Office of Enrollment Management
3rd Annual Retreat

Tuesday, May 13, 2008
Woodburn Hall 100
8:00 a.m.
Overview of the Day

- Morning speakers until 9:25
- Break/Transition to Session One 9:30-9:40
- Interest Session One 9:40-10:20
- Interest Session Two 10:30-11:10
- Interest Session Three 11:20-12:00
- Lunch and Wrap Up, Wright Residence Center Food Court
- Offices re-open 1:30
Special Guest

Dr. Karen Hanson
Provost and Executive Vice President for Academic Affairs
Office of Enrollment Management

3rd Annual Retreat

OEM: State of the Organization

Dr. Roger J. Thompson

Vice Provost for Enrollment Management
Presentation Overview

- Introduction of new team members
- Organizational Principles
- The Year in Review
- Accomplishments
- Future Plans/New Initiatives
- Questions
- Conclusion
Welcome New Team Members:

- OEM Administration
  - Dr. John Brooks (Dev.)
  - Misti Bennett (SDD)
  - Mazias de Oliveira Jr. (SDD)
  - Will Pierce (SDD)
  - Stephanie Dowdy-Nava (SCH)
  - Carol Glaze (SCH)
  - Ron McFall (SCH)
  - Kim Fatten (BGT)
Welcome New Team Members:

- Admissions
  - Melissa Baer
  - Boyan Boiadjiev
  - Bryan Bradford
  - Jessica Droppo
  - Sarah Dvorak
  - Tiffany Freeman
  - Sarah Grabner
  - Nicole Griffin
  - Adam Julian
Welcome to New Team Members:

- Admissions Continued:
  - Lauren Kay
  - Kelsey Keag
  - Jeri Kott
  - Lisa LaPlante
  - Erin Peabody
  - William Schaad
  - Nathan Schroder
  - Mitch Serslev
  - Kelly Waggoner
Welcome to New Team Members

- Registrar
  - Barb Briggs-Chapman
  - Kristina Brooks
  - Lindsay Marnell
  - Gabrielle Miller
  - Mercedes Randall
  - Randi Richardson
  - Donna Rinckel
Welcome to New Team Members:

- Office of Student Financial Assistance
  - Brooke Arterberry
  - Crystal Baker
  - Elijah Barry
  - Mimi Chan
  - Jill Cheatham
  - Zack Edwards
  - Samantha Huffman
  - Angela Jones
  - Laurel Leonard
Welcome to New Team Members:

- OSFA Continued:
  - Caitlin Odya
  - Samaria Thompson
  - Susan Williams
  - Sangil Yoon

- OEM Central:
  - Misty Pursley
  - Tana Sorrells
Organizational Principles

- Customer Focused
- Flexible
- Energetic
- Strategic
- Empowered
- Team
- Communication
- Trust

- These principles are the building blocks for our organization.
- To realize our full potential, we must develop, embrace and demonstrate these principles.
STUDENT LIFECYCLE

1. Prospective Student
2. Admitted to Indiana University
3. Enrolled Student
4. Graduate of Indiana University
5. Indiana University Alumni
6. Donor to Indiana University

http://www.indiana.edu/~oem/
Organizational Principles

- We are a service organization to students, parents, faculty, staff, alumni, and others.
- Every office and department in our organization plays a vital role in serving our constituencies.
- It is everyone’s job to recruit and retain students.
The Year in Review
“History Making Records”

- Record Enrollment in the following areas was achieved in Fall 2007:
  - Total Enrollment of reached an all time high at 38,990.
  - Minority student enrollment reached 4,148, an increase of 3.6% from last year and a new record.
  - International Student enrollment, from 137 foreign countries reached 4,388.
  - Average SAT (CR/MA) reached 1146
2007 Records Continued:

- The 25 point increase in the average SAT score was the largest one year increase in IU history.
- Total Undergraduate persistence rate reached 85.8%, the best in IU history.
- 28,532 applications for admission were received, an increase of 18% from the prior year.
Accomplishments

• More than 30,000 students applied for admission this year, a new record.

• We will enroll the most academically talented freshman class in IU history.

• Over 75,000 phone calls from interested students were answered and addressed.

• We will likely enroll the largest freshman class in the history of IU.
Accomplishments

• We introduced new web-designs across many of our OEM units.

• 2,854 pounds of food were collected at Orientation and donated to the Hoosier Hills Food Bank.

• The first on-line placement exam was given during orientation last summer.

• In addition to the new student service day, an additional program, SERVE IU was added.
Accomplishments

- Created a new financial aid award letter which was personalized and customized to the student.
- Introduced a new Financial Aid 101 web-site to assist new students and families.
- Delivered financial aid packaging letters to students earlier than prior years.
- Switched to direct lending for our federal loan program.
Accomplishments

- Introduced a web-based transcript ordering system.
- Implemented a new electronic drop/add function for student registration.
- Eliminated paper rosters and moved mid-term grading to an electronic environment.
- Created a simplified process for residency re-classification to benefit students.
Accomplishments

- Created and implemented a new approach to scholarship awarding, including new scholarships and award strategies.
- Hosted top high school students from the state of Indiana at IU “game-day” events.
- Created and implemented the on-line admissions application along with a visitors scheduling system.
Accomplishments

- Successfully implemented PeopleSoft 9.0
- Continued to provide research and data analysis for issues of importance in OEM.
- Successfully obtained a Customer Relationship Management (CRM) solution which will be implemented this summer.
- Strong enrollment in our Covenant and Pell Promise programs introduced a year ago.
New Initiative Update

- Four Recruitment goals—progress update
  - Increase quality of the freshman class as measured by GPA and SAT.
  - Increase diversity of the freshman class as measured by ethnicity and SES.
  - Increase international presence of IU.
  - Keep IU affordable for Indiana families.
Future Plans/New Initiatives

- Strategic Planning Process
  - Meetings held throughout the past academic year.
  - Goals established.
  - Objectives and action plans will be developed.
  - Outside consultative assistance.
  - Increase participation across all of OEM.
  - Final strategic plan will be completed by September 1, and shared with all team members.
- Annual updates on progress will follow.
Future Plans/New Initiatives

- Facility Upgrades:
  - Completed the remodeling of the Admissions office lobby, including new technology additions.
  - Completed the remodeling of Franklin 206 and re-located team members to this location.
  - Acquired additional space in Franklin Hall which will be remodeled to accommodate team members and enhance our service capabilities in OEM.
Future Plans/New Initiatives

- Facility Upgrades continued:
  - Student Services Administration Building
    - Campus committee reviewing priorities.
    - SSA Building is under consideration.
    - Campus master planner has been engaged.
    - Research and exploratory efforts by many in OEM continue on this project.
    - Discussion with the highest level of the University continue.
Future Plans/New Initiatives

- Technology Initiatives:
  - Full Implementation of CRM.
  - Introduction and implementation of a new scholarship system will begin this summer.
  - PeopleSoft 9.0 will offer opportunities to leverage our new student information system.
  - Web development continues this year with many new enhancements on the horizon.
  - New communication tools.
Future Plans/New Initiatives

- Human Resources
  - Comprehensive staff development program for all OEM members.
  - Comprehensive management skill development program will be initiated.
  - Strategic planning process will allow for input from all OEM members.
  - Learning opportunities and cross-function partnerships will be developed.
Future Plans/New Initiatives

- Build upon our momentum and continue to exceed expectations as an organization.
- Successful support of our recruitment goals and to continue to demonstrate results in our four primary recruitment goals.
- Continue to develop a personalized and customized approach to our communication.
- Expand campus partnerships in an effort to coordinate student services and student success.
Questions
Conclusion

- Our organization is developing based on strong principles and a commitment to excellence.
- Our greatest resource is YOU!
- Our team has accomplished much this past year, and the upcoming year promises to be the best yet!
- “Dream no small dreams” Herman B Wells
THANK YOU!!!

We are building the best Enrollment Management organization in the country and this is the result of your efforts!