

Research, Assess, & Evaluation Cross Functional Group

Committee Members:

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Annual Update

- ▶ What we do?
 - Meet (at least) monthly
 - Understanding some of the issues in each of our areas
 - Consider campus and OEM initiatives and issues.
 - Listen at the 2009 OEM retreat
 - Myth busters presentation
 - Presented at the FYE Conference
 - College Students – 101

Current Campus Initiatives

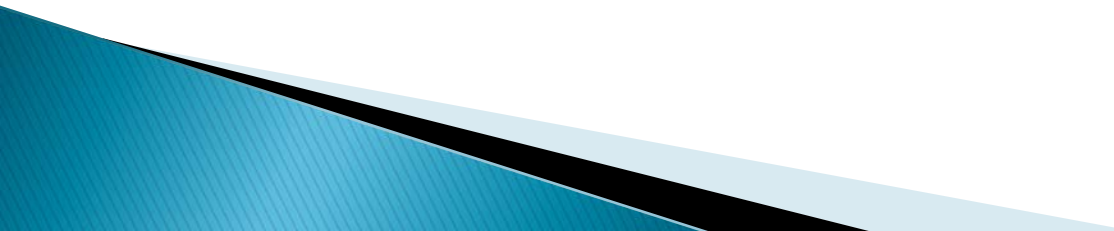
▶ General Education

- Fully implemented Fall 2011
- Admissions criteria
- Curriculum Requirements
- Transfer student issues – taskforce
- <http://gened.iub.edu/>

▶ Business Intelligence (BI)

- Admission funnel information
- Retention information
- Enrollment Management information
- Academic Department budget, enrollment, course information
- <http://www.indiana.edu/~iubi/>

Issues for Discussion

- ▶ Transfer students
 - ▶ OEM Strategic Plan
 - ▶ CRM data
 - ▶ Survey data from ACT/SAT
 - ▶ ACT Superscoring
 - ▶ SAT Validity study (value of the writing component)
 - ▶ Ethnic origin
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Ethnicity Data Collection

Old question allowed the following responses:

**White*

**Black/African-American*

**Asian*

**American Indian/Alaska Native*

**Hispanic/Latino*

**Not Applicable (Alien)*

**Refused to Answer*

**Other American*

**Native Hawaiian/Pacific Island*

New Questions

1) Are you Hispanic or Latino?
(yes or no)

2) What is your race? Select one or more.

**American Indian or Alaskan Native*

**Asian*

**Black or African American*

**Native Hawaiian or Other Pacific Islander*

**White*

Current Projects

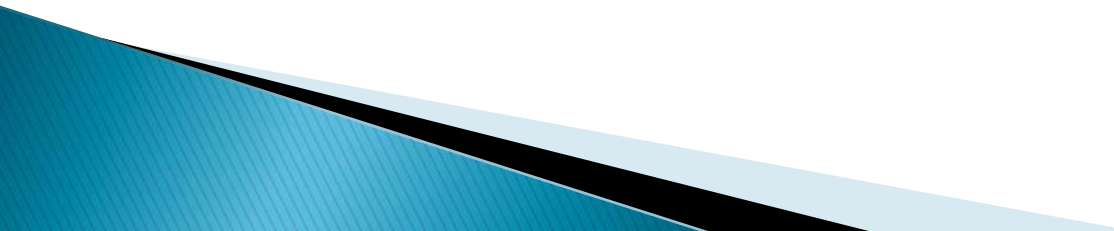
- ▶ Exploring a new data set which has implications for each area of OEM



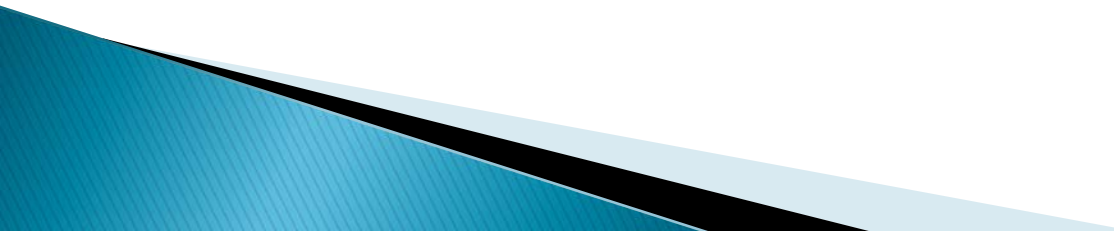
National Student Clearinghouse Data

- Member schools report enrollment data
 - 90+ percent of schools participate
 - All AAUP schools
- Member schools receive data
 - FERPA compliant
- Then the fun begins!

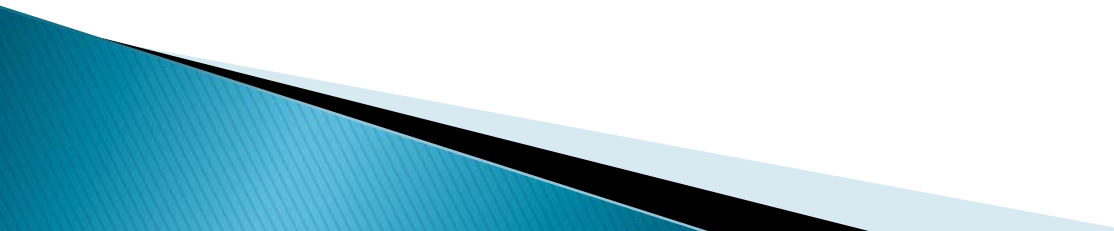
Current Projects

- ▶ In our initial examination of NSC data, we are already beginning to find interesting trends!
 - ▶ The next few slides will give a few examples of some of the information we have uncovered.
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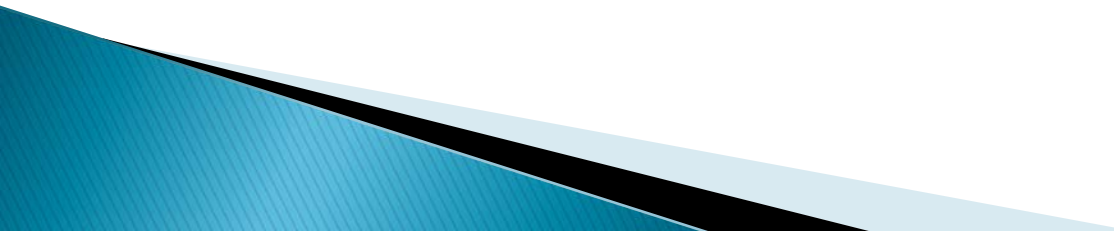
Data detail

- ▶ Fall 2005 through 2009 admitted students
 - ▶ Did not enroll at IU
 - ▶ We submit data
 - ▶ NSC matches
 - ▶ We see matched records for other enrollment
 - ▶ First other college enrollment used here
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Why do this?

- ▶ Understand students from different markets
 - ▶ Different needs, values, aspirations?
 - ▶ In-state and out-of-state
 - ▶ Illinois and New York and California
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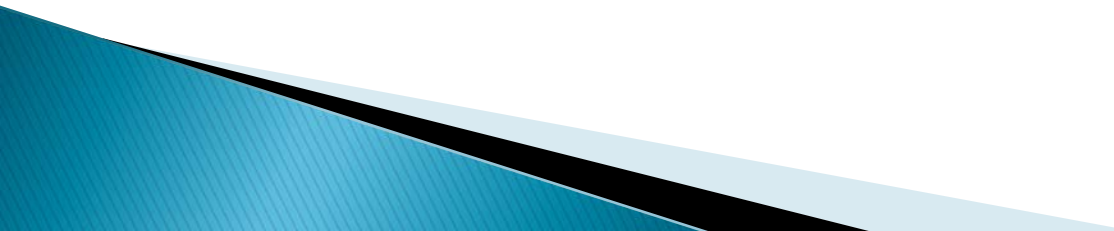
Exploring markets

- ▶ Customize messages
 - ▶ Recruit more efficiently
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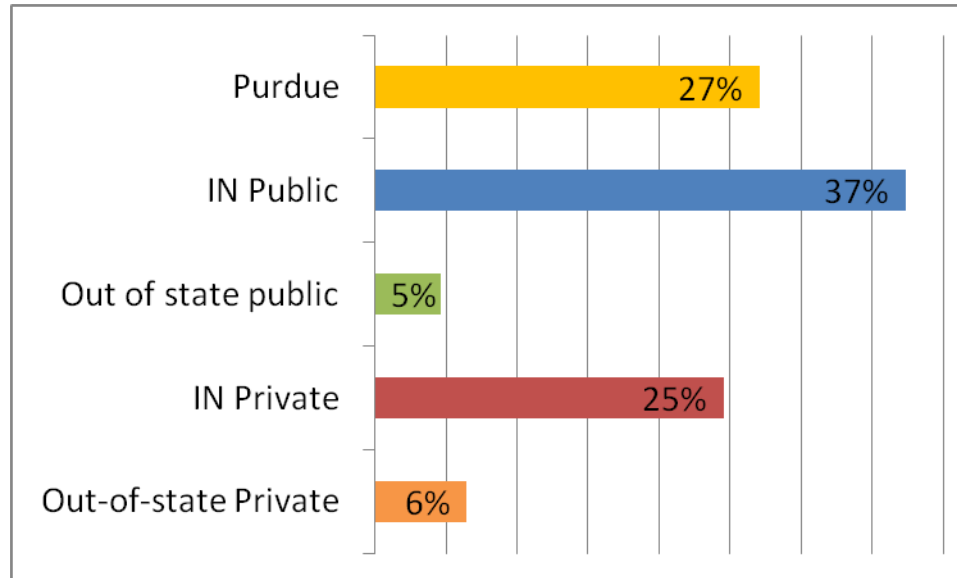
Top Destinations for Indiana Residents

- ▶ Purdue – more than 2x next
- ▶ Ball State
- ▶ IUPUI
- ▶ Butler
- ▶ Southern Indiana
- ▶ IPFW
- ▶ Depauw
- ▶ U of Indianapolis
- ▶ Indiana State
- ▶ Evansville
- ▶ Wabash
- ▶ 11 Indiana Schools

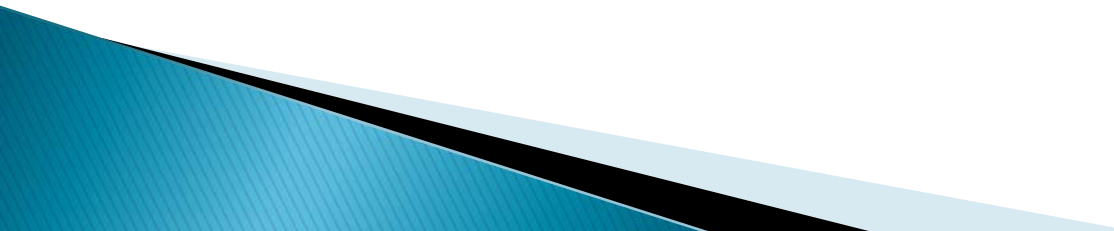
Top Destinations for Indiana Residents

- ▶ Top 11 schools all in Indiana
 - ▶ 18 of top 20
 - ▶ Miami, Loyola top out-of-state destinations
 - ▶ Top 50 destinations . . .
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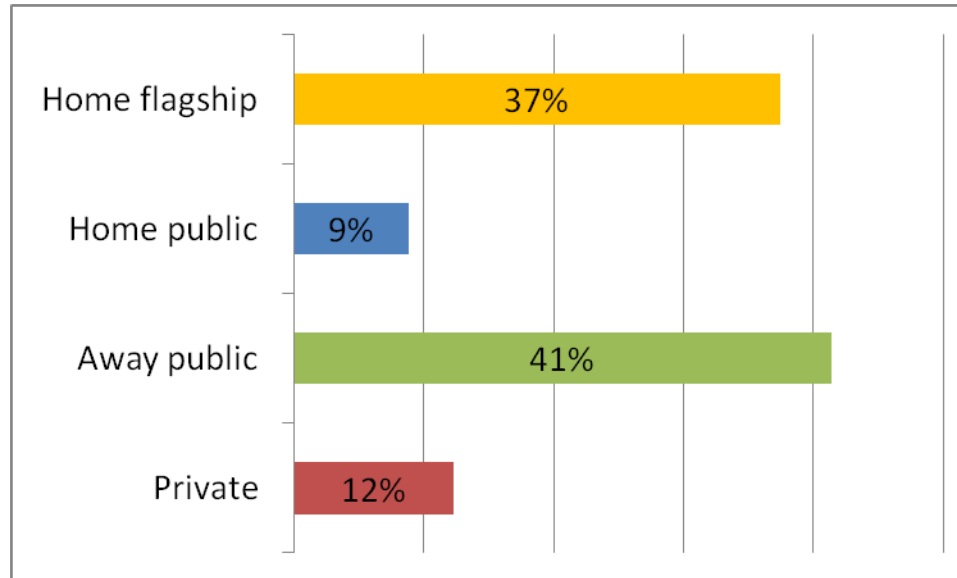
Non-Hoosier Hoosiers



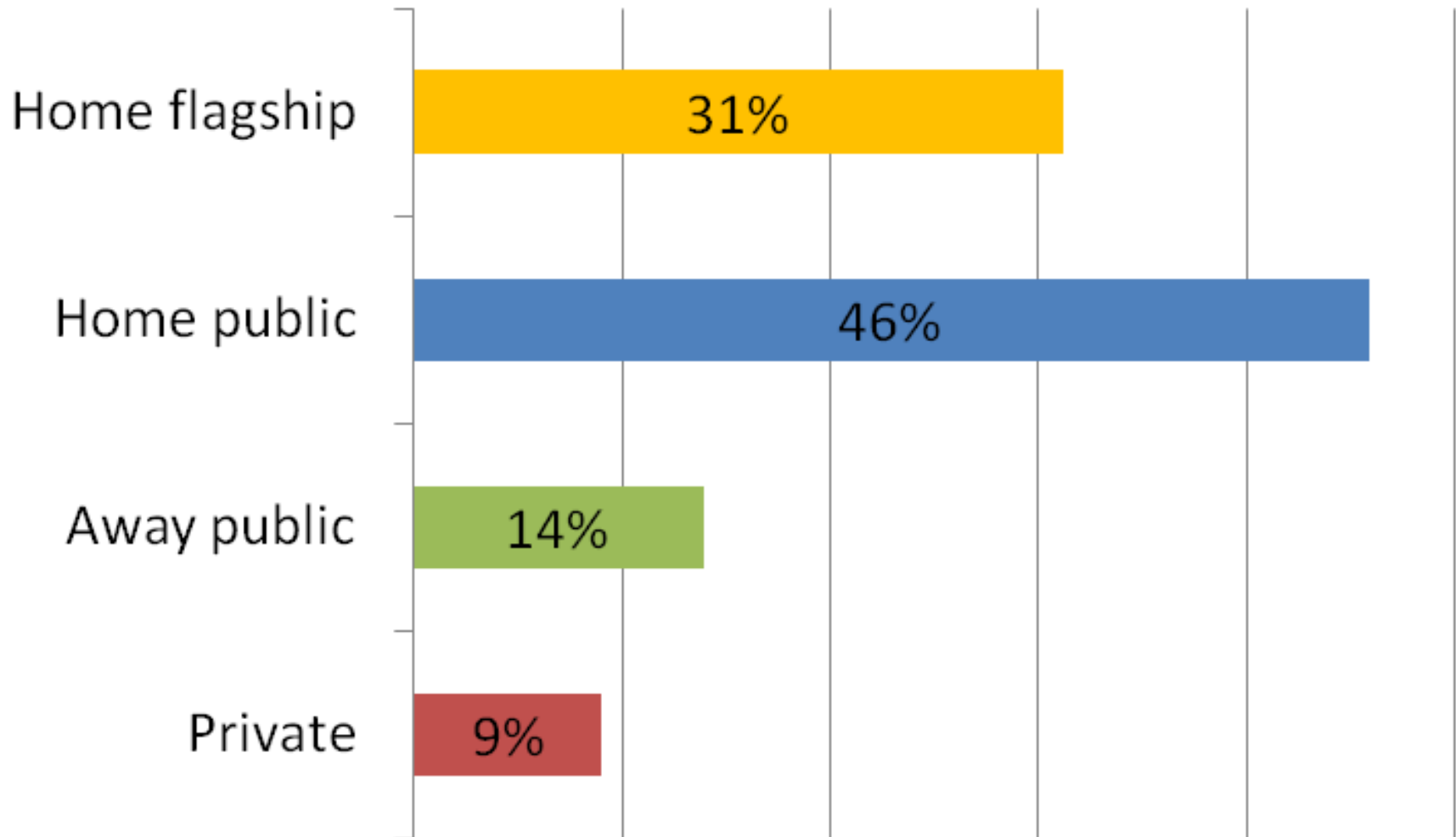
What of applicants from other states?

- ▶ Wild speculation, please
 - ▶ Illinois
 - ▶ Ohio
 - ▶ New York
 - ▶ New Jersey
 - ▶ California
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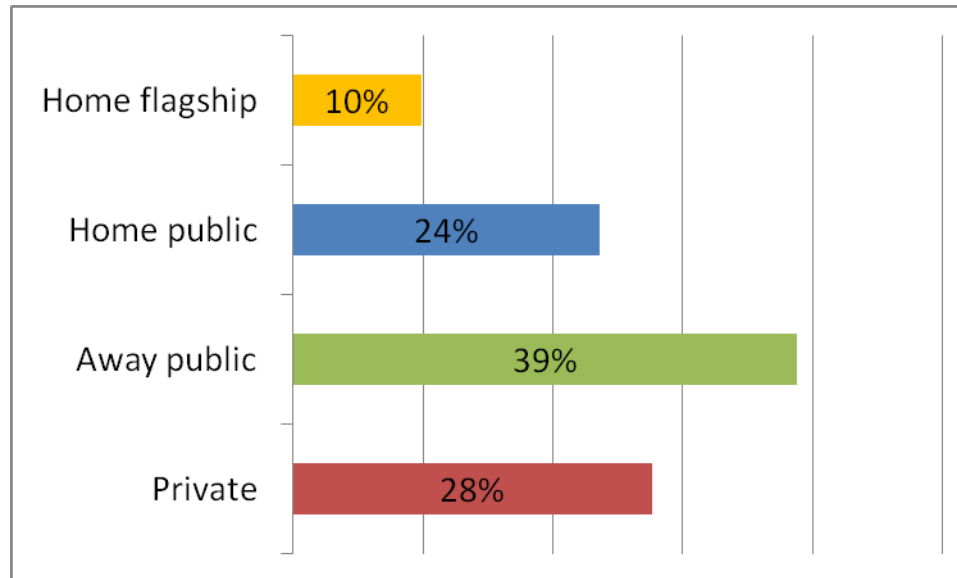
Illinois, IU a great 2nd choice?



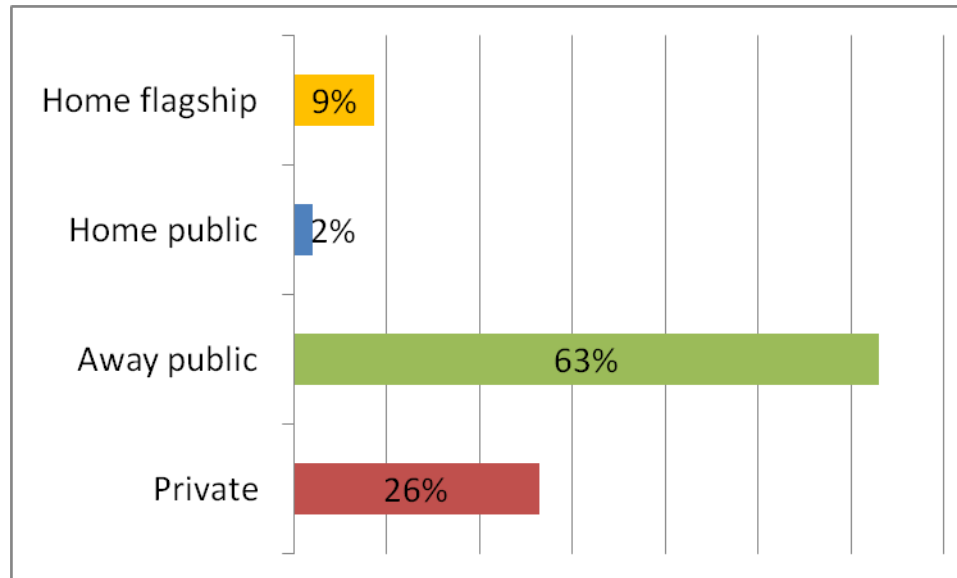
Ohio – Maybe out of state?



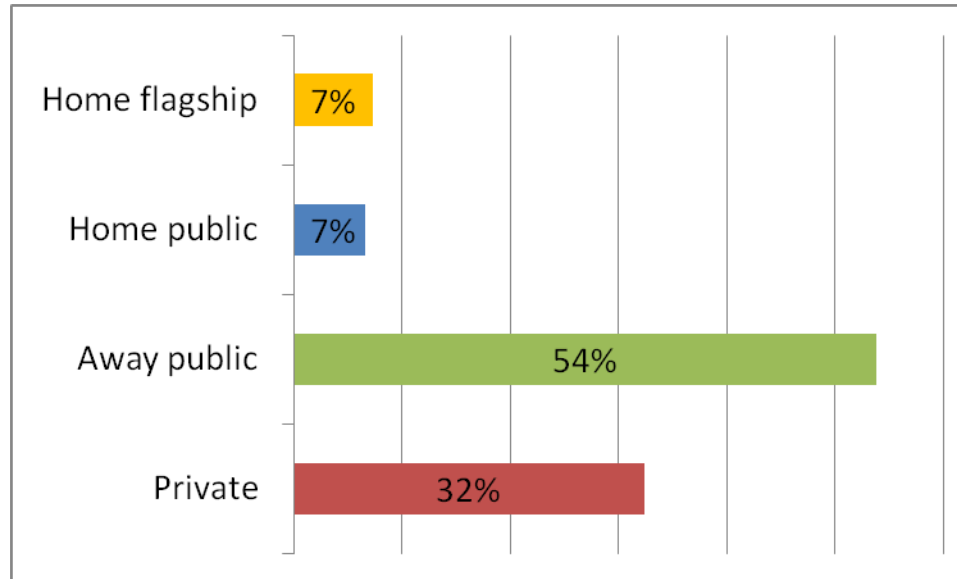
California, dreaming of . . .



New Jersey – Get me out of here!



New York too





Retention of Fall 2008 Cohort

Of the Fall 2008 students who were NOT retained at IU in Fall 2009:

- 80% enrolled at another university.
- Of those that reenrolled at another university:
 - the majority (approx. 80%) returned to their home state.
 - approximately 30% enrolled at a 2 year institution and 70% enrolled at a 4 year institution.
- Of the students from Indiana who enrolled at another college or university in Indiana
 - 50% went to an Ivy Tech campus (20% to Ivy Tech Bloomington)
 - 15% went to Purdue
 - 15% went to Ball State
 - 10% Southern Indiana
 - Other schools in Indiana include Anderson, Franklin, Huntington, another IU campus, St Josephs, U of Evansville, U of Indianapolis.

Future Directions

- ▶ Consider information sources – Eduventures
 - ▶ Review OEM Strategic Plan – consider implications for our group
 - ▶ Suggestions?
 - ▶ What information do you need?
 - ▶ What information do you handle that might inform enrollment management decisions?
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