

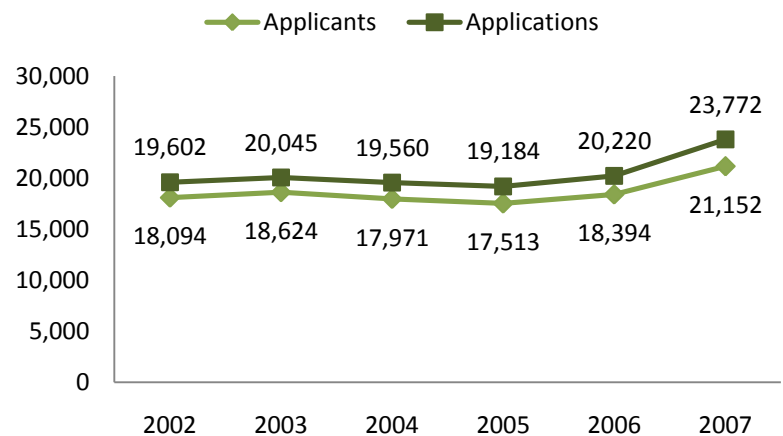
## IU Campus Cross-Applicants

This issue of *FYIU* focuses on current trends in cross-applications at IU-managed campuses (i.e., excluding Indiana University Purdue University Fort Wayne). Cross-applicants are those individuals who apply to more than one IU campus for a given academic semester.<sup>1</sup> This issue covers applications for admission to the fall semester of academic years 2002-03 through 2007-08. In this issue, applicants are limited to state residents who apply for admission to IU as first-time students (a.k.a. “beginners”).<sup>2</sup>

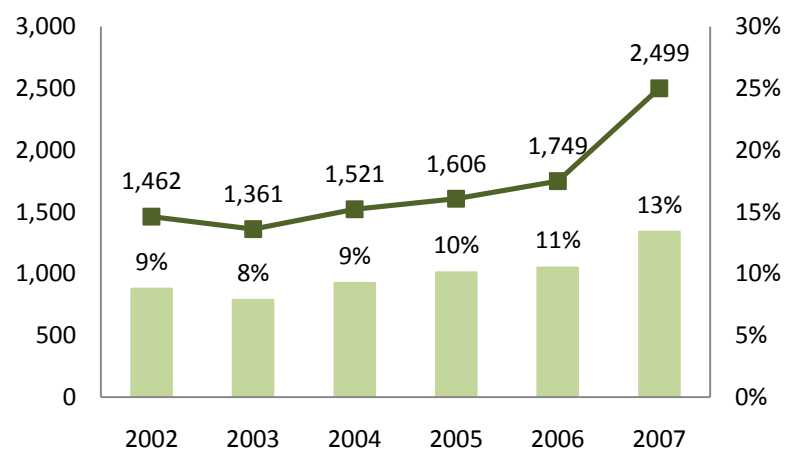
Between 2002 and 2007, the number of state residents who applied to IU for admission as first-time students increased by 17%, from 18,094 to 21,152 (See Figure 1). The number of *applications* to IU campuses, however, increased by 21% over this same period, from 19,602 to 23,772. This gap between the number of applications and the number of applicants, which has increased slightly over time, is the result of a larger number of these individuals submitting applications to more than one IU campus.

Over the past six years, cross-applicants increased both in number and as a percentage of all resident beginner applicants (See Figure 2). The number of cross-applicants increased by 71% between 2002 and 2007, from 1,462 to 2,499. As a percentage of all resident applicants, cross-applicants increased from 9% in 2002 to 13% in 2007. Although much of this increase occurred between 2006 and 2007, the overall trend in cross-applications within IU is characteristic of a national 40-year upward trend in the number of colleges to which potential students apply.<sup>3</sup>

**Figure 1.**  
**Resident Beginner Applicants and Applications**



**Figure 2.**  
**Count and % of IU applicants that applied to 2+ campuses**



<sup>1</sup> Cross-applicants are determined by looking across a set of campus-level snapshots of undergraduate admissions activities at the end of week 36 of the admissions cycle for incoming classes. These snapshots include for each campus all unduplicated, degree-seeking undergraduate applications for summer or fall from students who did not attend IU as degree-seeking students prior to the summer term. They are used to prepare the official admissions statistics for the fall semester at IU.

<sup>2</sup> The information presented in this report is not meant for official reporting purposes and it may vary slightly from information presented in official reports provided by the office of University Reporting and Research.

<sup>3</sup> Pryor, J.H., Hurtado, S., Saenz, V.B., Santos, J. L., & Korn, W. S. (2007). *The American Freshman: Forty Year Trends*. Los Angeles: Higher Education Research Institute, UCLA.

## Overview of Findings

The following points serve as a synthesis of information presented within a set of campus reports on cross-application behavior. We invite you to explore further these campus reports, which can be accessed from the [FYIU reports page](#) of the University Reporting and Research website.

1. The most common form of cross-application behavior is between IUB and IUPUI, accounting for 59% of all cross-applications among IU campuses. There is considerable overlap (62%) in the number of cross-applicants who are admitted to both campuses, but IUPUI enrolls a slightly higher percentage (34%) of these cross-admits than IUB (32%). Roughly one-third (34%) of all cross-applicants who are admitted to both IUB and IUPUI do not enroll at either campus.
2. Almost all cross-application behavior involves either IUB or IUPUI, accounting for 99% of all cross-applications among IU campuses. The remaining 1% of cross-applications occurs among the regional campuses and IUPUC only. Two cross-application patterns among these campuses – IUPUC with IUS, and IUN with IUSB – are small, yet sizable enough to be documented in this report.
3. With one exception, more cross-applicants at the regional campuses (including IUPUC) send applications to IUB, followed by IUPUI. The exception is IUK, from which more cross-applicants send applications to IUPUI, followed by IUB.
4. At IUB, cross-applicants are not as well prepared academically as single campus applicants. At IUPUI and all regional campuses (including IUPUC), cross-applicants are better prepared academically than single campus applicants (although differences between the two groups are not always statistically significant).
5. At IUB, both the admission rate and enrollment yield are lower for cross-applicants than for single campus applicants. At all other IU campuses, the admission rate is higher and the enrollment yield is lower for cross-applicants than for single campus applicants.
6. There is a considerable amount of overlap in the number of cross-applicants who are admitted to multiple IU campuses, from a low percentage overlap of 45% between IUB and IUPUC to a high percentage overlap of 76% between IUPUC and IUS.
7. IUB admits very few cross-applicants (1%-7%) who are not also admitted to at least one other IU campus. IUPUI admits very few cross-applicants (2%-9%) who are not also admitted to at least one of the regional campuses (or IUPUC). In general, regional campuses (and IUPUC) admit a larger share of cross-applicants who are not also admitted to IUB or IUPUI.
8. More cross-applicants who are admitted to IUB and at least one other IU campus enroll at the other campus. IUB enrolls as much as 32% of its cross-admits with IUPUI and as little as 12% of its cross-admits with IUE. This same pattern holds true for IUPUI when compared with the regional campuses (and IUPUC). IUPUI enrolls as much as 23% of its cross-admits with IUPUC and as little as 18% of its cross-admits with IUN. Regional campuses (and IUPUC) consistently capture the greatest enrollment shares of cross-admits with IUB and IUPUI.

## Areas for Further Exploration

Given the information provided in the campus reports and summarized here, it appears that the campus “winners” in the cross-applications process are the regional campuses and IUPUC. These campuses admit a fairly large percentage of cross-applicants, and, although cross-applicants have lower enrollment rates than single campus applicants, regional campuses and IUPUC enroll many of the cross-admits that they share with IUB and IUPUI. Compared with single campus applicants, cross-applicants at the regional campuses (or IUPUC) are as well or better prepared academically (as measured by SAT scores and high school rank percentile), they are often more racially/ethnically diverse, and a larger percentage of these applicants are of first-generation status. Enrolling cross-applicants thus may increase the academic standing of entering classes while contributing to the diversity missions of these campuses.

Given these findings, increasing the number of applications at the regional campuses (and IUPUC) via IUB and IUPUI denials may be a worthy objective if applicants who are denied admission to IUB or IUPUI meet the necessary criteria for admission at the regional campuses and IUPUC (as many current cross-applicants do). Figures 3 and 4 compare single campus applicants who are subsequently denied admission to either IUB or IUPUI with single campus applicants who are admitted to a regional campus (or IUPUC) using one academic criterion –

the SAT composite score (or ACT equivalent).<sup>4</sup> Although not a definitive measure of entering levels of academic achievement, the large amount of overlap in the SAT scores of these applicants suggests that many IUB and IUPUI denials would likely be admitted to, and in some cases could improve the academic standing of admitted classes at, the regional campuses (and IUPUC).

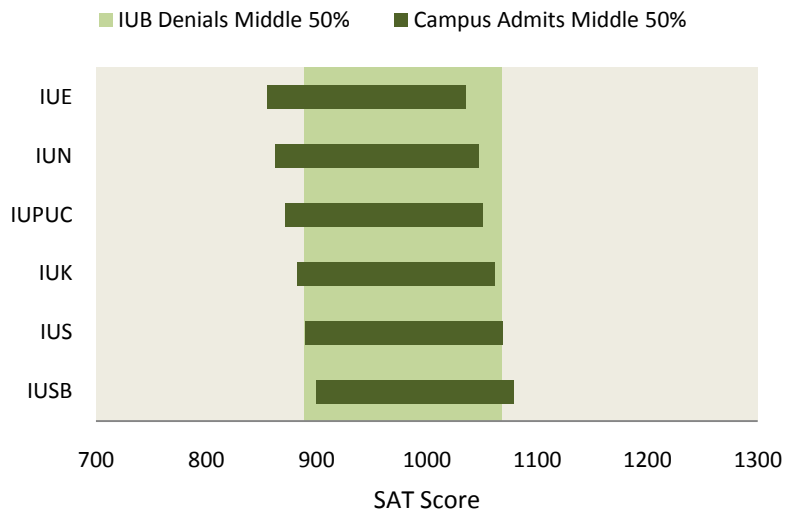
Individuals who only apply for and are subsequently denied admission to IUB or IUPUI are considering, among their other college choices, the opportunity to have an IU education. As suggested by the information provided in this issue, many of these applicants could still have access to an IU education. Yet, for reasons that cannot be determined here, these individuals do not consider applying to a regional IU campus located near their home.

Among those who applied to IUB or IUPUI *and* their regional campus (i.e., cross-applicants), a clear majority are admitted to their regional campus, and many of them subsequently enroll at their regional campus (often choosing it over IUB or IUPUI when admitted to both). Although we cannot presume that single campus applicants who are denied admission to IUB or IUPUI would have college preferences or would make enrollment choices that are similar to those of current cross-applicants at the regional campuses (or IUPUC), there is some evidence that these denied applicants would likely be admitted to, and in some cases improve the academic standing of, admitted classes at the regional campuses.

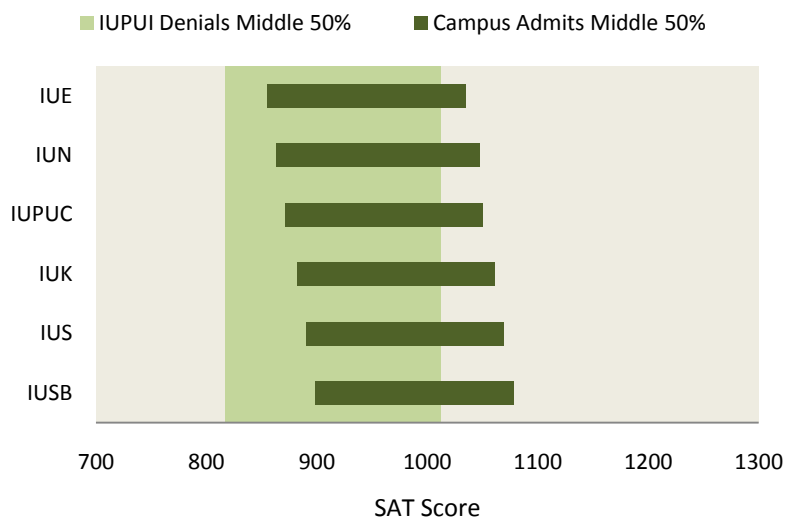
There are many factors that could prevent the invitation of IUB and IUPUI denials to apply for admission to a regional campus. As suggested by information in this issue, lack of admissibility does not appear to be one of these factors. In closing we present two developments as examples of coordination and collaboration that may be of interest to those readers who want to consider further the possibility of increasing the number of cross-applicants across the IU campuses.

In presenting these examples, we are not promoting these developments as necessary solutions to increase the number of cross-applicants across IU campuses. Instead, these examples serve as a catalyst for starting a dialogue among the campuses about admission strategies that are more efficient and mutually beneficial. We acknowledge that some information sharing is already occurring among the campuses. For example, IUB has sent denial reports to

**Figure 3.**  
Overlap of Middle 50% of SAT Scores  
for Single Campus Applicants: IUB Denials  
and Regional Campus Admits (6-yr Aggregate)



**Figure 4.**  
Overlap of Middle 50% of SAT Scores  
for Single Campus Applicants: IUPUI Denials  
and Regional Campus Admits (6-yr Aggregate)



<sup>4</sup> SAT scores were chosen because they are a more standardized measure of academic achievement than local measures such as high school percentile rank. By examining overlap in SAT scores only, we do not intend to suggest that the SAT is a better predictor of college student success at any particular campus than is high school percentile rank.

other IU campuses. IUPUI has also sent denial reports to campuses that have requested this information. We also acknowledge that further adoption of admissions processes such as those described below could create additional costs for particular campuses and for IU as a whole, and we believe that these costs must be weighed against any additional benefits that these developments could bring to IU.

**The Common Application.** Within the past few years, each IU campus has moved toward determining its own admission criteria that more closely align with its campus mission. Although admission criteria now differ across IU campuses, in many cases these admission decisions are based on common types of information. Compiling the request for common types of information into one application may streamline the application process and encourage individuals to apply to more than one IU campus. Two companies, [The Common Application](#) and [ApplicationsOnline](#), currently provide such application services to hundreds of college and university members nationwide.

Membership in one of these services may not only encourage potential students to apply to multiple IU campuses, but it may also introduce the campuses to many potential students who were not previously considering an IU education. The advantages of such membership, however, must be weighed against the appropriateness of these common applications for addressing the information needs of the IU campuses in making admission decisions, the costs of membership in such services versus creating the application in-house, and other potential costs associated with greater competition among the IU campuses and other institutions that use such services. Alternatively, the IU campuses could create their own common application that potential students could submit to multiple IU campuses for admission consideration. IUB has recently created an in-house application, and in-house applications at the other campuses are expected to follow.

Regardless of the approach (i.e., external or in-house), processes that encourage cross-applications may remove some degree of self-selection on the part of potential students. This, in turn, may present additional logistical challenges associated with processing an increasing number of applications for individuals who would not be admissible to a campus. The following coordinated admission program is an alternative that could alleviate some of the application processing that would be introduced by a greater number of cross-applicants.

**Coordinated Admission Program.** State legislation granting students in the top 10 percent of their high school graduating class automatic admission to any state

university has created enrollment constraints at the University of Texas at Austin. In response, UT Austin has created a new provisional admissions program known as the [Coordinated Admission Program](#) (CAP). CAP creates a tiered admission process by which applicants at UT Austin are either admitted to the campus, admitted to another campus within the UT system with the future opportunity to transfer to UT Austin, or denied admission. The introduction of this new program provides some students who are not eligible for immediate admission to UT Austin an automatic admission to another UT campus (i.e., without requiring the student to submit a separate application to another UT campus).

The advantage of a program such as this for IU is that it could encourage some students to get a quality IU education even if they were denied admission as first-time students at either IUB or IUPUI. Introduction of a program similar to the one at UT, however, would require greater coordination across the admissions offices of the IU campuses. Such a system also would also need to take into account and work alongside any pre-existing deferment programs with other non-IU campuses, such as the Partners program between IUPUI and Ivy Tech Community College of Central Indiana, and the Hoosier Link program between IUB and Ivy Tech Community College of Bloomington.

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Mailing Address  
400 East 7th St, Room 808  
Bloomington, IN 47405  
Phone - (812) 856-0850  
Fax - (812) 856-0860  
Email – [upira@indiana.edu](mailto:upira@indiana.edu)

Office Staff:  
Victor Borden, Associate Vice President  
Carey Conover, Executive Assistant  
Ty Cruce, Senior Policy Analyst  
Iryna Johnson, Research Analyst  
Susan Johnson, Research Analyst  
Johnnie Meadors, Jr., Graduate Research Assistant

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