



High Quality, Diverse, International,
and Affordable: The Data behind our
OEM Enrollment Goals


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Primary Recruitment Goals


- Improve the quality measures of the freshmen class profile
- Increase the diversity of the freshmen class, as defined by ethnicity and socioeconomic status
- Increase the international representation in the freshmen class
- Maintain affordability for Indiana families

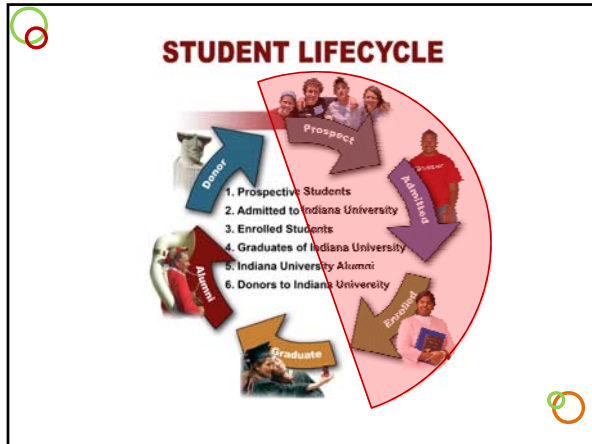


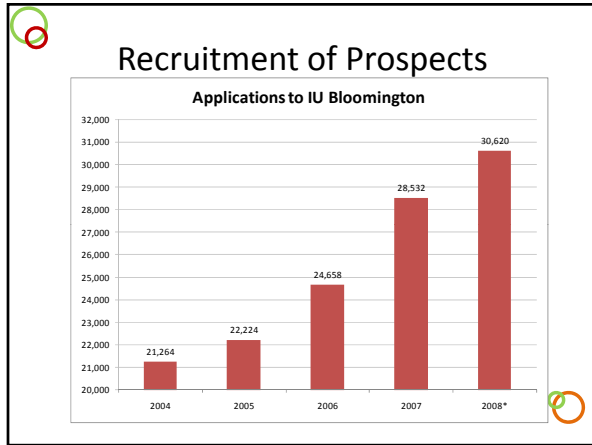


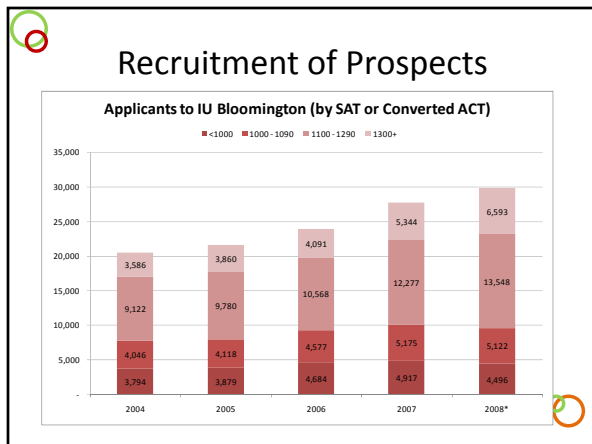
Meeting These Goals:

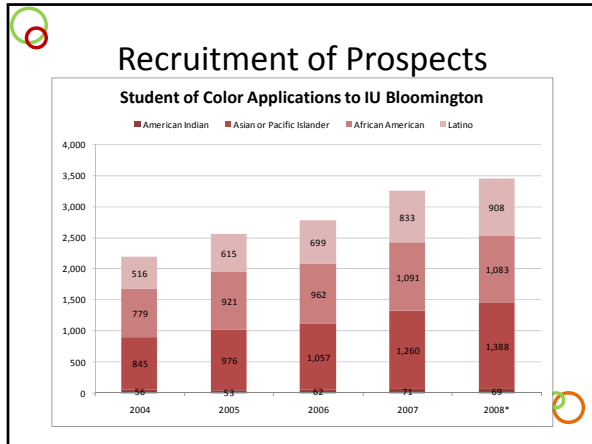
- Recruit prospects
- Admit students
- Enroll and retain systematically
- New programs and scholarships

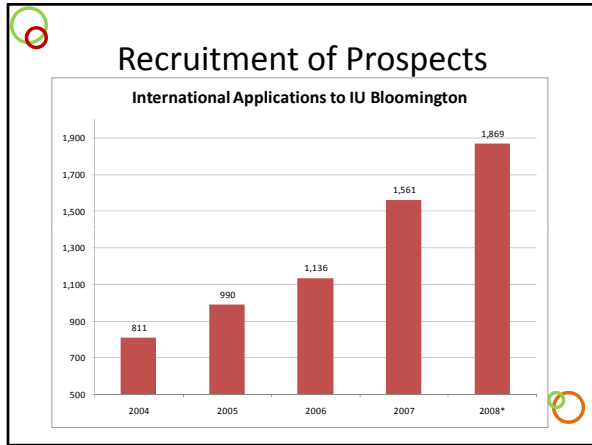












Future Recruitment of Prospects

- Targeted Recruitment
 - Increase quality, diversity, and international student presence in the “pipeline”
 - CRM
 - Research new markets

Systematic Admissions

- First, choose who will most likely succeed at IUB.

First Semester IU Performance

Test Score	High School Record					
	Top GPA	Next	Middle	Lower	GPA	Test Only
High Score	3.5	3.1	2.8	2.8	2.4	3.4
.	3.4	3.0	2.7	2.4	2.0	3.1
.	3.3	2.9	2.9	2.5	3.1	3.2
.	3.2	2.8	2.7	2.5	2.4	3.1
Mid-level Score	3.0	2.9	2.7	2.2	2.6	2.9
.	2.9	2.9	2.6	2.6	2.3	3.0
.	3.1	2.9	2.4	2.8	2.5	2.8
.	2.6	2.6	1.9	2.8	3.1	2.6
Low Score	1.7	2.8	2.9	2.1	1.8	3.2

Systematic Admissions

- Set standards

Initial Indiana Resident Admissions Standards 2008

ACT	SAT	High School Record					
		Top GPA	Next	Middle	Lower	Lowest GPA	Test Only
High Score	High Score	Admit		Review	Deny	Deny	Deny
.	.						
Mid-level Score	Mid-level Score	Admit		Review	Deny	Deny	Deny
.	.						
Low Score	Low Score	Admit		Review	Deny	Deny	Deny
.	.						

Initial Non-resident Admissions Standards 2008

ACT	SAT	High School Record					
		Top GPA	Next	Middle	Lower	Lowest GPA	SAT only
High Score	High Score	Admit		Review	Deny	Deny	Deny
.	.						
Mid-level Score	Mid-level Score	Admit		Review	Deny	Deny	Deny
.	.						
Low Score	Low Score	Admit		Review	Deny	Deny	Deny
.	.						

Systematic Admissions

- Set standards

Indiana Resident Projected Applicants with Hypothetical 2009-2010 Admission Standards

Test Score	High School Record							
	Top GPA	Next	Middle	Upper Middle	Lower Middle	Lower	Lowest GPA	Test Only
High Score	1,129	293	59	40	24	12	124	6,478
.	368	185	63	32	14	5	47	462
.	342	289	91	53	40	15	62	3,905
.	359	348	128	93	45	21	55	10,845
.	333	482	234	138	75	49	107	
.	166	322	186	148	75	54	55	
Mid-level Score	174	446	257	208	123	91	77	
.	97	318	179	161	120	95	77	
.	23	143	122	99	91	93	55	
.	11	71	60	81	81	66	37	
.	9	45	48	68	55	132	37	
Low Score	8	16	14	20	16	34	129	

Systematic Admissions

- Monitor the applicant pool

Table 2. Applicants by SAT (or Converted ACT) Score

	SAT (or Converted ACT) Score			2008 Cohort			2007 Cohort			2006 Cohort		
	2/15/06	2/15/07	2/15/08	1 yr Δ	1 yr % Δ	2007 Year End	2/15/06	2/15/07	2/15/08	2/15/06	2/15/07	2/15/08
Applicants												
>1300	3,954	5,184	6,445	1,251	24%	5,344	1,030	1,040	1,070			
1100-1290	10,122	11,822	13,170	1,348	11%	12,277	1,250	1,260	1,270			
1000-1090	4,257	4,829	4,899	70	1%	5,175	1,141	1,151	1,169			
<1000	4,350	4,385	3,635	(750)	-17%	4,917						
No Score	917	1,104	1,654	550	50%	819						
TOTAL	23,400	27,334	29,803	2,469	9%	28,532						
Admits												
>1300	3,653	4,763	5,944	1,181	25%	5,083	1,070	1,110	1,110			
1100-1290	8,634	9,584	10,601	1,017	11%	10,506	1,260	1,300	1,300			
1000-1090	3,105	2,547	2,860	313	12%	3,076	1,172	1,208	1,212			
<1000	1,995	721	995	274	38%	1,139						
No Score	49	42	122	80	190%	108						
TOTAL	17,426	17,657	20,522	2,865	16%	19,912						
Deposits												
>1300	276	319	457	178	56%	1,607	1,030	1,070	1,080			
1100-1290	985	1,270	1,422	152	12%	4,024	1,220	1,230	1,260			
1000-1090	539	548	564	16	3%	1,633	1,124	1,156	1,170			
<1000	402	178	179	1	1%	630						
No Score	2	4	15	13	275%	89						
TOTAL	2,204	2,319	2,677	358	15%	7,944						

Systematic Admissions

- Monitor deposits

Total deposits, by date, fall 2002 through 2008 cohorts

Systematic Admissions

- Monitor projected enrollment (ratio model)

	Projected Enrollment, by Yield Method	Current (2/25/08) Applicants	Expected Future Applicants	TOTAL
	Applicants	29,870	925	30,795
Admits	Current Admits	20,656		
	Expected Admits	791	194	
	Subtotal Admits	21,447	194	21,641
	Projected Enrollment			
	From Current Admits	7,065		
	From Expected Admits	255	80	
	From Summer Starters		231	
	TOTAL Enrolled	7,320	311	7,631
	Target			7,150

Systematic Admissions

- Monitor projected enrollment (logistic regression model)

Fall 2008 Enrollment Projection, regression method

	In Fall 2008 Applicant Pool, February 22, 2008			Historical applicants after February 22			Summer Starters			Total		
	Count	Yield	Projected Enrollment	Count	Yield	Projected Enrollment	Count	Yield	Historical Enrollment	Count	Yield	Projected Enrollment
Primary projection												
Indiana Resident	10,990	39%	4,292	578	7%	43	176	11,744	38%	4,512		
Out of State	18,697	16%	2,920	491	8%	37	9	19,197	15%	2,966		
Residency not determined	161	11%	18	22	0%	-	-	183	10%	18		
Total	29,848	24%	7,231	1,091	7%	80	185	31,124	24%	7,496		

Projected Residency	Projected Enrollment Percentage		Projected Ethnicity	Projected Enrollment Percentage	
	Count	Percentage		Count	Percentage
Indiana Resident	4,512	60%	African American	348	5%
Out of State	2,966	40%	Latino	196	3%
Residency not determined	18	0%	All others	4,952	93%
Total	7,496	100%	Total	7,496	100%

Systematic Admissions

- Revise standards throughout season in response to monitoring.

Final Indiana Resident Admissions Standards 2008

ACT	SAT	High School Record				
		Top GPA	Next	Middle	Lower	Lowest GPA
High Score	High Score	Admit	Waitlist	Deny	Deny	Deny
Mid-level Score	Mid-level Score	Admit	Waitlist	Deny	Deny	Deny
Low Score	Low Score	Admit	Waitlist	Deny	Deny	Deny

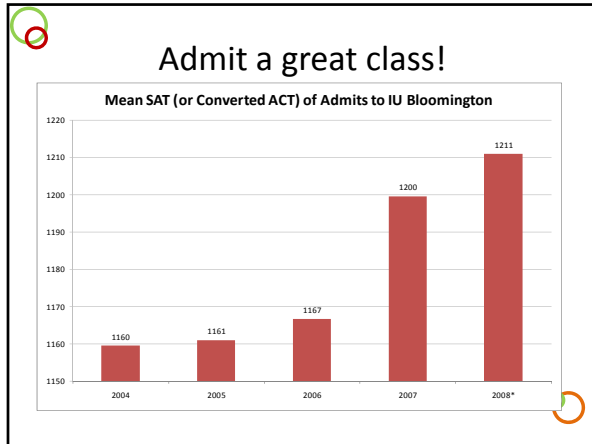
Final Non-resident Admissions Standards 2008

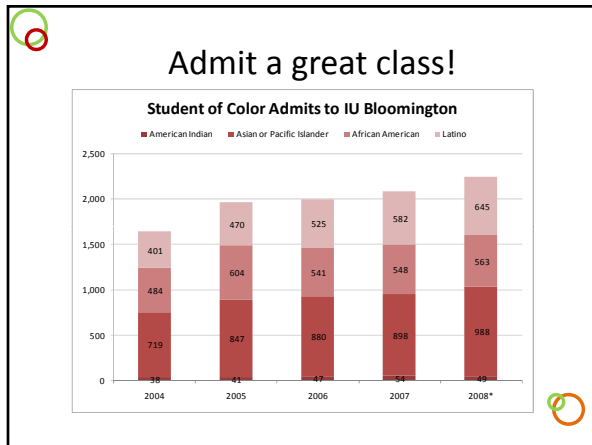
ACT	SAT	High School Record				
		Top GPA	Next	Middle	Lower	Lowest GPA
High Score	High Score	Admit	Waitlist	Deny	Deny	Deny
Mid-level Score	Mid-level Score	Admit	Waitlist	Deny	Deny	Deny
Low Score	Low Score	Admit	Waitlist	Deny	Deny	Deny

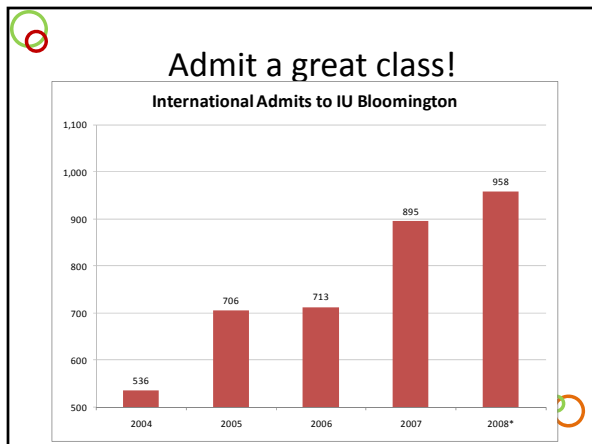
Admit a great class!

Admits to IU Bloomington (by SAT or Converted ACT)

Year	<1000	1000-1090	1100-1230	1300+
2004	2,432	3,292	8,204	3,416
2005	2,644	3,496	8,990	3,722
2006	2,375	3,504	9,516	3,913
2007	1,690	3,076	10,506	5,083
2008*	1,338	2,978	11,103	6,252







Increase probability of enrollment through Scholarships

Table 1: Standards for 2008 IU Excellence, IU Distinction, IU Prestige, and IU Recognition Scholarships.

Indiana Residents			
ACT	SAT	HIGH SCHOOL GPA	
		≥ 3.75	3.70 - 3.74
≥ 29	≥ 1300	IU Excellence \$8,000	
28	1250-1290	IU Prestige \$5,000	
26-27	1150-1240	IU Recognition \$2,000	
Non-Residents			
ACT	SAT	HIGH SCHOOL GPA	
		≥ 3.75	3.70 - 3.74
≥ 29	≥ 1300	IU Distinction \$8,000 Award	
28	1250-1290	IU Prestige \$5,000	
26-27	1150-1240	IU Recognition \$2,000	

Increase probability of enrollment through Scholarships

2009 Standards for IU Excellence, IU Distinction, IU Prestige, and IU Recognition Scholarships

ACT	SAT	High School GPA		
		≥ 3.8	3.70 - 3.79	3.60 - 3.69
≥ 30	≥ 1310	IU Excellence \$9,000	IU Distinction \$9,000	
28-29	1260-1300	IU Prestige \$5,000		
26-27	1160-1250	IU Recognition \$2,000		

Make IU more affordable through Scholarships

Merit Based Scholarship Offers by Residency

Cohort	Resident Student Offers	Non-resident Student Offers
2007 Cohort	1,568	7,591
2008 Cohort*	3,210	6,933

