

Ideal Student Profile

- Go after high quality – 1st year students
- Ivy Tech transfer students
 - ASN students – need 2 + 2 Program
- 15% or more graduate students – cohort classes - for grad students
- What do we want?
 - we need to be more selective
 - academic ability/preparedness
 - scholarships
- Sophomores – retention
- Brand – faculty/student ratio
 - faculty expertise
- Transportation system
 - learning spaces
- New, first-year undergrads
- Don't care about gender, transfer
- We will bring in more transfer students because of agreements
- Grad students – 5%
- Transfer students – are complex
 - do we want them?
 - they only want major courses, sequence?
- Grad students – look at grad degree seeking students in the area and set numbers from there
- Gender – We have a responsibility as a public institution – Males are not seeking degrees – Should we be addressing this?
- Non-traditional = }
 - Let's keep the mix
- Traditional = }
- \$18 – 19 years are also parents
- Students are academically prepared
Students are not prepared
- We are seeing more students from Hamilton County and Marion County

Ideal Student Profile Continued

- Academically stronger
 - we do want to give opportunity – need additional resources – tutors?
- Look at counties that have more prepared students
- Student come to their community
 - what jobs can they get? Related to programs
 - traditional age should be a focus
 - with a mix of non-traditional
 - revisit Non-traditional
- Well prepared and motivated – freshman
- 40% of population – new freshmen
 - 15% transfers
 - 10% - grads
 - 15% - external learning
- Beginning freshmen vs. transfer (more students here for 4 years)
- Change student's view of us
- Transfer student important
- We need a balance of majors
- We need students going on after 4 years – we have the mentoring, etc.
- Dean's List Ivy Tech
- 11 county to 7 county- more marketing
- How many students are coming from Hamilton County?
 - We can get our share
- Gender balance – we need more men
- What is the industry – jobs in each county
- More diversity
- More financially secure – students who could focus on school not work
- Residential? A sense of core campus – You are here and you are a part of something – “Community”.

- Traditional age –
 - academically prepared
 - geographic location/convenience
- Diverse –
 - background – race/ethnicity by examining actual demographics.
 - Services to meet their needs: Housing
Worship
- Graduate Programs –
 - non-traditional?
 - meet local economic needs
- Gender –
 - increase male ratio
- Hamilton County enrollment rise
- Academically prepared – committed / self-directed
- Gender – recruit high school males (programs)
- New first year = ?
- Increase traditional (18 years)
- Increase male enrollment
- Transfer students (Increase)
- Draw more from Hamilton County (plus Fulton and Cass)
- Use extended learning to market programs
- Increase minority population (more diverse population)
- Target “B” and “C” students
- Recruit current undergrads for grad programs
- Increase academic preparedness e.g., SAT scores – math – writing

- Underprepared –
 - populations should be representative of general population in our service area
 - increase yield of ACP students, matriculating to full-time students
 - increase number of students who want to stay here and finish their degree
 - increase professional program students
 - understand where there is need and capacity in the market
- Academically prepared
- More diverse (age, race, gender, etc.)
 - reflect community with high school degree
 - what programs needed?
- What is academically prepared –
 - Math, English
 - raising standards
- Freshman – Sophomore –
 - retention
 - Ask why?
- Programs – academic and extra-curricular
- More grad students -
 - 4 + 1 program (BUS)
 - TA's, Asst. , funding
- Need to identify outcomes –
 - 6-year attainment

Optimal Enrollment

- Infrastructure needs to change if we are to grow
 - more classes
 - health/physical building
 - housing/community environment
 - land acquisition
- Do more with the faculty here
 - evening lecture in schools
- Education, Nursing, Allied Health – don't have enough information
- Optimum market share of high school graduates
- What can we support?
 - lowest number to operate of students
 - highest number to operate of students
 - capacity?
- Ask students about desired experience
 - VIP Day – survey
- What can we do to enrich your experience at IUK?
- Nursing – needs hospitals – infrastructure and faculty limited numbers
- We don't have the capacity/faculty – SPEA
- Enough students that would allow us to offer a full complement of courses for the major
- Strength – small classes – faculty know our names
- What does our community need?
- What is the minimum and maximum number of students needed to get to who we want to be?
- We want to be economically viable
- Full-time vs. part-time
- How many pre-students do we need – to fill the class
- Form Partnerships – IUPUI
- 4,000 students – Optimum Enrollment
- Not a number – based on: faculty size and facilities
- Need student engagement

Optimum Enrollment continued
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- You have enough students to fill classes to offer variety of classes and yet still engage with students
- You have enough to have the groups and clubs
- FTE Count vs. Headcount
- Regional perspective – addressing community
 - moving toward full-time
 - we want to keep part-time too
 - partnerships
 - we have to keep communication open with students who do not make the cut
 - geography – International Students – we need support structure – add to ideal student profile
 - rural student – if they want to go back to Swayzee? What will they do? Entrepreneurship
 - something for sophomores
- 3500-4000 Optimal Enrollment
- Faculty available -
 - physical
 - cut from chosen major
 - concrete plan/proactive
 - academic advisors
 - degree audit programs
- Desired student experience –
 - positive
 - reduce stop-outs. How?
 - complete degree in timely manner (4-5 years)
 - lack of direction in course attendance
 - majors offered meet needs of community
- Community needs
- Campus brand – focus more on the personal aspect, not closer/cheaper
- What can I do with “X” degree

Optimum Enrollment continued
page seven

- Experience: connections – on campus well-rounded
- For students who don't "make the cut" – move to another major
- Establish enrollment goals by school
- Focus on IU Degree and "knowledge that works"
- Capitalize on Student Activities and "Total College Experience"
- Need (Infra structure) to have a match between student profile and campus resources
- Add online quality professional programs (e.g., Master's programs)
- Desired student experience –
 - involves increased use of technology
 - equipment support
- Support student work experience on campus
- Extended/expanded advising for students who may not be admitted into first program of choice
- How to increase when high school enrollments are flat?
 - increase market share
- Balance of traditional and non-traditional – continue to get market share of traditional and expand program for adults and grads
- Student wants and needs
- Why do students stay and graduate?
- Needs of the community?
- Is job growth in the community part of our mission so our grads can find jobs?
- Need to clearly define our role