

# Division of Enrollment Management

## Selected Highlights Report for 2013-14

The following offices comprise the Division of Enrollment Management:

- [Undergraduate Admissions](#)
- [Diversity Access and Achievement](#)
- [Registrar](#)
- [Office for Veterans and Military Personnel](#)
- [Student Financial Services](#)
- [Student Scholarships](#)
- [IUPUI & Ivy Tech Office of Coordinated Programs](#) (Passport)

As much of the work of Enrollment Management offices is geared toward serving students in the coming year (recruiting and admissions, packaging financial aid, etc.), Fall 2014 data occasionally are used in the report as measures of those activities/evidence of progress. Unless otherwise specified, data in this report are for the Indianapolis campus only.

As an outgrowth of IUPUI's Strategic Planning process, the Division of Enrollment Services became the Division of Enrollment Management effective July 1, 2014.

### The Success of Our Students

- IUPUI achieved record [credit hours](#) in the Fall of **2013**. Credit hours set a record for the 18<sup>th</sup> consecutive fall semester.

#### Enrollment

	2012	2013	Change	% Change
IN Heads	28,789	28,802	13	0.0%
IN Credits	328,629	336,901	8,272	2.5%
IUPUC Heads	1,701	1,732	31	1.8%
IUPUC Credits	17,858	18,236	378	2.1%
IUPUI Heads*	<b>30,451</b>	<b>30,488</b>	<b>37</b>	<b>0.1%</b>
IUPUI Credits	<b>346,487</b>	<b>355,137</b>	<b>8,650</b>	<b>2.5%</b>

\*Official totals are adjusted for dual enrollments between Indianapolis and Columbus (39 students in 2012 and 46 in 2013). Credit hours are not affected.

- 78.0% of IUPUI's degree-seeking undergraduates were full-time in Fall 2013, another record, topping last year's 75.6%. In the Fall of 2000, 59.1% of degree-seeking undergraduates were full-time.
- The average SAT (critical reading and math) increased from 1023 to 1030.
- Through June 2014, 1,538 students had submitted 2,627 Advanced Placement (AP) scores for the Fall 2014 term. This compares with last year's record of 1,450 students sending 2,536 separate AP score results. The number of AP scores continues to increase; in 2003, 268 students sent 390 separate AP scores.
- The number of IUPUI students who previously attended Ivy Tech-Central Indiana constituted 18% of IUPUI's overall undergraduate population in 2013.
- The amount of financial aid has increased from last year for about the same number of recipients. In 2013-14, 24,615 students received financial aid, nearly equal to 24,627 in 2012-13.

Academic Year	Gift Aid	Loans	Work Study	Total Aid
2008-09	\$92,460,305	\$218,425,257	\$2,983,620	\$313,869,182
2009-10	\$103,580,520	\$234,537,196	\$3,505,252	\$341,622,968
2010-11	\$115,337,864	\$262,683,275	\$3,775,644	\$381,796,783
2011-12	\$116,426,934	\$264,594,584	\$2,311,694	\$383,333,212
2012-13	\$121,536,859	\$257,335,327	\$1,995,996	\$380,868,182
2013-14	\$133,044,759	\$247,596,723	\$2,078,900	\$382,720,382

*Gift aid examples include scholarships, grants to help students with financial need, and fee remissions for IU employees. Sources for gift aid include federal, state, and private aid as well as institutional money.*

- [Chancellor's Scholarship](#) offers increased from 457 for 2013-14 to 578 for 2014-15 (+26.5%). The number of Chancellor's Scholarship *acceptances* grew from 194 in 2013-14 to 212 for 2014-15 (+9.3%). The rate of acceptances decreased by 5% from 42% in 2012-13 to 37% this upcoming academic year.
- Admission-based scholarship acceptances for the 2014-2015 year are up slightly (by 1%) domestically. The total acceptance rate compared to last year is down by 2% (476 acceptances/1,173 offers – 40%) for this year compared to (454/1090 - 42%) last year.
- Between the 2012-13 and the 2013-14 academic years, the overall retention rate of IUPUI Scholars increased by 4.9%. For the 2013-14 AY our retention rate is 88.5%. This is up from 2012-13 AY, which was 83.6%.

Other notable accomplishments from the Office of Student Scholarships (OSS):

- Designed OSS Scholarship Poster for Campus Use – September 2013
- OSS Search Engine Announcement featured in IUPUI News – August 2013
- In collaboration with the Office for Diversity Access and Achievement, created the [Diversity Scholarship Guide](#) . This guide provided a listing of scholarship available on campus for targeted populations. In addition to the print guide the publication was also made available in pdf format on the web.

Summaries of scholarships and aid awarded appear below:

## 2013-14 Undergraduate Honor Awards

Scholarships	2012-13 Academic Year		2013-14 Academic Year	
	Dollar Amount	Number of Awards	Dollar Amount	Number of Awards
Herbert Presidential	\$507,500	49	\$545,500	55
Plater Distinguished	\$311,000	32	\$333,500	34
Chancellor's	\$2,979,458	361	\$4,332,500	557
Bepko <i>(These awards include, housing, study abroad and book stipends)</i>	\$1,333,376	172	\$1,296,374	197
<b>Total</b>	<b>\$5,162,738</b>	<b>642</b>	<b>\$6,507,874</b>	<b>843</b>

## Incoming Freshman Scholarships (acceptances/offers and acceptance rates) as of June 30 each year

Academic Honors Scholarship *	Dean of Faculties Scholarship *	Dean's Recognition Scholarship **	International Ambassador Scholarship **	Service Award **	Valedictorian/Salutatorian Scholarship ***	Transfer Scholarship ***	Chancellor Scholarship ***
<b>2014-2015</b>							
153/390 – 39%	213/411 – 52%	25/100 – 25%	12/24 – 50%	34/168 – 20%	30/66 – 45%	9/14 – 64%	213/578 – 37%
<b>2013-2014</b>							
141/380 – 37%	194/384 – 50%	28/84 – 33%	10/26 – 38%	40/147 – 27%	26/51 – 51%	15/18 – 83%	194/457 – 42%
<b>2012-2013</b>							
66/195 – 34%	209/548 – 38%	14/99 – 14%	3/22 – 14%	33/164 – 20%	31/57 – 54%	17/40 – 43%	154/362 – 43%
<b>2011-2012</b>							
	131/497 – 26%	11/56 – 20%	9/19 – 47%	41/160 – 26%	20/131 – 15%	8/25 – 32%	64/225 – 28%
<b>2010-2011</b>							
	139/497 – 33%	13/47 – 28%	6/11 – 55%	40/184 – 22%	28/74 – 38%	23/35 – 66%	
<b>2009-2010</b>							
	184/385 – 48%	17/39 – 44%	3/17 – 18%	35/99 – 35%	35/77 – 45%	14/22 – 64%	

Increase in acceptance rate from previous year

Decrease in acceptance rate from previous year

\*Available to Indiana Residents only

\*\*Available to Non-Residents only

\*\*\* Available to both Residents & Non-Residents

- The Indianapolis campus awarded \$37,883,095 in institutional aid for the 2013-2014 academic year, an increase of 11.4% over the previous year. These 10,589 awards averaged \$3,578. The total amount awarded for the 2012-13 academic year was \$34,003,935, which totaled 9,865 awards with an average dollar amount of \$3,447. The average 2013-14 award was \$131 more than in 2012-13.

### 2012-14 Total Awards Processed Through IUPUI

Award Type	2012-13 Academic Year			2013-14 Academic Year		
	Dollar Amount	Number of Awards	Average Award Amount	Dollar Amount	Number of Awards	Average Award Amount
<b>Athletics</b>	\$2,229,550	388	\$5,746	\$2,412,572	361	\$6,683
<b>Graduate/Professional Fellowships</b>	\$5,501,162	575	\$9,567	\$6,500,958	721	\$9,017
<b>Graduate/Professional Scholarships</b>	\$2,408,416	291	\$8,276	\$1,090,053	297	\$3,670
<b>Graduate/Professional Foundation-based</b> (includes Schps & Fellowships)	\$5,012,088	1,178	\$4,255	\$5,532,783	1,040	\$5,320
<b>Institutional Grants</b> (undergraduate need-based)	\$1,482,822	971	\$1,527	\$2,515,328	1,457	\$1,726
<b>Institutional Undergraduate Scholarships</b> (includes school-based awards)	\$6,923,263	3,493	\$1,982	\$7,502,536	3,199	\$2,345
<b>Undergraduate Foundation-based Scholarships</b>	\$2,540,743	1,008	\$2,521	\$2,490,888	1,149	\$2,168
<b>Undergraduate Honor Awards</b> (for details see above)	\$5,162,738	642	\$8,042	\$6,507,874	843	\$7,720
<b>External Donor* Scholarships</b> (includes Undergrads, Grads, & Professional)	\$2,743,153	1,319	\$2,080	\$3,330,103	1,522	\$2,188
<b>Total:</b>	<b>\$34,003,935</b>	<b>9,865</b>	<b>\$3,447</b>	<b>\$37,883,095</b>	<b>10,589</b>	<b>\$3,578</b>

\*External Donor Scholarships are awards submitted to the Office of Student Scholarships or to the Professional Schools from various private organizations on the behalf of an IUPUI student. These monies are applied directly to the students Financial Aid account.

- The Office of Student Financial Services (SFS) took a number of steps to promote student success
  - **New Institutional Loan Funding:** The IU Miller Loan is a new institutional loan program that IUPUI was able to begin awarding to students with unmet financial need. Repayment terms include a 5% interest rate as well as in-school and 9-month grace period. Promissory notes and repayment are managed by IU Student Loan Administration. Awards were made on case-by-case basis to undergraduates, graduate students, professional students, as well as international students, providing valuable funds for students with need to promote academic persistence.
  - **New Innovative and Successful Financial Aid Program:** The Home Stretch Program was launched to provide direct financial support through the awarding of institutional loan funds to needy students within one year of graduation. The funding ultimately helps to fill the unmet need “gap” that can impact student persistence toward graduation. Once confirmed that the Home Stretch recipient completed the bachelor’s degree as planned, the loan amount borrowed through the program was repaid on behalf of the student by an institutional grant. More than 150 students benefitted from the program and over 80% are on track to complete bachelor’s degree.
  - **Recruitment Efforts Ramped Up:** In efforts to de-mystify student financial aid awarding for incoming freshman, an instructional [website was developed regarding the IUPUI Financial Aid Notification \(FAN\)](#). In addition, Student Financial Services hosted an interactive webinar regarding the FAN, financial aid processes, estimated costs, student loans, and ways to maximize aid eligibility. The live [webinar](#) was recorded and posted on the SFS website.
  - **Enhanced Student Financial Services Publications:** The IUPUI Financial Success Planning publication series is focused on students new to IUPUI.
    - The [IUPUI Financial Success Planning Resource Guide](#) serves as an introduction to financial aid and Financial Success Planning at IUPUI and is mailed to with all freshman with Financial Aid Notifications.
    - The [IUPUI Financial Success Planning Calendar](#) launched in 2013-14 was updated for 2014-15. This 15-month calendar includes key financial dates from June 2014 to August 2015 intended to help students plan and budget their financial resources for the year. These dates include billing due dates, refund dates, payroll dates for students that have on-campus jobs, and more.
    - The [IUPUI Financial Success Planning Action Tool](#) is a financial planning worksheet intended to help students identify all of their financial resources as well as their expected college costs and living expenses for the year. The information gathered through the use of this tool is intended to help students build a budget and make decisions regarding borrowing amounts needed to meet their college costs.
  - **Less Student Loan Borrowing:** Financial outreach messaging at orientation and across campus involved a heavy emphasis on responsible, smart borrowing. Outreach efforts included sending out annual student loan debt statements that may help students think about student loan debt before they make student loan borrow decisions. Stafford loan borrowing was down more than \$12 million at IUPUI.
  - **More On-Time FAFSA Filing:** Targeted email and phone contact with prior year state aid recipients who had not yet filed a FAFSA appears to have been effective. On-time FAFSA filing increased by nearly 20% from the prior year.

- **Extensive Financial Literacy Outreach Efforts:** Student Financial Services staff and the IUPUI Financial Wellness Council continued to educate students, parents, faculty, and staff regarding financial literacy concepts and the financial choices facing students. Events held this past year with campus partners included:
  - [Affordable Housing at IUPUI](#) was an outreach program held in conjunction with the off campus student housing fair to help undergraduates considering moving off campus consider the costs of living on their own
  - [Paying for Summer School at IUPUI](#) was an effort to educate students about summer school aid options, living options, and costs with our 25% tuition discount.
  - [Student Loan Repayment and Forgiveness Programs](#) involved multiple events including a Public Loan Forgiveness event and an interactive webinar aimed at helping undergraduate and graduate students understand student loan repayment options. The live [webinar](#) was recorded and posted on the Student Financial Services website.
  - [Individual financial aid/literacy outreach sessions were offered](#) across campus. A request form was made available to staff and student organizations to formalize the outreach request processes.
  - **The Jag Trivia Challenge: Prowling in the Prizes** was a fun student event that tested participant knowledge of pop culture and financial literacy.
- Following completion of the necessary institutional approval processes, Office of the Registrar staff worked in collaboration with central University Student Services & Systems ([USSS](#)) to implement the following IUPUI academic offerings:
  - New Certificates: 8
  - New or changed Majors/Degrees: 16
  - New Minors: 13
  - New Concentrations/Tracks added to majors: 6

### **Contributions to the Well-Being of the Citizens of Indianapolis, the State of Indiana, and Beyond**

- The Office of Undergraduate Admissions continues to use the “city as campus” opportunity and to have a more appealing tour that better represents the IUPUI student experience. Saturday and summer tour dates incorporated a “[city tour](#)” that included the local downtown area into the campus tour. In addition to seeing the campus, we incorporated the “four corners” of downtown Indy to show where our students live and work. The script for the tour continues to be student-developed and evaluations are exceedingly positive.
- The Office of Undergraduate Admissions has been working with the National Association for College Admissions Counseling (NACAC) to host its [national conference](#) here in fall 2014. Specifically, IUPUI will be hosting a reception for high school counselors who are participants at the conference.
- The Office of Diversity Access and Achievement (ODAA) continued its strong commitment to serving local organizations that are preparing youth for future collegiate success. The following is a listing of some of the more significant partnerships/ programs that ODAA staff participated in:

- ODAA partnered with Starfish Initiative to develop College Selection & Transition workshops for program participants and parents. This year ODAA was able to assist Starfish in serving over 120 scholars and parents.
  - ODAA partnered with the Music Technology Program in the Purdue School of Engineering & Technology to offer a Music Technology summer camp at Emmaus Christian Church. More than 50 children were provided instruction in digital music production. Plans are to expand to program to La Plaza in summer 2015.
  - Associate Director Richard Bray expanded outreach efforts to local minority serving churches and faith-based organizations. Special efforts were made to develop recruitment tools which are relevant to this specific demographic and in recruiting prospective high ability diverse populations to IUPUI.
  - ODAA staff served as key contributors to partnering organizations such as La Plaza, Indianapolis Urban League, IPS, National Society of Black Engineers, etc.
- Additional examples of Civic Engagement appear in the *Diversity Outreach* section of this report.

### Diversity in Enrollment

- In the Fall of 2013, 26.3% of beginners were non-white. This is an increase of 83 students (+9.9%) over 2012. However, due to a 17.6% increase in White students, the minority share of all beginners was down slightly from last year's 27.3%
- Fall 2013 was the most diverse enrollment in campus history, with minority students accounting for 22.6% of total campus enrollment, up from 21.7% in 2012. Additional details of enrollment by ethnic group appear below.

## Ethnic Distribution for All Students Fall 2012 and 2013

Indianapolis campus only

### Ethnic Distribution for Beginners Fall 2012 and 2013 Indianapolis campus only

Beginner Ethnicity	2012	2012 Share	2013	2013 Share	Change	% Change
Hispanic	224	7.3%	281	8.1%	57	25.4%
African American	312	10.2%	322	9.2%	10	3.2%
American Indian	2	0.1%	7	0.2%	5	250.0%
Asian	125	4.1%	153	4.4%	28	22.4%
Hawaii/Pac. Islander	0	0.0%	2	0.1%	2	n/a
Two or more races	172	5.6%	153	4.4%	-19	-11.0%
<b>Total Students of Color</b>	<b>835</b>	<b>27.3%</b>	<b>918</b>	<b>26.3%</b>	<b>83</b>	<b>9.9%</b>
White	2,074	67.8%	2,440	69.9%	366	17.6%
Other/Unknown	27	0.9%	23	0.7%	-4	-14.8%
International	124	4.1%	109	3.1%	-15	-12.1%
<b>Total Beginners</b>	<b>3,060</b>	<b>100.0%</b>	<b>3,490</b>	<b>100.0%</b>	<b>430</b>	<b>14.1%</b>

## Ethnic Distribution for All Students Fall 2012 and 2013

Indianapolis Ethnicity	2012	2012 Share	2013	2013 Share	Change	% Change
Hispanic	1,256	4.4%	1,394	4.8%	138	11.0%
African American	2,943	10.2%	2,921	10.1%	-22	-0.7%
American Indian	37	0.1%	39	0.1%	2	5.4%
Asian	1,174	4.1%	1,264	4.4%	90	7.7%
Hawaii/Pac. Islander	12	0.0%	21	0.1%	9	75.0%
Two or more races	813	2.8%	859	3.0%	46	5.7%
<b>Total Students of Color</b>	<b>6,235</b>	<b>21.7%</b>	<b>6,498</b>	<b>22.6%</b>	<b>263</b>	<b>4.2%</b>
White	20,345	70.7%	20,046	69.6%	-299	-1.5%
Other/Unknown	623	2.2%	442	1.5%	-181	-29.1%
International	1,586	5.5%	1,816	6.3%	230	14.5%
<b>Total</b>	<b>28,789</b>	<b>100.0%</b>	<b>28,802</b>	<b>100.0%</b>	<b>13</b>	<b>0.0%</b>
			increased share from 2012			
			decreased share from 2012			
			no change in share from 2012			

- Fall 2013 enrollment by non-residents was up 147 heads (+5.1%).
- Non-residents now account for 10.5% of campus heads and 10.1% of campus credits. These compare with 10.0% in heads and 9.9% in credits last year.
- Following changes in regulations, Registrar staff, the Office of Diversity Access and Achievement, and the Office for Veterans and Military Personnel collaborated to identify students who may be eligible for Indiana resident status for fee-paying purposes. These students were contacted and following a review of their materials, adjustments to their residency status were made wherever appropriate as allowed under the new legislation.
- Ivy Tech is a significant source of minority transfer students at IUPUI. 32% of all Fall 2013 IUPUI students who previously attended Ivy Tech-Central Indiana came from minority groups compared to 24% of all IUPUI undergraduates. These students constituted nearly one-quarter of IUPUI's overall undergraduate diversity in Fall 2013.

		Previous ITCI Students	Overall IUPUI Undergraduate Population
Total Number of Students Enrolled Fall 2013		3,800	20,810
Enrollment Status	Full-time	68%	76%
	Part-time	32%	24%
Race/Ethnicity	<b>Total Minority</b>	<b>32%</b>	<b>24%</b>
	African American	18%	11%
	Asian American	5%	4%
	Hispanic American	5%	6%
	Native American	0%	0%
	Native Hawaiian	0%	0%
	Two or More Races	3%	3%
	All Others	68%	76%
Gender	Female	55%	55%
	Male	46%	45%



## Diversity Outreach

- The Office for Diversity Access and Achievement began the process of becoming the official home for the META (*Mapping Education Toward Achievement*) Program. This program is a college/career awareness program for Latino students
- ODAA established the *Diversity Recruitment Council* to discuss how to better coordinate diversity recruitment efforts on campus.
- The Passport Office is the primary sponsor of [Project Voice](#), the Minority Male initiative at Ivy Tech Central Indiana. Included in the programming are regular podcasts recorded by Ivy Tech students on the IUPUI campus with the assistance of IUPUI Informatics faculty.
- The Registrar's Office continues to expand student engagement with its Facebook presence on Admissions "Class of" sites. The Registrar began its Facebook presence on the Admissions Facebook site with the Class of 2016 and has continued to engage with each new class. This process was used to post information about the *IUPUI Campus Kitchen Competition* to provide student-powered hunger relief. The Facebook initiative coupled with major outreach to others on campus resulted in IUPUI [winning the competition](#).

## Best Practices

- Undergraduate Admissions continues to expand its recruitment plan in support of the IUPUI Enrollment Shaping Initiative. In addition to its efforts in California, Chicago, Cincinnati, Louisville, Southern Michigan and Detroit, IUPUI has established regional recruiters in the Chicago and West Coast regions. Staff attended all National Association for College Admission Counseling (NACAC) [college fairs](#) and conducted college visits in all cities hosting these fairs. This expansion was imperative to counter the effects of a declining economy and retain as well as grow our non-resident numbers. Moreover, it is clear that the increases in non-resident tuition coupled with the lack of comparable increases in scholarship funding for non-residents is impacting our ability to expand enrollment of new non-resident students. For example, in 2008, our discount rate for non-residents was 25% of tuition. For 2013, this discount rate was under 15%. This will likely decline again for Fall 2014.
- The Office of Undergraduate Admissions recalibrated its non-resident recruitment to enroll students who were more financially able to afford IUPUI's non-resident tuition and increase their retention and graduation. This included a greater level of financial counselling integrated into our recruitment communications and work with the Office of Student Financial Services to review student financial aid information and providing financial literacy training to those students most at financial risk. We believe that these initiatives are leading to greater retention for our non-resident freshmen. At the current time, registration rates for domestic Fall 2014 non-resident freshmen are ahead of prior years by 7 to 17 percentage points and for the first time is surpassing that of the general Fall 2014 cohort.
- In continued support of the campus's goal of increasing enrollment to 35,000 students by 2025, Admissions participated in over 1,000 college fairs and high school visits both in and out of state during the 2013-14 academic year. To work towards this enrollment goal, the Office of Undergraduate Admissions utilized in office recruiters covering Indiana and the Midwest as well as regional recruiters in Chicago and the West Coast to reach out to both prospective first time students and their high school counselors as well as to community and junior college transfer students. The office continued to host counselor receptions in key geo-markets around the United States and also cultivated relationships with community colleges to increase awareness of IUPUI in select target markets. These

and other recruitment efforts contributed to our rise in applications, admissions, and enrollments and we are on pace to set another new campus record for the incoming class of Fall 2014.

- Institution of Indiana’s Common General Education Core Curriculum, as well as other legislative mandates forced a re-write of all existing 2+2 transfer articulation agreements with Ivy Tech Community College. The Passport Office is taking the lead in these re-writes for the campus. In 2013-14, Passport worked with IUPUI and Ivy Tech academic units to update nine 2 +2 agreements and one credit-by-credential agreement.
- The Office of Undergraduate Admissions participated in several activities to streamline the process of evaluating transfer credit for prospective students:
  - Hired an Assistant Director for Transfer Credit to provide leadership and coordination for streamlining the evaluation of transfer credit
  - In collaboration with the Transfer Credit Task Force, implemented a standardized form that would be used for departments or students to request a review of credit by another department
  - Began investigating the use of CollegeSource’s Transfer Credit Service (TES) to route evaluations around to departments for consideration and store information about articulation decisions
  - Uploaded articulations into CollegeSource’s Transferology website which is a national website that displays articulation rules across the nation’s colleges, colleges prospective student data
- The Office of Undergraduate Admissions continues to be an active leader in the Shared Services Initiative as the project entered Phase III with an implementation on July 17, 2014. Specifically, the office performed the following:
  - Dedicated a quarter of management and analyst staffing (including the director, associate director, assistant director, and two data analysts) to the Shared Services Initiative to design the technical, organizational and business practice solution for the admissions shared services model for the university system. This was in excess of 2 FTE of high level staff committed to the project.
  - Designed a plan to transition 10 FTE processing staff from the Office of Undergraduate Admissions to the Indianapolis Shared Services Center. This transition occurred on July 1<sup>st</sup>, 2014.
  - Designed and tested a new version of Hyland’s OnBase (the enterprise imaging and workflow system for student services) to serve the new harmonized application review process that will be used by all campuses.
  - Provided training and counsel to Shared Services staff regarding general admissions practices as well as the admissions process specifically for IUPUI.
- The Office of Undergraduate Admissions continued to work with Blue Fuego to increase participation in social media by prospective students. For Fall 2013, the Class of 2017 Facebook page, with over 2,000 members (over 50% of the incoming class), showed more than a 3-fold increase in membership over the Class of 2016 Facebook page. For 2013-14, the office has worked with Blue Fuego on the following initiatives:
  - Growing the Class of 2018 page to include more than 75% of the incoming freshman class. The Class of 2018 page already exceeds the 2017 Facebook page, and we have a target of having 3,000 members by August.
  - Creating and expanding the Finish at IUPUI Facebook page which provides a social media home for non-freshman prospective and enrolled students.
  - Expanding the Office of Undergraduate Admissions Facebook page as a social media home for prospective students who have not yet been admitted.
  - Creating welcome videos from the recruiters to post online to share with prospective students.
  - Implementing common protocols for managing the individual recruiter’s pages.

- Developing a sustainable plan for handing off the Class of XXXX pages to other units after the class has matriculated.
- The Office of Undergraduate Admissions has continued to provide leadership to the campus on the implementation of the new branding initiative for the campus. This included integrating the new branding across our portfolio of recruitment materials as well as presentations to recruitment staff across campus outlining the appropriate use of the new branding.
- The Registrar provided advising, training, and systems support to IUPUI academic units, offices, and campus committees throughout 2013-14. Enrollment Management offices worked with these units to simplify and improve administrative processes and systems through more efficient, detailed, and timely sharing of data and other resources.
- Registrar staff spent significant time and effort working on the campus academic advising initiative to get degree progress reports coded for all undergraduate students. A major outcome was implementation of 47 new degree progress reports in 2013-14.
  - In a related effort, the Registrar's Office re-focused the degree progress team to provide primary campus assistance to academic units who were mandated to produce and submit 4-year degree maps to comply with Indiana statewide regulation.
- Registrar personnel, in collaboration with the RISE Task Force, developed significant enhancement to the student record system which will allow more specific tracking and recognition for students engaged in [the RISE to the IUPUI Challenge initiative](#) (Research, International, Service learning, Experiential learning).
- The Office of the Registrar assisted schools developing new or enhanced academic programs, including the Dental School and its new International Dentistry Program, and the School of Liberal Arts/Department of English, International Affairs, and the Bursar in creation of the IUPUI Program for Intensive English (PIE). This non-degree, non-credit program will consist of two, 8-week sessions per term (fall/spring) and two 6-week sessions per summer. The courses will be made available through the schedule of classes' process and will be reflected on the official transcript.
- Registrar Staff collaborated in the development and improvement of learning environments, including a section of Hine Hall to be dedicated to a Kelley School of Business Executive Education program for physicians and renovation of an outdated and underutilized classroom in the Lecture Hall into a format to support broad classroom collaboration and interactive teaching.
- Registrar staff developed a process to provide IU School of Medicine .pdf copies of Medical School diplomas so that the Medical School could more expeditiously credential their graduates.
- The Registrar's Office continues to implement processes and strategies for moving students from a class waitlist into the requested course. In addition, the Registrar's Office has implemented a process to identify those students on a waitlist with issues that will prevent them from getting into the class (maximum hours, class time conflicts, etc.) and to proactively contact these students to explain what actions they can/should take to allow them the chance to get into the requested class.
- Registrar staff played a key role in development of IU's new [Common Calendar](#), scheduled for implementation in Fall 2014. Moving the seven IU campuses to a common calendar will allow for more uniform processing of student information and services, such as enrollment, drop/add, and

financial aid while also supporting the growing multi-campus enrollment by students taking advantage of on-line course offerings from another campus.

- The Registrar's Office initiated contact with University College and provided a report to support new, transfer students. The report identifies students who go through Orientation and have registered for a class for which transfer work is subsequently articulated. In these cases, UCOL advisors may now proactively and quickly contact those students to get enrolled in a different course in our continued efforts to keep them on the road to success.
- The Passport Office worked with the Campus Advising Council on Developing Student Learning and Process Outcomes. This five-year process allowed the Passport director to take the lead on best practices in Pre-Transfer advising for Ivy Tech students intending to complete degrees at IUPUI. The Passport Office has adapted the campus Student Learning and Process Outcomes into Student Learning and Process Outcomes for Pre-transfer Advising. This document will serve as the standard for advising Ivy Tech students with aspirations of IUPUI enrollment.
- The Office for Veterans and Military Personnel (OVMP) developed a recruitment plan and has conducted multiple education briefs for local military units. A communication campaign was created and sent to the U.S. Army's Concurrent Admission Program, [ConAP](#), which allows IUPUI to stay connected with current military members/prospective student vets from the time they join the service until the time they separate from the military. ConAP's goals are to increase enlistment of college-capable active duty and Reserve Soldiers; increase the number of Army Soldiers, veterans and Reserve Soldiers enrolled in college; and increase the use of GI Bill education benefits
- The OVMP launched a new, interactive, esthetic [website](#) to better assist students and enhance office productivity. The site is also mobile-device friendly.
- The OVMP worked with University Student Services & Systems (USSS) to implement IUPUI's system for coding/ tracking military members for all campuses.
- The OVMP expanded its orientation efforts by participating in the [campus resource fair](#), which has allowed the office to increase awareness of its services among the general student population
- The OVMP developed a process to track/ report academic indicators (probation, Academic Advising Reports, graduation, dismissal) using the new Advising Records front-end system, AdRex. The addition of an Academic Compliance Specialist to the staff has also enhanced the office's relationship with academic units, and in particular, academic advisors.
- Enrollment Management plays a leadership role with IUPUI's Enrollment Management Council (EMC), the Academic Policies and Procedures Committee (APPC), and the Enrollment Management Advisory Council

#### **Enrollment Management Council**

- 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.

### **Academic Policies and Procedures Committee**

- APPC performs much of the detail work in the development, implementation, and monitoring of student-related academic policy. The committee also provides a valuable forum in which members can raise issues and learn from the experience of other units. Finally, APPC played a key role in the review of proposals for new undergraduate degrees, certificates, and minors.
- In addition to policy issues noted above, in 2013-14 APPC reviewed and recommended one degree, fifteen minors, three concentrations, eleven program name changes, and one certificate type for university approval and implementation as new options for IUPUI students.

### **Enrollment Management Advisory Council**

- In 2012-13, as part of [IUPUI's Strategic Planning initiative](#), the campus began a strategic enrollment management process. The goals of the Enrollment Management Task Force included
  - Implementation of a long-term coordinated enrollment planning process
  - Providing realistic, quantifiable goals for student recruitment and students success as measured by increases in retention and graduation.
  - Maximizing enrollment efficiency given capacity with rooms, faculty
- The [major outcome](#) of the Task Force's efforts was production of a set of Transformative Recommendations and detailed Strategic Enrollment Management Action Proposals. Work on this initiative continued in 2014-15.
- With the creation of the Division of Enrollment Management, the Enrollment Management Task Force has evolved into the *Enrollment Management Advisory Council*, serving an important consultative role for the Division of Enrollment Management and IUPUI in achieving these objectives.
  - Chaired by the Executive Director of Enrollment Management, the Council serves as a key sounding board for the Division in its planning, implementation, and assessment efforts.
  - The Council and its members provide recommendations and guidance on the full range of enrollment management activities from a variety of critical perspectives.
  - The Council serves as an additional point of connection and conversation between the Division and the IUPUI campus, helping the Division to best understand and address the needs and priorities of the campus and the campus to understand and take advantage of the leadership and services provided by the Division in successfully fulfilling IUPUI's enrollment management efforts.
- For more on the Enrollment Management Advisory Council visit its [website](#).

### **External Awards**

- In November 2013, the Office of Undergraduate Admissions received [MarCom's](#) highest award, platinum, for the second time in two years for its Senior Prospect Stream. [MarCom](#) is an international competition for Marketing & Communications. The office also received two gold awards and two honorable mentions. Admissions' 12-page view book won a gold award in one category and an honorable mention in another. The office's transfer admission letter/packet, which includes the letter, admitted student folder and checklists, decal and envelope, received a gold award. The office also received an honorable mention for its high school visit announcement poster.

- In May 2014, the IUPUI Office of Undergraduate Admissions won five [Hermes Creative Awards](#), the international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies. The office won platinum awards for its entry in the communication plan category for the senior prospect recruiting communication stream and for its entry in the design/letterhead category for the recruiting template and envelope. The office also won gold awards for its social media postcard entered in the marketing, collateral/branding/postcard category; its Fall 2014 viewbook, in the publications/viewbook category; and the Counselor Connection newsletter in the publications/newsletter category.

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