>Fall 2008</b>	<b>% Change</b>
Bloomington	509,955	514,182	523,892	544,237	3.9%
Indianapolis	315,741	317,611	322,450	331,227	2.7%
East	23,526	21,688	22,523	24,458	8.6%
Kokomo	28,127	26,687	27,599	25,790	-6.6%
Northwest	47,984	47,824	47,214	48,736	3.2%
South Bend	71,368	69,981	71,034	73,598	3.6%
Southeast	60,243	60,888	61,430	64,066	4.3%
Fort Wayne (IU only)	68,740	68,145	68,860	70,966	3.1%
<b>IU Total</b>	<b>1,125,683</b>	<b>1,127,006</b>	<b>1,145,001</b>	<b>1,183,077</b>	<b>3.3%</b>

## Indiana University New Summer/Fall Student Summary

<b>First-Time-in-College (Beginners)</b>					
	<b>Fall 2005</b>	<b>Fall 2006</b>	<b>Fall 2007</b>	<b>Fall 2008</b>	<b>%Chg 07-08</b>
Bloomington	6,949	7,253	7,198	7,564	5.1%
Indianapolis	2,746	2,785	2,952	3,040	3.0%
East	372	278	329	328	-0.3%
Kokomo	476	384	436	401	-8.0%
Northwest	604	676	719	769	7.0%
South Bend	1,006	987	1,072	1,135	5.9%
Southeast	753	833	883	1,070	21.2%
Fort Wayne (IU only)	893	919	956	995	4.1%
<b>IU Total</b>	<b>13,799</b>	<b>14,115</b>	<b>14,545</b>	<b>15,302</b>	<b>5.2%</b>



<b>Transfers</b>					
	<b>Fall 2005</b>	<b>Fall 2006</b>	<b>Fall 2007</b>	<b>Fall 2008</b>	<b>% Change</b>
Bloomington	838	907	991	935	-5.7%
Indianapolis	1,823	1,984	1,698	1,725	1.6%
East	177	136	171	232	35.7%
Kokomo	211	204	197	144	-26.9%
Northwest	350	346	340	346	1.8%
South Bend	529	544	499	534	7.0%
Southeast	398	498	461	510	10.6%
Fort Wayne (IU only)	690	673	602	604	0.3%
<b>IU Total</b>	<b>5,016</b>	<b>5,292</b>	<b>4,959</b>	<b>5,030</b>	<b>1.4%</b>

## Fall 2008 Enrollments at Indiana Institutions

### Change from 2007

IU	Actual	Heads	Credits
IUPUI	30,300	1.5%	2.7%
IUB	40,354	3.5%	3.9%
East	2,447	8.0%	8.6%
Kokomo	2,690	-5.1%	-6.6%
Northwest	4,794	0.1%	3.2%
South Bend	7,712	2.6%	3.6%
Southeast	6,482	3.9%	4.3%

### Change

Purdue	Actual	from 2007
West Lafayette	40,090	2.5%
IPFW	12,338	3.3%
Calumet	9,325	-2.9%
Northcentral	4,241	8.6%

### Other institutions

Indiana State	10,457	-0.6%
Ivy Tech	86,130	11.8%
Vincennes	8,291*	5.3%
USI	10,126	1.9%
Ball State	No report	

Systemwide *Indianapolis "nearing 18,000"*  
 \*estimated enrollment based on VU's anticipated % increase

anticipate slight increase

### Other

Anderson	2,800	3.4%
Marian	2,096*	2.6%
Valparaiso	3,980	2.7%

University's projection  
 \*estimate based on published growth in freshmen

*Vincennes and Marian have not yet had census*

9/12/2008