

# OEM Campus Partners Meeting

**Tuesday, November 10, 2009**

**Indiana Memorial Union**

**Dogwood Room**

Roger J. Thompson, Vice Provost for Enrollment Management

Mary Ellen Anderson, Director of Admissions

Sarah Booher, Director of Scholarships

# Indiana University

## Office of Enrollment Management

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Organizations which comprise our Enrollment Management Division included:

- Admissions
- Administration
- Enrollment Planning and Research
- First Year Experience Programs
- Registrar
- Student Financial Assistance
- Systems Design and Development
- Scholarships

# STUDENT LIFECYCLE

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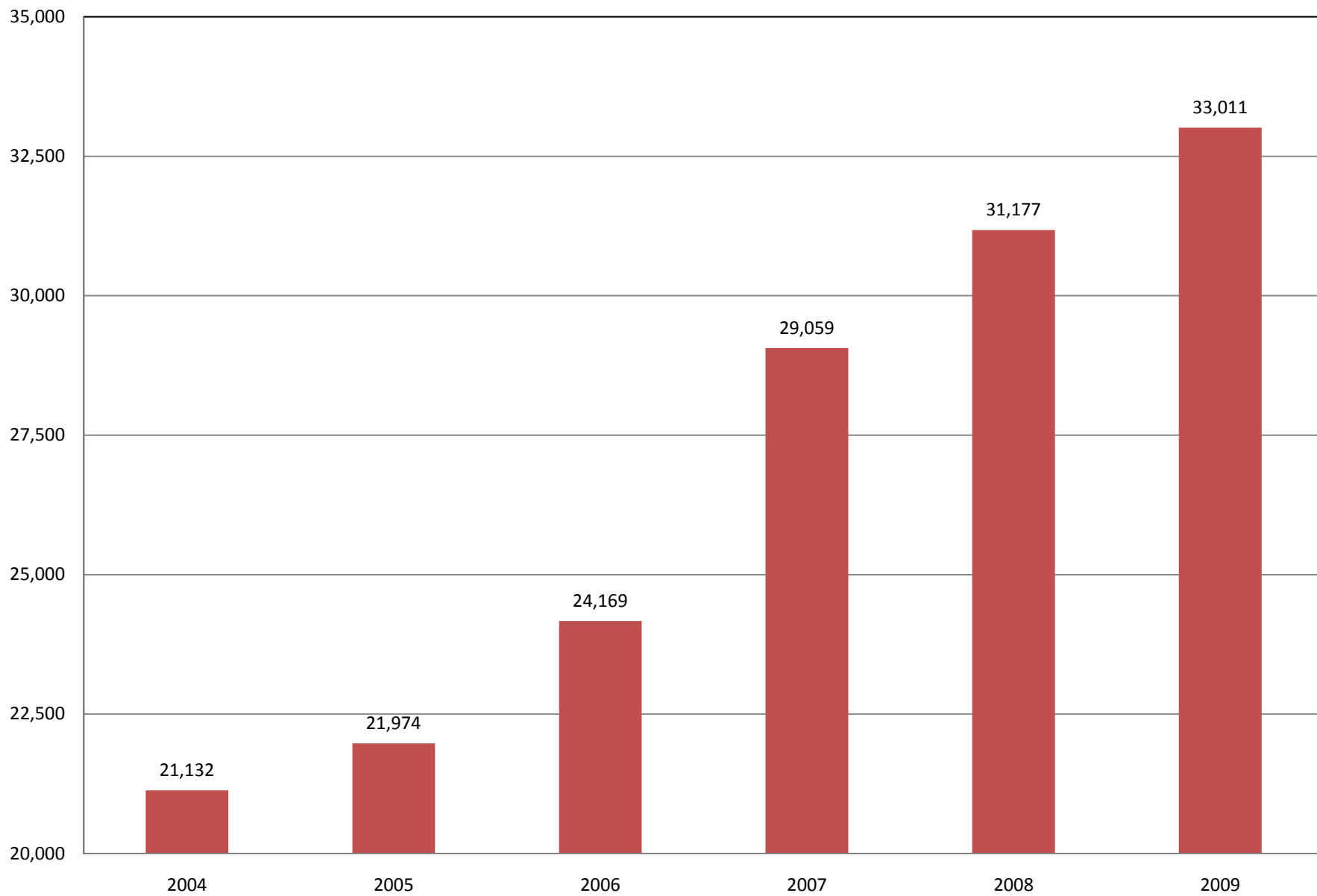


# Four 2009 Recruitment Goals

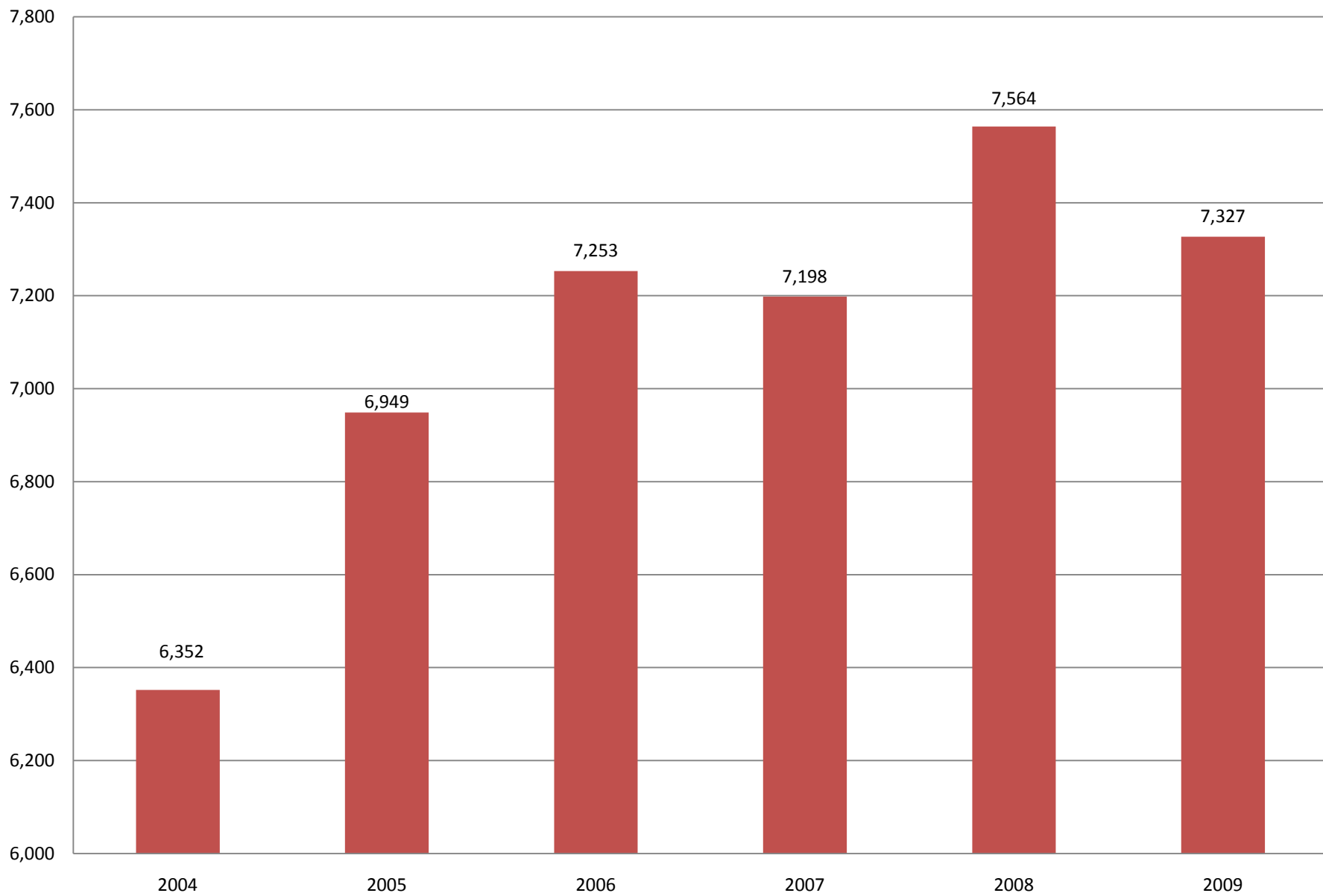
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- Improve the **quality** of the freshman class as defined by grade point average and standardized test scores.
- Increase the **diversity** of the freshman class as defined by ethnicity and social economic status.
- Increase the **international** presence of Indiana University.
- Keep IU **affordable**.

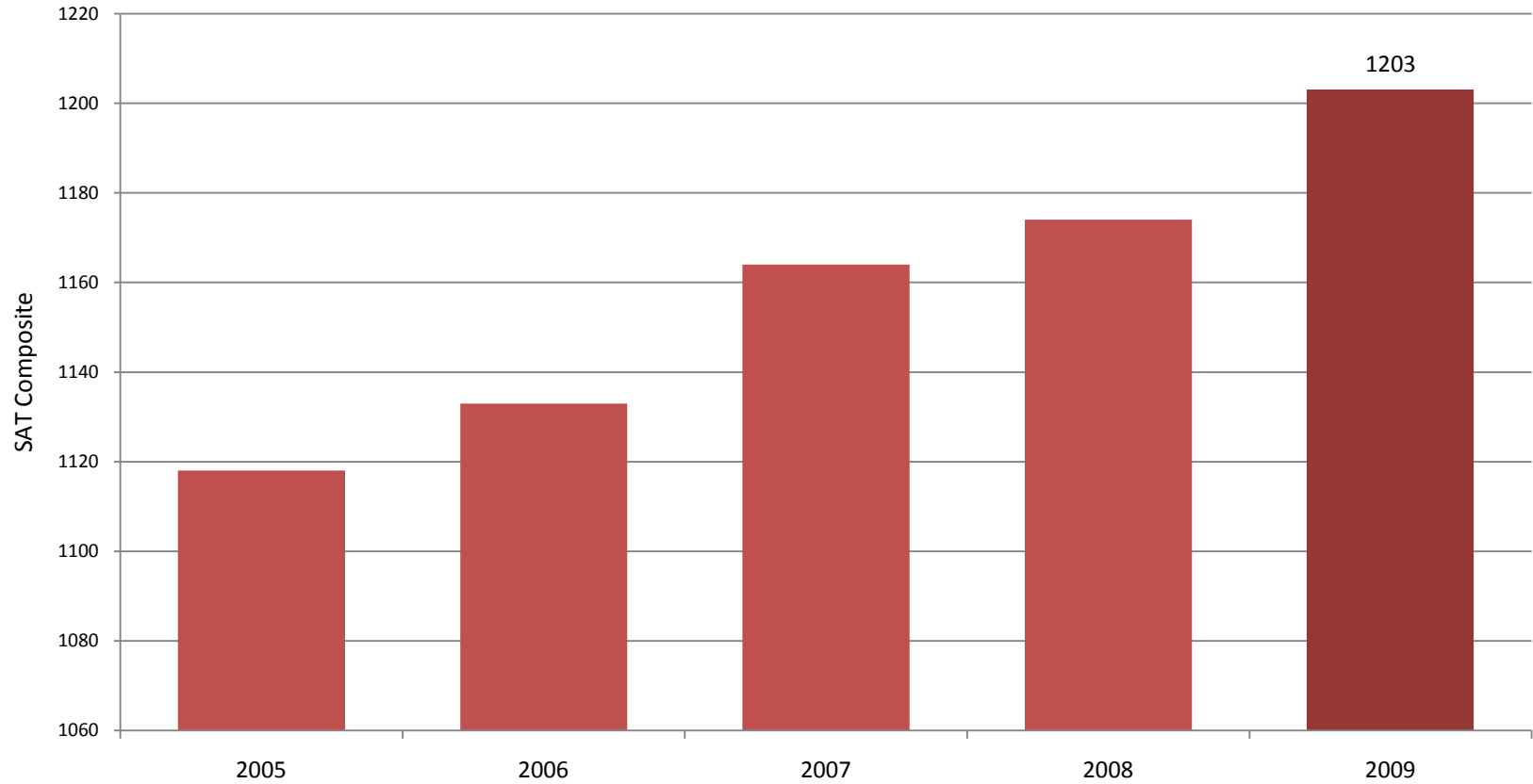
# Applications to IU-Bloomington



## Undergraduate Beginner

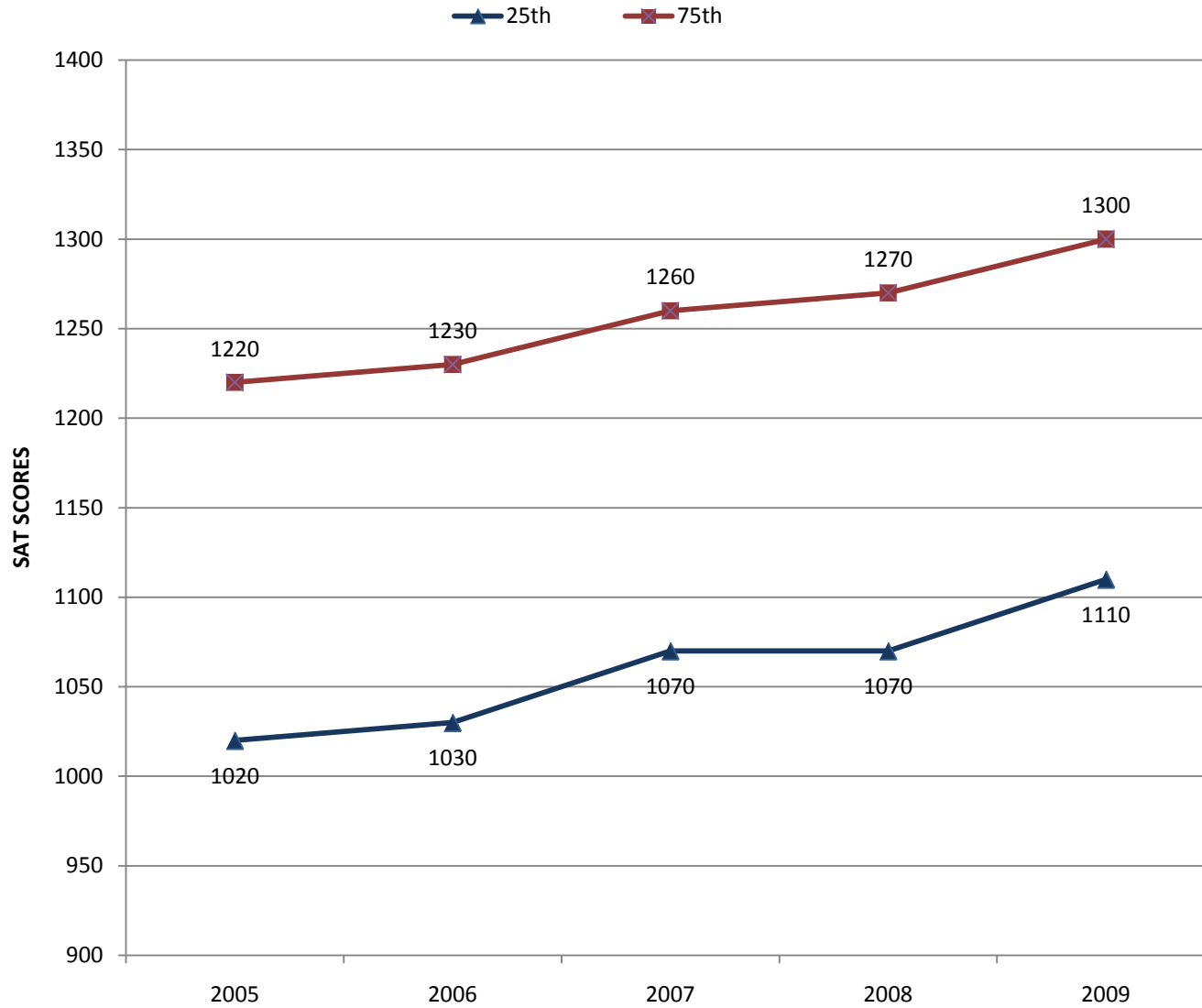


## IU - Bloomington Average Composite SAT (includes converted ACT Composite)



Office of the Registrar  
IU - Bloomington  
Date - 9/6/09

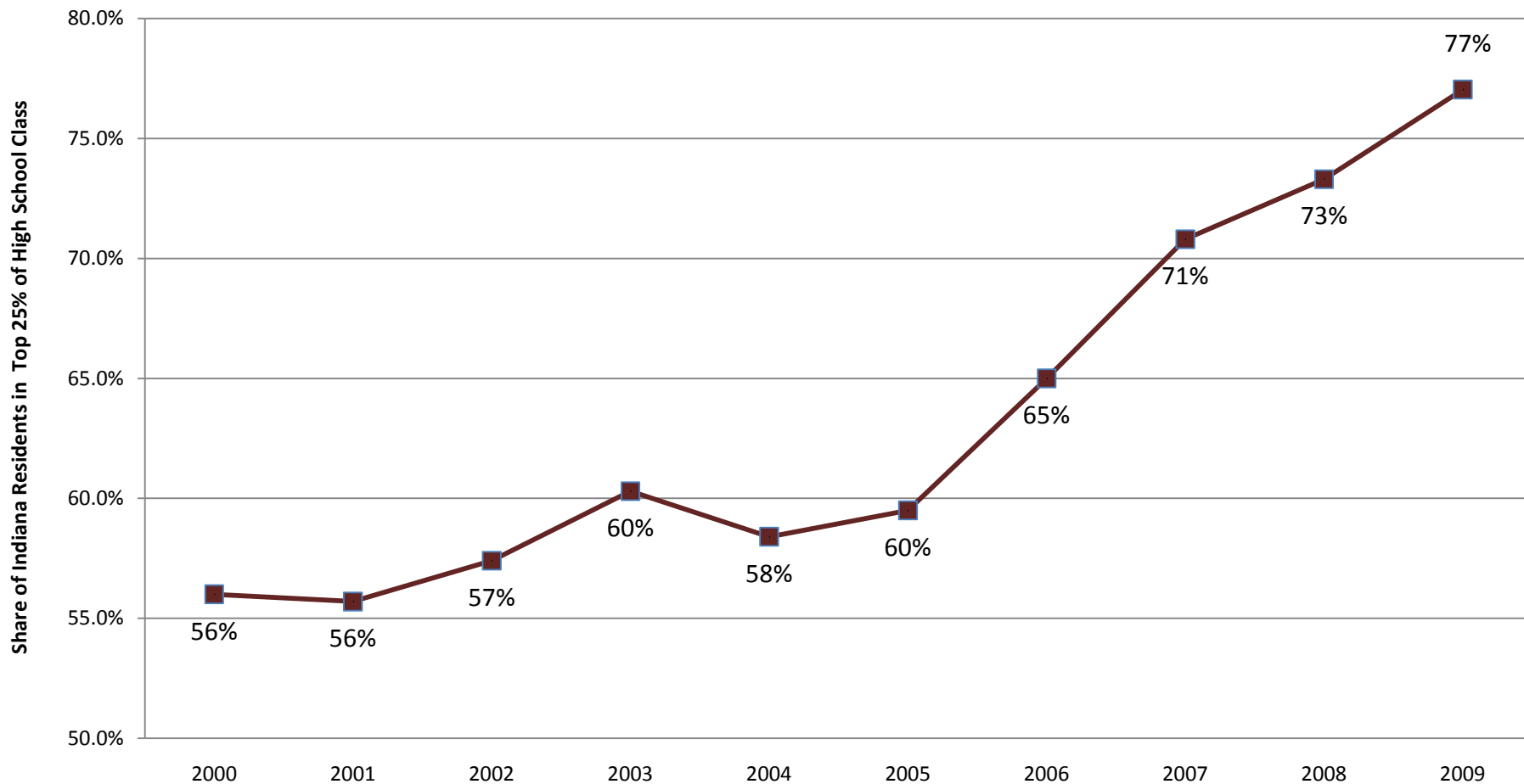
# SAT (with converted ACT) 25th and 75th Percentiles



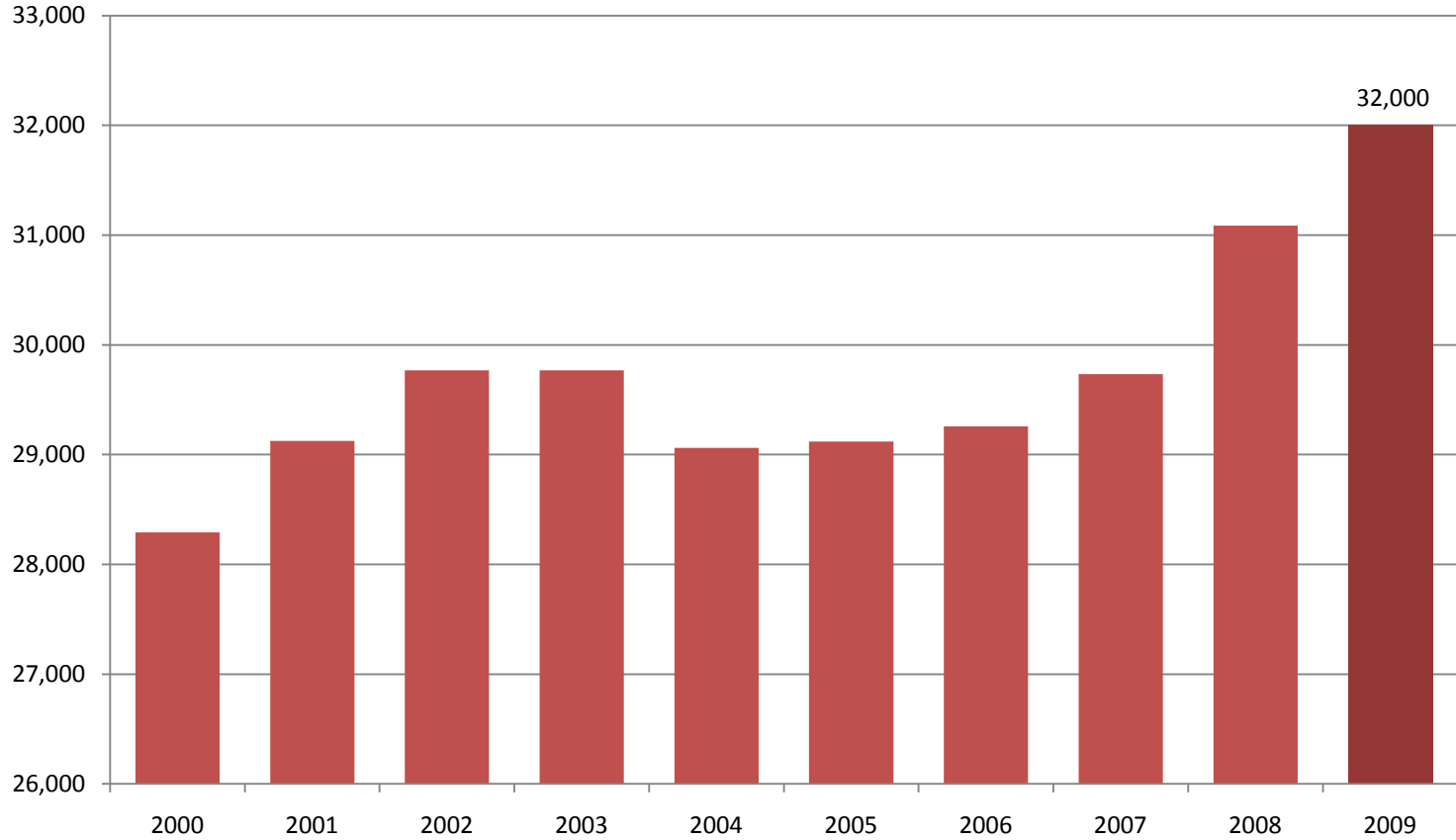
# Indiana University - Bloomington

## IU- Resident Beginner

### Share in Top 25% of High School Class

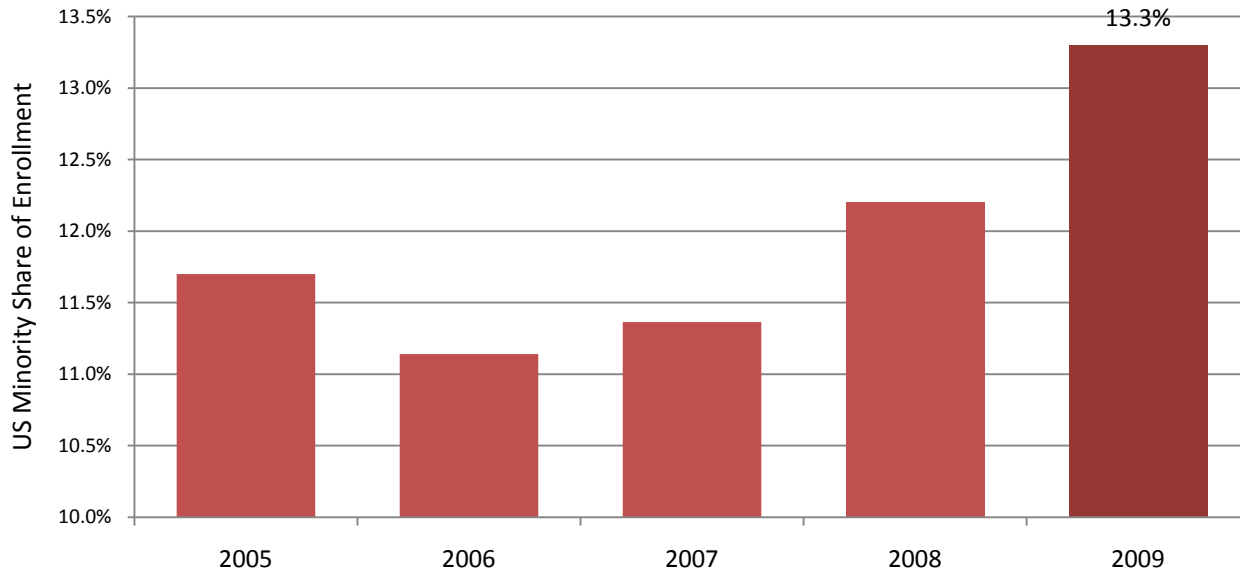


# IU - Bloomington Undergraduate Enrollment



Office of the Registrar  
IU - Bloomington  
Date - 9/6/09

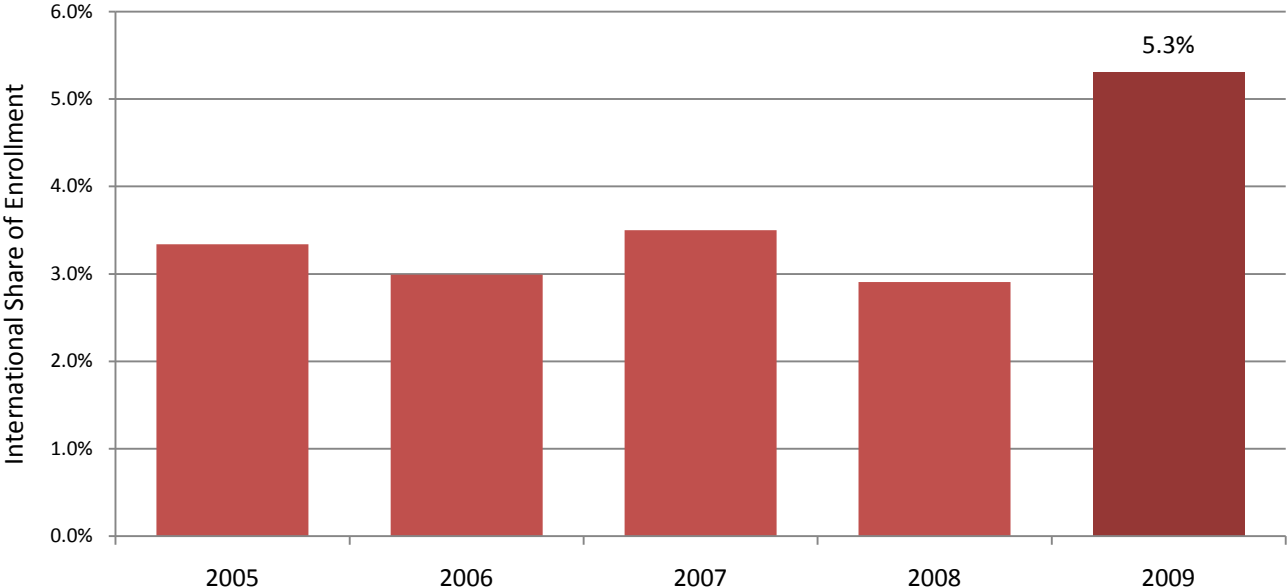
## IU - Bloomington Beginner Undergraduate - US Minority Share



Office of the Registrar  
IU - Bloomington  
Date - 9/6/09

# IU - Bloomington

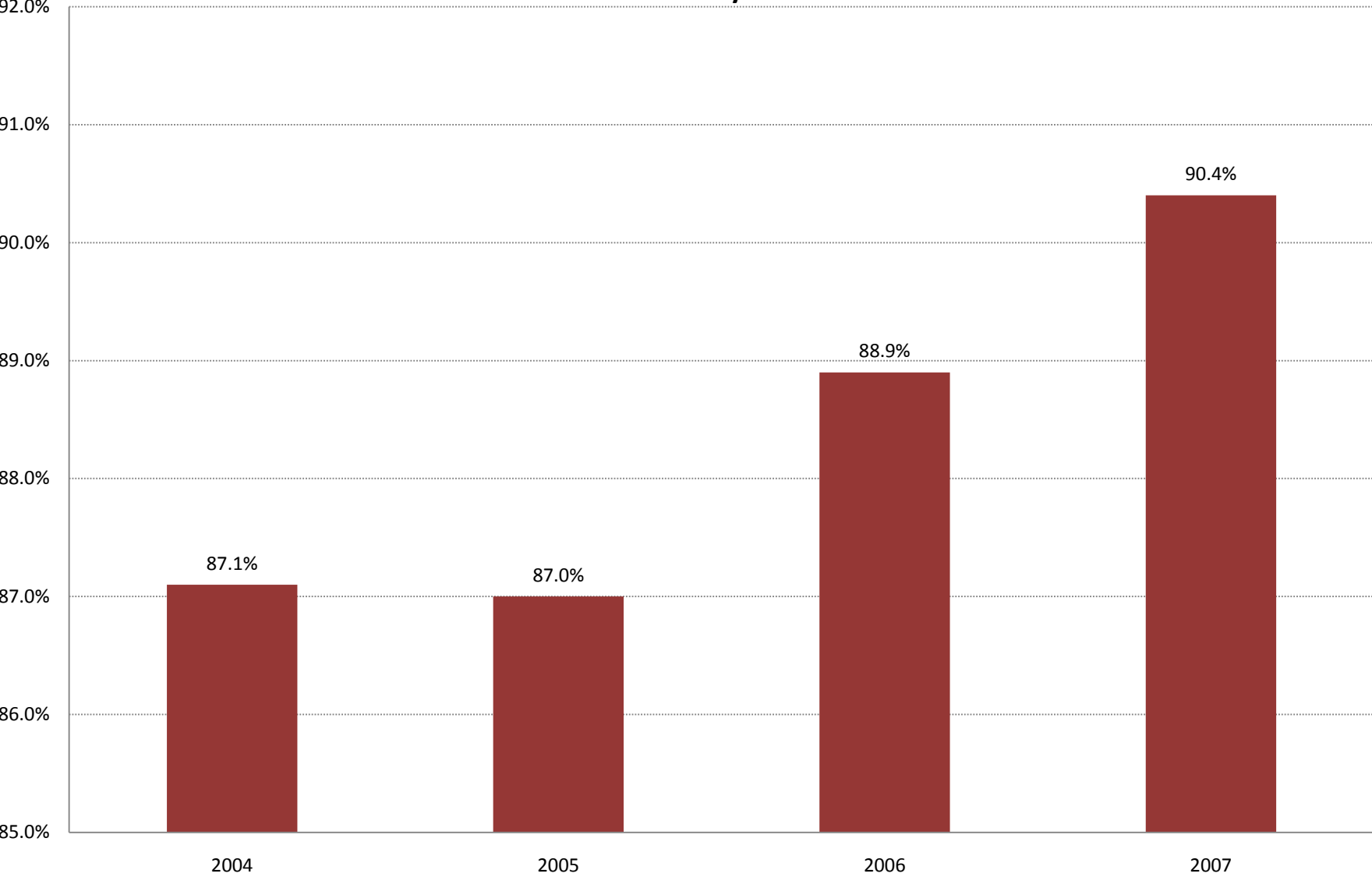
## Beginner Undergraduate - International Share



Office of the Registrar  
IU - Bloomington  
Date - 9/6/09

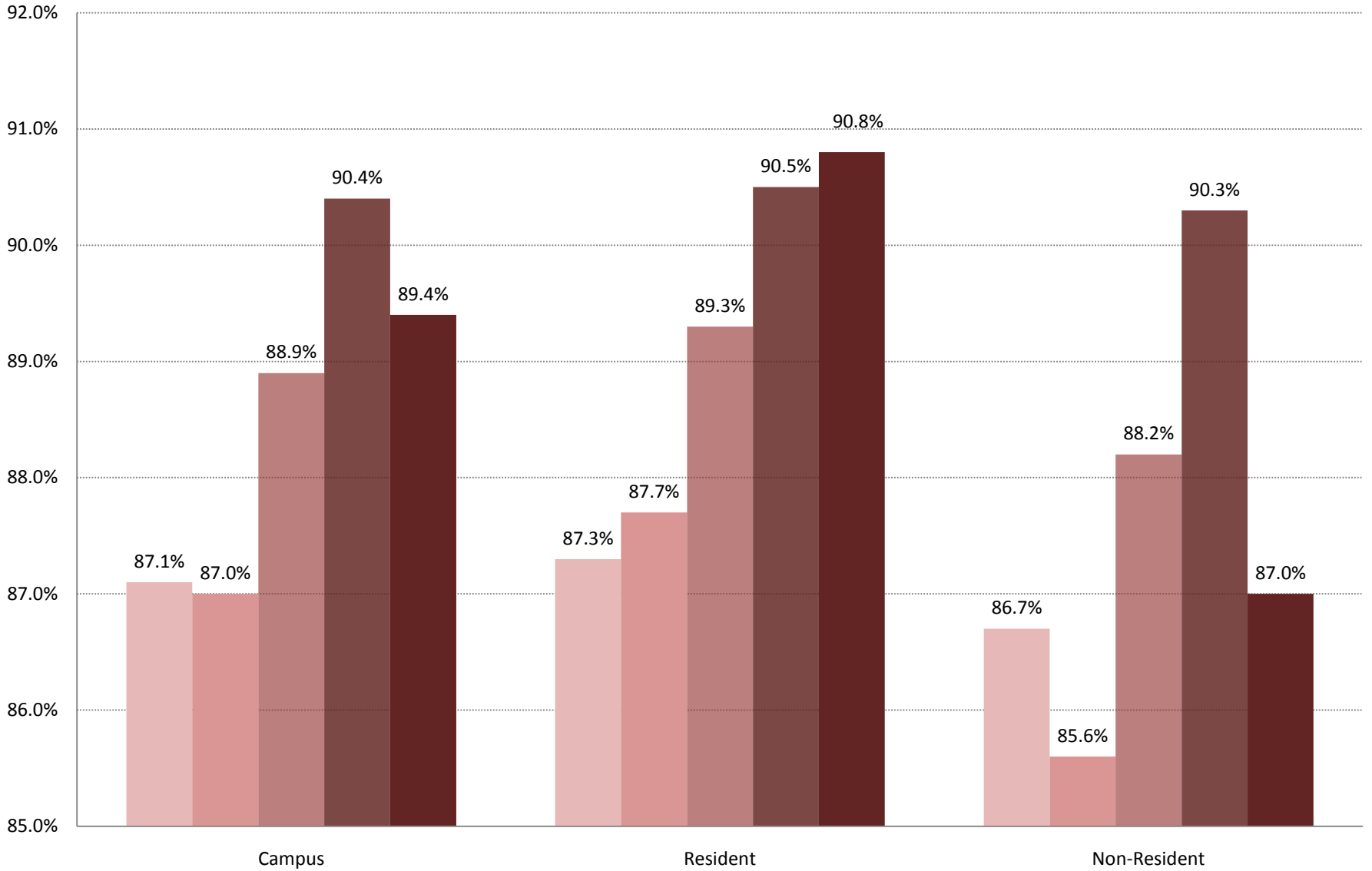
# Beginner Cohort Retention

Fall 2008 Cohort not yet available

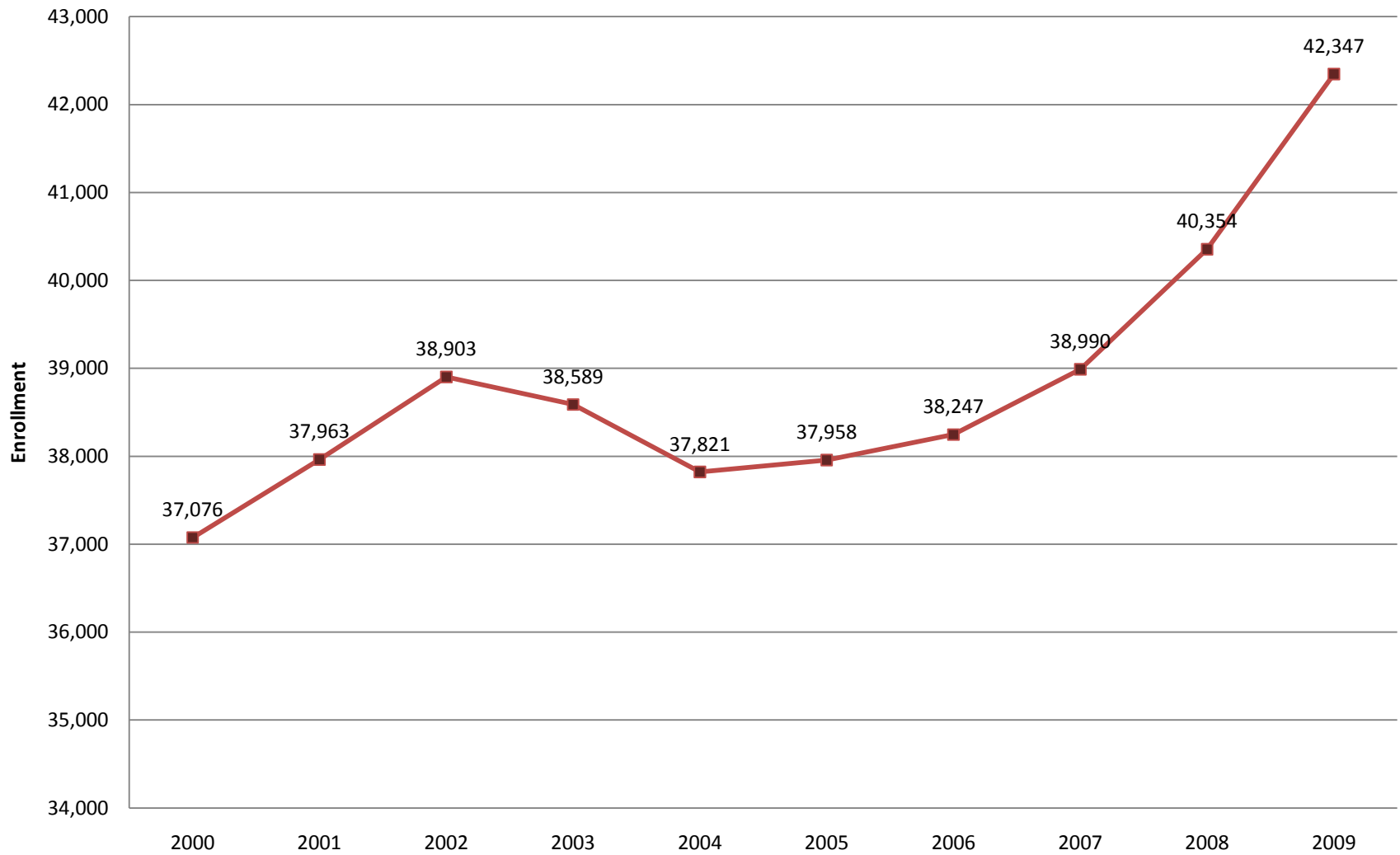


# Beginner Cohort Retention by Residency

2004 2005 2006 2007 2008 Preliminary



# IU - Bloomington Total Campus Enrollment



# Indiana University Office of Admissions

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## **Quick Facts about current freshman class:**

- 42 states represented
- 64% resident/36% non-resident
- 50.2% male/49.8% female
- 1,350 first-generation students
- Top academic interests: Exploratory, Finance, Marketing, Biology, Management, Accounting

# Indiana University Office of Admissions

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## **Geographic Areas:**

Top 5 non-resident areas:

Chicago, Ohio, New Jersey, New York,  
California

Top 5 countries:

China, Korea, India, Canada, United Kingdom

# Indiana University Office of Admissions

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## **Recruitment & Early Outreach**

- Sophomore on-campus visit day (April)
- Junior receptions (March 21-May 2 in Ft. Wayne, Los Angeles, Cincinnati, Merrillville, Terre Haute, Monroe Co., Jeffersonville, Dallas, Evansville, Indianapolis, South Bend, Lafayette, Chicago, St. Louis, New York)
- Red Carpet Days – Admitted students and families (March 1- April 26)

# Indiana University Office of Admissions

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## **Alumni Student Recruitment Program**

- 263 active alumni
- 160 alums attended 201 fairs in 28 states (2008-2009 school year)
- 125 alumni have adopted 160 schools – as of today, 1,797 students have been admitted from those schools for Fall 2010

# Indiana University Office of Admissions

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## **Marketing and Communications**

New Student and Staff Blog: Live next week

- 8 students
- 4-5 staff members

New Media:

- Admitted Facebook page – live in December
- Recruitment Video – Telecommunications class project – coming in December

# Indiana University Office of Admissions

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## **Communications Stream:**

- New dynamic/automated stream (seniors)
- Additional dynamic communications - event registration, becoming prospect, BeU page, etc.
- Other communication “touches” – postcards, emails, letters, news/event notifications

# The Office of Scholarships

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## Staff

## Start Date

- Sarah Booher, Director 7/16/07
- Ron McFall, Associate Director 11/12/07
- April Lupo, Assistant Director 10/12/09
- Brian Piret, Data Manager 7/23/09
- Abby Englert, Executive Asst. & Accounting Associate 11/10/08
  
- Caryn Kerstetter, Graduate Assistant 1/7/08
- Tomika Ferguson, Graduate Intern (HESA practicum) 1/12/09
- Maggie Wittman, Student Intern (undergrad student hourly) 8/24/09
- *Scholarship Advisory Committee (student scholar volunteers)*

**Location:** 232 (September 2009)  
**Web:** [scholarships.indiana.edu](http://scholarships.indiana.edu)  
**Email:** [achieve@indiana.edu](mailto:achieve@indiana.edu)



# Year in Review & New Initiatives

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- Communication & Outreach
- Operations & Awarding
- Scholarship Programs
- Recruitment Initiatives
- Marketing Initiatives



# Communication and Outreach

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- Enhanced Website June 1
- Scholarship brochures – 60,000
- Personalized brochures – 58,500
- 2,027 high school mailings  
(**NEW:** 'Achieve' poster)
- **NEW:** Junior scholar postcard
- **In development:** Dynamic communication streams re: scholarships through CRM



INDIANA UNIVERSITY

OFFICE OF SCHOLARSHIPS

Bloomington

# Scholarship Programs

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- Automatic Academic Scholarships
  - Clear criteria; used for recruitment
  - Renewable; Resident/Nonresident/International
  - Offered more than 10,000 (worth more than \$50M) for Fall 2009
  - \*November 1 Priority Date: currently still awarding at this time
- OEM Named Scholarships
  - More than \$1,000,000 awarded annually
  - Donor scholarships administered by OEM with very specific criteria
  - **NEW:** Process completely reengineered for recruitment in 2009
  - Preference given to academic performance, financial need & underrepresented students (plus donor criteria)



# Scholarship Programs

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- IU National Merit Scholarship (80) – 37% growth
  - Recognition of National Merit Finalists
- **NEW:** IU National Achievement Scholarship
  - High ability African American students
- **NEW:** IU National Hispanic Recognition Scholarship
  - High ability Latino/a students

All \$4,000 scholarships - \$1,000 per year

**NEW:** Targeted recruitment & communication plans for each group.



# Scholarship Programs

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- Adam W. Herbert Presidential Scholarship
  - Scholarship, laptop, and study abroad – IN res
  - **NEW:** recruitment initiatives
  - **NEW:** enhanced programming/retention
  - **NEW:** 2009 Senior Graduation Reception
- **NEW:** Cox Scholarship
  - Award for current Indiana residents
  - Application process in Spring 2010
  - Award is 75% cost of attendance;  
other 25% is earned through work
- **NEW:** Sony Scholarship Program



# Operations and Awarding

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- Scholarship System
  - Automatic awarding of scholarships for 2009 applicants
  - **NEW:** Online SSA live for 2010 applicants (& scholarship loading/tracking live for campus partners)
- **NEW:** Consolidated Award Letter
  - Scholarship summary to all scholarship recipients not receiving a FAN (Financial Aid Notification)
  - \***March 1 loading date critical**



# Recruitment Initiatives

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- 2008 VIP Visits (Seniors)
  - 100% of VIPs applied to IU
  - 100% admitted
  - 75% paid the deposit
- 2008 IU Game Days
  - 88% who attended applied to IU
  - 98% of applicants admitted
  - 75% of admits were offered an OEM scholarship
  - 62% of admits paid the deposit
  - **NEW:** 2009 event at Henke Hall of Champions



# Recruitment Initiatives

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- IU Scholars Receptions
  - 2008: Pilot Event (Seniors – Monroe County)
  - 2009: 8 Receptions (5 Senior primary markets; 3 Junior emerging markets)
- 2009 Analysis
  - 74% of attendees ultimately enrolled at IU (average IU yield rate – 30%)



# Recruitment Initiatives

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- 2010 Strategy
  - 8 Receptions
  - All events for Senior Scholarship Recipients
  - **NEW:** Pilot Event in Secondary Indiana Market
  - **NEW:** MIRA event registration system



# Congratulations!

## You've Earned Your Stripes!

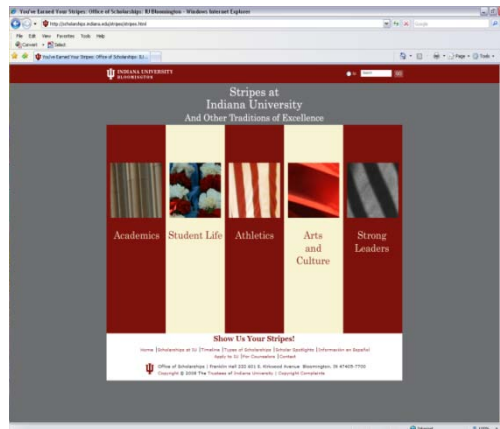
- Targeted top tier scholarship recipients
- Goal to create excitement & recognition and connect with IU traditions (& beat Purdue)
- Unique packaging
- Congratulatory letter
- IU 'Achieve' scarf
- Corresponding website



# Congratulations! You've Earned Your Stripes!

## Topic Areas:

Academics  
Student Life  
Athletics (video)  
Arts & Culture  
Strong Leaders



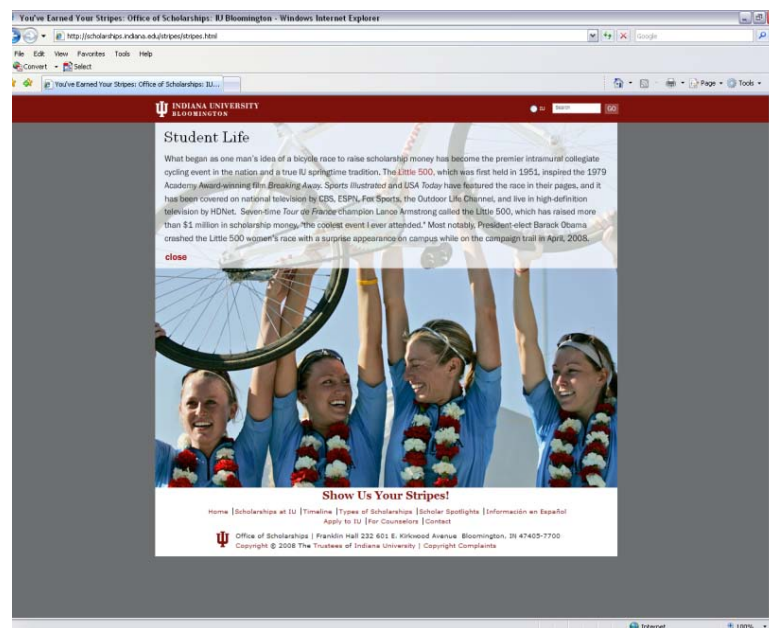
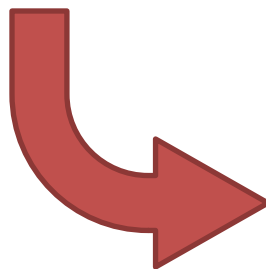
## Website Analytics:

This week 2007 – 10,469

This week 2008 – 14,339

27% increase

**NEW:** Show us your stripes!



# IN Residents

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<b>Cohort</b>	<b>Applied</b>	<b>Admitted</b>	<b>Enrolled</b>	<b>Automatic Merit Offers</b>	<b>Automatic Merit Awards</b>
2007	1,003	1,000	477	1,003	424
2008	1,238	1,237	631	1,294	626
2009	1,541	1,540	854	1,598	845

# Questions/Answer

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