

Enrollment Management Council

February 22, 2008

Minutes

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- Due to the Data Training Workshop, there was no January meeting. Information about the workshop and an update on enrollments and other matters were distributed and are available by visiting <http://registrar.iupui.edu/emc/emc-meetings.shtml>

Announcements from the Chair *Becky Porter*

- Kim Stewart-Brinston, Director of Multicultural Outreach, has been appointed the interim director of the [Multicultural Center](#). Kim is expected to serve in this capacity for six months. During that period Enrollment Services will continue its aggressive commitments in activities managed by Multicultural Outreach. An associate director position has been created for the office and Admissions staff members also are picking up some of the responsibilities.

Fall Admissions Update *Chris Foley*

- Fall admission data through February 12th appear below.
- We continue to see growth in traditional age students.
- The quality of the 2008 applicant pool is good (particularly the increase in SAT scores), though the numbers will slip somewhat as we move later in the admissions cycle. Better qualified students tend to apply earlier and less-well qualified students later.
- Minority beginner admits are up 13.6%. While African-American beginner admits are up somewhat and transfer admits even, there is significant growth in African-American admits in the category of returning students.
- Non-Resident applicants and admits are up, particularly those from targeted regions. Admissions is hiring a new person who will focus on recruiting non-resident students.
- In visits to regional college fairs outside of the state, we have found that students are much more likely to be aware of IUPUI than in earlier years.
- As direct/dual admits increase, particularly to schools such as Science and Engineering/Technology, other units, such as University College, may have fewer students. Admissions is tracking areas without growth for any necessary adjustments in recruiting strategy.
- The Semi-Annual report on Recruitment and Admissions is attached below.

International Admissions Update *Sara Allaei*

- Internationals undergraduate applications are even with last year while admits are up nearly 70% due in part to speed of processing but also to adjustments for this admission cycle to English language proficiency requirements which reduce the number of admits delayed for TOEFL scores. Over the past two years, yields on admitted undergraduate students have increased, opposite the normal trend when applications increase, and we hope that will continue. Graduate International applicants are up significantly, especially at the doctoral level where individual program capacity limits how many the campus can accept.

- International Affairs is in touch with applicants and admitted students to push the March 15th application deadline for a guarantee of housing for undergraduates as well as coordinating a virtual orientation group through Facebook through which admitted students can get to know each other, find roommates, and get answers to questions.
- Peer mentoring for this fall's admits will begin in May or June. Current students (both international students and U.S. students) will be matched with incoming students to help with addressing questions and in helping to prepare them for and welcome them to campus.
- We continue our aggressive overseas recruiting efforts. A recent trip to Nepal and India generated 1,000 prospects. Upcoming recruiting trips include China and Latin America.

Summer Preparatory Program for Mathematics *Chris Foley*

- IUPUI will expand a program that was started last summer that requires certain students who previously would have been admitted conditionally to successfully complete a special math course in the summer before being admitted for the fall semester.
 - The following students would be *required* to attend the Summer Preparatory Program in Mathematics:
 - (1) If the students have 4 or more Ds or Fs on their high school record (and would otherwise have been conditionally admitted), or
 - (2) If the students have 3 Ds or Fs on their high school record and less than a 1000 on the SAT.
 - The summer math program would be *recommended* for the following students:
 - (1) Those who are conditionally admitted because of low SAT scores only, or
 - (2) Those who have 3 Ds or Fs on their record but have a 1000 or higher on the SAT.
- Assuming we have a similar yield rate for this group in 2008 as we did in 2007, we anticipate a decline in fall enrollments from this population of about 200 students as some applicants will enroll elsewhere rather than go through the program. The net result is that we anticipate a somewhat smaller entering beginning class, but we hope to partially offset this decline by additional recruiting, including an expected increase of approximately 100 fully-qualified students.
- The goal of the program is to improve the chances for retention among this population. A study of the summer 2007 Math program found that 72% of the program participants achieved at least a 2.0 g.p.a. in the fall semester compared to 55% of beginners who did not participate. This is even more noteworthy as the students in the Math program generally had weaker high school records than the non-participants.

SIS Upgrade Update

- The upgrade has gone very smoothly. While there are always few small issues that come up they are being addressed. We have not heard any complaints

from students or the academic units. This reflects the hard work put in by the functional units at IUPUI, IUB, and in UITS.

- A number of EMC members commented favorably on the upgrade, noting that in addition to the smooth transition, the new version was well received by users. Members appreciated being kept informed through regular communications sent out by the Registrar's Office in anticipation of the upgrade.
- Becky reminded the group that there will be a brief interruption of service on March 1st to accommodate the annual loading of new federal financial aid guidelines.
- More details on changes brought about by the upgrade are available below.

Data Training Workshop *Reya Calistes*

- In January IMIR and the Office of the Registrar provided a workshop on the Sources and Use of Institutional Data and announced a new gateway to this information. For a brief overview of the presentation visit http://registrar.iupui.edu/emc/2008%20Information%20Gateway_updated.pdf.
- 15 schools participated as did a number of administrative units.
- Comments from attendees were very positive. Some participants suggested that future versions have more time for hands-on activities, perhaps in a quiz format.
- Organizing the reports by categories (students, faculty & staff, etc.) was seen as extremely useful.
- It was suggested that the workshop be offered periodically in the future to serve those who were unable to make the January sessions and for new employees.
- Becky noted that a number of the regional campuses are interested in a similar centrally-managed site for their reporting needs.
- Members offered ideas for refinements and additions to the new Gateway to Reporting site as well as future workshops. Suggestions included:
 - Continue to offer the Sources of Data work shop, but develop another workshop that focuses in greater detail on the use of the data.
 - Providing more information at the level of individual academic departments. This is especially important in planning for future course offerings and in preparing for program reviews. Examples of data include
 - Degrees awarded to specific majors
 - Current majors and those in University College
 - Attention should also be paid to students who are dual major or dual degree so that they are not "lost."
 - Characteristics of students majoring in the program (SAT, GPA, etc.)
 - Gender and ethnicity of majors
 - Retention of majors
 - Number of student in service courses
 - Additional indicators such as those listed in the [Guidelines for Academic Program Review](#).
 - Becky noted that IUPUI provides a level of detail that is unusual in public sites. It may be that as we add information at other levels—such as individual departments—we may need to consider limiting access.
 - Some reports combine undergraduate and graduate information and some don't. It would be helpful to add this to the descriptive boxes that appear when the mouse passes over the link.

- As reports are added, it is important to keep the ease of access and navigation. That may mean adding additional headings under students, for example, for further groupings of like reports within Admissions or Enrollment.
- Mary Beth Myers suggested adding a link to operational level reports provided by the IUIE. This may have some issues tied to security and access, but at least the starting point could be provided.
- Amanda Helman suggested adding the ability for easier tracking of particular populations such as minority students. For instance, it would be useful to be able to map students back from graduation to admission, including when the student moved to SCS and from which unit so that General Studies might be able to fine tune their services and advising.
- Jennifer Pease offered a similar need for tracking returning students. Having more information on when they began and last enrolled would help the academic units in quickly determining which bulletin the student must follow in terms of policies and degree requirements.
- Marianne Wokeck suggested being able to study enrollments in courses more closely, including the transfer work brought in by students from Ivy Tech. Her school is interested in knowing what the impact of this growing population is both on courses at the entry level as well as in the major.
- Marianne also expressed an interest in being able to match faculty appointment type to enrollments and student performance. For example, does it matter in terms of retention or graduation if a particular course is taught by an associate or a full-time faculty member.
- Future workshops might be more targeted, such as where to find the information and how to use the data in a particular operational or planning activity.
 - Jennifer suggested having a workshop focused on the data needs of recruiters to help them in the next recruiting cycle. June was seen as a possible target date.
- Reya noted that IMIR continues its conversations with individual academic units in an effort to get a more detailed understanding of their data and reporting needs.
- Members were encouraged to continue to spread the word on the availability of the site. This might be done through groups such as the recorders to suggest they recommend the site to their chairs, associate deans, etc. Another possibility is to develop a brief overview—perhaps 10-15 minutes—that would be appropriate for inclusion in a school's meeting of its chairs and program directors.
- To use the new Information Gateway, visit <http://reports.iupui.edu> . The Gateway is now linked from the main EMC page <http://registrar.iupui.edu/emc> and from IMIR's main page <http://imir.iupui.edu>.

Retention

- The University has released the latest Fall-to-Spring Retention report. 87.5% of full-time beginning students in the Fall of 2007 returned for this semester.

Full-Time Beginners

Fall Entry Term	Retained to Spring
1997	82.9%
1998	80.3%
1999	81.1%
2000	81.9%
2001	83.9%
2002	85.9%
2003	87.1%
2004	85.8%
2005	84.8%
2006	86.2%
2007	87.5%

To see the full report, visit http://www.indiana.edu/~urr/retention/semester/official_report_vol17_2.pdf

Campus Day

- Spring Campus Day will be held Saturday, March 1st from noon to 4:00 p.m. in the Campus Center. We look forward to showing off the new building and continuing to create “buzz” about the campus through this marker event. For more information, including a schedule of presentations visit <http://visit.iupui.edu/campusday>
- Though the day is focused on prospective undergraduate students, the Graduate Office will have a table and be able to provide some basic information and brochures from different graduate programs. They are also prepared to take a prospective student's contact information and forward it to the appropriate school for follow-up.
- There will be two other recruiting events occurring on March 1st.
 - 600 middle and high school students will be on campus in a program aimed at 21st Century Scholars.
 - There will be a luncheon and program for high ability high school juniors.
- The [Marching toward Justice](#) exhibit has been extended and will be open on Campus Day.
- A photo exhibit on the history of IUPUI will appear on the wall of the 2nd floor corridor that leads from the parking garage to the Admissions Center. The goal is have this up in time for Campus Day.

Reports from the Academic Units and Other Topics *All*

- Engineering and Technology recently brought 650 students from 37 high schools to campus in the 4th annual “Project Lead the Way” conference. This is a national initiative that encourages secondary schools to provide a rigorous core curriculum in the field of pre-engineering and technology. The conference features hands-on engineering technology projects, as well as short talks for students.
- The [Motorsports Engineering](#) degree has been approved by the Purdue trustees and is now awaiting approval by the Indiana Commission for Higher Education.

- Members are asked to report any non-functioning automatic door activation buttons to Adaptive Education or Affirmative Action who will work with Campus Facility Services to ensure speedy repair.

Upcoming EMC Meetings and Tentative Topics

March 28	1:00-2:30	CE 268
o	New Admissions Communications tools	
April 25	1:00-2:30	CE 268
May	No Meeting	
June 27	1:00-2:30	CE 268

Fall Admissions and Recruiting Update

February 19th, 2008

Table 1: Application Pools

		2006	2007	2008	2 yr df	1 yr df
Applications	Freshmen	4171	5144	5895	41.3%	14.6%
	External Transfers	566	615	743	31.3%	20.8%
	Intercampus Transfers		230	265		15.2%
	Returning Students		178	204		14.6%
Admits	Freshmen	2704	3411	3605	33.3%	5.7%
	External Transfers	306	343	332	8.5%	-3.2%
	Intercampus Transfers		180	218		21.1%
	Returning Students		108	156		44.4%

Source: IMIR's Point-in-Cycle report, February 12, 2008

Table 2: Non-Resident Freshman Applications (Domestic & International)*

	2006	2007	2008	2 yr df	1 yr df
Applications	400	473	534	33.5%	12.9%
Admits	171	210	266	55.6%	26.7%

Source: Internal Admissions Office report, February 12, 2008

**Does not include students who applied directly to General Studies*

Table 3: Quality Indicators of Freshman Application Pool

	Applicants			Admitted		
	2007	2008	1 yr df	2007	2008	1 yr df
Top 10%	636	717	12.70%	610	658	7.90%
Top third	2210	2520	14%	2012	2200	9%
Avg HS Percentile Rank	63	65	2	70	72	2
Average SAT	985	991	6	1007	1022	15
Average ACT	21	21	0	22	22	0
Average GPA**	3.06	3.16	0.1	3.27	3.33	0.06

Source: IMIR's Point-in-Cycle report, February 12, 2008

** Source: Internal Admissions report. GPA data do not include students who have applied directly to General Studies

Table 4: Ethnicity and Age Indicators of Freshman and Transfer Applicant Pools

	Freshmen				Transfers			
	Applicants		Admitted		Applicants		Admitted	
	2007	2008	2007	2008	2007	2008	2007	2008
African American	583	643	277	287	81	79	35	32
Asian American	159	193	97	134	16	18	6	5
Hispanic American	162	202	105	119	13	27	10	12
Native American	9	17	5	10	1	3	1	2
Minority Total	913	1055	484	550	111	127	52	51
International	182	183	30	53	40	29	11	11
All Others/ Unknowns	4049	4657	2897	3002	464	587	280	270
19 and Younger	4955	5708	3361	3541	107	140	53	28
25 and Older	41	47	9	12	180	184	117	105

Source: IMIR's Point-in-Cycle report February 12, 2008

Semi-Annual Report on Recruitment and Admissions

January 2008

Prepared by Chris J. Foley, Director, Office of Undergraduate Admissions

Recruitment Overview¹

The recruitment activities of the Office of Undergraduate Admissions (ADM) have been focused on establishing a firm foundation to achieve the goals of the Enrollment Shaping Initiative (ESI) undertaken by the Campus. Specifically, the ADM has targeted the recruitment of the following student types:

- Non-Resident
- International
- Diversity
- First Generation
- High Ability
- Greater Indianapolis

To begin, ADM developed a key recruitment message:

IUPUI is Indiana's urban research institution and 3rd largest university. We combine the academic strength of both Indiana University and Purdue University with the advantages of being located in a dynamic urban setting. Our unique combination of degrees and access to resources cannot be matched by any other campus in Indiana.

We believe this message sets a tone for our constituents that concisely and accurately reflects the current status of IUPUI, and represents a shift in the general tone of our recruitment from one of explaining our heritage to one of emphasize IUPUI's strengths.

To achieve these goals, ADM has expanded its recruitment travel, redesigned its website, increased our participation in recruitment fairs, implemented new "recruitment-oriented" communications to prospective students, amplified the use of electronic communications, better publicized our scholarships opportunities to prospective students, and better organized our collaboration with partner units on campus. In addition, ADM has collaborated with other campus units (e.g., the Office of Student Scholarships, Multicultural Outreach, the Office of International Affairs, the Honors Program, the Office of Communications and Marketing) to coordinate outreach and recruitment strategies to gain efficiencies and reduce duplication of efforts. In addition, ADM has worked to greater coordinate our recruitment messages and activities with those of the academic units.

Status of Fall 2008 Application Pool

Though implemented well into the recruitment cycle for Fall 2008, the ESI already appears to have produced a growth in applications. By January, applications from the targeted Non-Resident markets were up 13% compared to the 9% growth seen overall. When compared to Fall 2006, the benchmark year for the ESI, applications from these regions were up 118% compared to the overall growth of 43% over the same time period (see Table 1). The three indicators of ability (average GPA, SAT score, and class rank) were all up when compared to previous years (see Table 2). In addition, applications from under-represented ethnicities were also up or stable compared to previous years (see Table 3).

¹ For the purposes of this report, statistics provided do not include applications to General Studies.

Table 1: Point-in-Cycle Comparison of Freshman Application Pool					
	Fall 2006	Fall 2007	Fall 2008	1 yr % Δ	2 yr % Δ
Non-Indy Indiana	2225	2903	3177	9%	43%
Chicago-Milwaukee-Aurora*	38	66	77	17%	103%
Cincinnati*	6	9	16	78%	167%
Detroit*	1	1	3	200%	200%
Metro Indianapolis	518	701	741	6%	43%
International	118	64	74	16%	-37%
Louisville Area*	28	64	59	-8%	111%
US All Others	129	178	227	28%	76%
West Michigan*	3	7	11	57%	267%
Region Unknown	12	18	3	-83%	-75%
Non-Resident Target Markets	76	147	166	13%	118%
Grand Total	3078	4011	4388	9%	43%

Source: Internal Admissions Point-in-Cycle Report, January 4, 2008.

* indicates a target non-resident market.

Table 2: Point-in-Cycle Comparison of Ability Indicators of Freshman Application Pool					
	Fall 2006	Fall 2007	Fall 2008	1 yr Δ	2 yr Δ
Average GPA	3.10	3.10	3.16	0.06	0.06
Average Rank (%-tile)	64	65	68	3	4
Average SAT (CR + VE)	996	997	1008	11	12

Source: Internal Admissions Point-in-Cycle Report, January 4, 2008.

Table 3: Point-in-Cycle Comparison of Ethnic Diversity of Freshman Application Pool					
	Fall 2006	Fall 2007	Fall 2008	1 yr % Δ	2 yr % Δ
American Indian/Alaska Native	6	8	12	50%	100%
Asian	104	130	149	15%	43%
Black/African American	346	430	422	-2%	22%
Ethnicity Undetermined	48	61	139	128%	190%
Hispanic/Latino	127	126	143	13%	13%
Native Hawaiian/Oth Pac Island	0	3	5	67%	n/a
Not Applicable (Alien)	141	109	113	4%	-20%
White	2306	3144	3405	8%	48%
Grand Total	3078	4011	4388	9%	43%

Source: Internal Admissions Point-in-Cycle Report, January 4, 2008.

Building the Classes of the Future: Prospective Applications for 2009 and 2010

While focused on building the class for next year, the ADM is simultaneously looking to the high school classes of 2009 and 2010 to accomplish the goals of the ESI. To evaluate the effectiveness of the recruitment efforts focused at high school juniors and seniors, the office looks at the prospective student pools. In general, the prospect pools for these younger students are larger and less concentrated on metro-Indianapolis. Growth is particularly strong in the non-metro Indiana, and in the domestic non-resident target markets.

	Fall 2007	Fall 2008	Fall 2009	1 yr % Δ	2 yr % Δ
Non-Indy Indiana	314	364	641	76%	104%
Chicago-Milwaukee-Aurora*	36	66	150	127%	317%
Cincinnati*	12	27	12	-56%	0%
Detroit*	3	3	8	167%	167%
Metro Indianapolis	323	301	398	32%	23%
International	11	10	8	-20%	-27%
Louisville Area*	26	32	48	50%	85%
US All Others	196	185	208	12%	6%
Western Michigan*	1	2	6	200%	500%
Region Unknown	7	60	19	-68%	171%
Non-Resident Target Markets	78	130	224	72%	187%
Grand Total	929	1050	1498	43%	61%

Source: Internal Admissions Point-in-Cycle Report, December 27, 2008.

* indicates a target non-resident market.

	Fall 2007	Fall 2008	Fall 2009	Fall 2010	1 yr % Δ	2 yr % Δ	3 yr % Δ
Non-Indy Indiana	60	47	74	150	103%	219%	150%
Chicago-Milwaukee-Aurora*	4	4	13	19	46%	375%	375%
Cincinnati*	1	1	3	3	0%	200%	200%
Detroit*	1	0	3	2	-33%	n/a	100%
Metro Indianapolis	82	57	104	67	-36%	18%	-18%
International	0	3	1	0	-100%	-100%	n/a
Louisville Area*	5	0	4	17	325%	n/a	240%
US All Others	41	35	22	46	109%	31%	12%
Western Michigan*	1	0	2	0	-100%	n/a	-100%
Region Unknown	1	25	14	6	-57%	-76%	500%
Non-Resident Target Markets	12	5	25	41	64%	720%	242%
Grand Total	196	172	240	310	29%	80%	58%

Source: Internal Admissions Point-in-Cycle Report, December 27, 2008.

* indicates a target non-resident market.

Spreading the Word: Branding of IUPUI to Prospective Students and Their Influencers

In addition to working with prospective students, ADM has also reached out to the other primary influencers of students: parents and high school counselors. The impressions that these influencers have of IUPUI often differ from those of their students. Because of the youth of IUPUI as an institution and the likely age of these influencers, parents and counselors often think of IUPUI as a “commuter campus” or a “last resort.” Their reference point may be an image that is years old or even inaccurate.

To begin to counter these images, ADM has continued its publication of newsletters to high school counselors and the hosting of a breakfast for high school counselors. However ADM has focused the content of these activities to demonstrate the current strengths of IUPUI and provide messages that reveal the current and future IUPUI (e.g., the ability levels of incoming classes or the opening of the Campus Center). In addition, ADM has created promotional materials for these audiences (e.g. energetic posters for high schools and letters to the parents of prospective students). We intend to increase our outreach to these key audiences throughout the spring and in future years.

Other Accomplishments of Note

In addition to the activities outlined above, ADM has achieved the following during the fall of 2007:

- The hosting of more than 4,200 visitors to IUPUI via the Fall Campus Day, Step Onto Campus, and the JagDays series. This represents an increase of 61% over activities in fall 2006.
- The integration of the staff of the Enrollment Center and the Office of Undergraduate Admissions into a single office.
- The move of 3/4s of ADM staff to the newly opened Campus Center and the commencement of public services in the new Campus Center space.
- Expansion of High School visits to 110 High Schools from 69 in fall of 2006.
- Attendance at 41 college fairs. Up from 29 in fall 2006.
- The creation of a new Assistant Director for Out of State Recruitment position to enable a greater in-person outreach to prospective students, their families and their High Schools.
- The creation of a new coordinator position for the Office of Campus Visitation to provide better customer service to prospective students and visitors who wish to visit campus.
- Redesign of website to bring its “look and feel” into alignment with that of the IUPUI homepage and include more information about our travel schedule and on-campus events, integrate chats into our recruitment portfolio, and allow for faster navigation to our online application.
- Designed and implemented the Preliminary Admissions Segmentation System (PASS), which allows for the faster review and admission or denial decisions on 50-60% of our applications which reduces the amount of staffing necessary to make decisions and enables us to manage the growth in applications.
- Automation of the awarding of admissions-based scholarships.
- Re-aligned all communications to be more recruitment-oriented in tone.

SIS Upgrade

The upgrade began February 15th. For more detail about the upgrade in general, including a list of systems affected, [click here](#).

WHAT CHANGES should I expect? When you sign-in to OneStart as of February 21, there will be three new **Centers: Administrative Center, Faculty Center** and **Student Center**.

- **Administrative Center** highlights:
The Administrative Center pages give access to the student's view in self-service, the advisor's list of advisees, general student information, admissions information, academic information, and transfer credit. Interested in seeing more about the Administrative Center? [Click here](#).
- **Faculty Center** highlights:
The Faculty Center can be used to manage class, student and advisee related activities such as: viewing the weekly teaching schedule, viewing class details, searching for classes, viewing a class roster, and viewing/entering grades in a grade roster. A link to Oncourse will also be available. Interested in seeing more about the Faculty Center? [Click here](#).
- **Student Center** highlights:
From the **Student Center**, an updated registration process will be ready for Summer/Fall registration! The new features include an Enrollment Shopping Cart and a My Planner tool, both allowing students to plan in advance of their registration appointment.
 - **Enrollment Shopping Cart** is useful in planning and selecting classes prior to the assigned enrollment appointment. Students can take their time planning a preferred schedule. Once their appointment arrives, they can register in courses directly from their Shopping Cart.
 - With **My Planner**, students can organize and track courses for future terms that meet degree requirements. Interested in seeing more about the Student Center? [Click here](#)

TRAINING

Training has been underway for several weeks. [Training information and documentation](#) is available.

REPORTING PROBLEMS

If you encounter issues, please [report them](#) to the SIS Help Desk. You may also contact the SIS Help Desk at sishelp@indiana.edu.

We encourage faculty and staff using these systems to provide immediate and constructive information when you identify a problem.

Additional tuning may be needed over the next several months as business processes in the system are fully exercised. The HRMS and SIS Executive Committees recognize the reliance the university has on these two large systems and are committed to working quickly through issues as they arise. It is useful input from you coupled with expert attention behind the scenes that will help move all of us in the right direction. We appreciate your patience!