

EMC UPDATE

March 2014

The Division of Enrollment Management and Communications (EMC) shares data with the campus community each month. To see past reports, please visit www.iup.edu/enrollment/update.

- FINANCIAL AID UPDATE 2
Timely and clear financial aid awards are an integral part of recruiting students. Learn more about the award-letter process here at IUP.
- SUTTON SCHOLARS UPDATE 3
Providing merit-based scholarships is helping IUP recruit more high-achieving students.
- UNDERGRADUATE ADMISSIONS UPDATE 4
See current progress in undergraduate applications, admissions, and deposits for fall 2014.



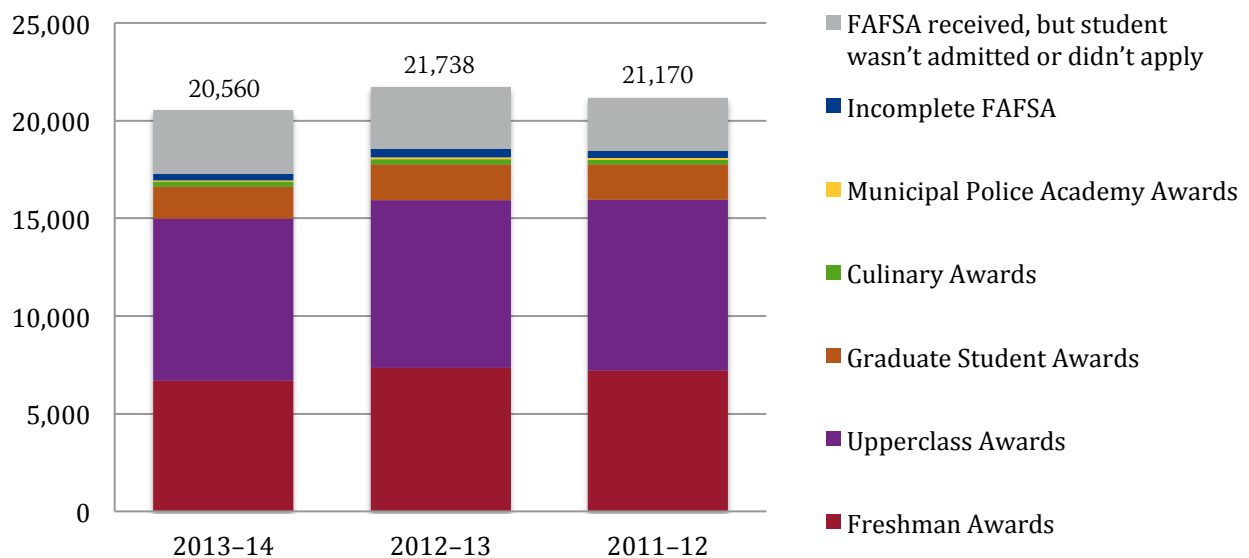
Indiana University of Pennsylvania
ENROLLMENT MANAGEMENT AND COMMUNICATIONS

FINANCIAL AID UPDATE

Each year, students across the country complete the Free Application for Federal Student Aid (FAFSA) to be considered for federal, state, and private dollars to help fund their education. IUP recognizes the importance of affordability to students and their families and strives to provide a timely, clear, and comprehensive financial aid package via their financial aid award letters.

The award package described in the letter comprises loans, grants, and/or federal work-study awards, depending on the student’s financial need as determined by the FAFSA. The student’s academic level, other financial aid resources (scholarships, assistantships, etc.), and academic progress are also taken into consideration when a financial aid award is developed. The chart below shows the number of financial aid award packages that are generated each year by the Office of Financial Aid at IUP.

Financial Aid Award Letters, Past Three Years



IUP strives to be the first award letter in the mailbox and therefore sets a March 15 target date to begin mailing financial aid award letters to newly admitted freshman students. For the 2014–15 academic year, we were able to begin this mailing on March 14, 2014. Award letters continue to be sent weekly as applications for financial aid (the FAFSA) are received and students are admitted. We also award financial aid to new transfer and new graduate students on an ongoing basis as their required financial aid documents are received.

Award letters for upperclass and continuing graduate students are available online via MyIUP in late June of each year, after grades are released for the spring semester and a review of satisfactory academic progress for each student is completed.

SUTTON SCHOLARS UPDATE

Given the declining number of graduating high school seniors in western Pennsylvania, recruiting high-achieving students is more competitive than ever before. Many schools, particularly private institutions, recruit high-achieving students through substantial merit-based financial aid. Until recently, IUP had been unable to compete with these sorts of offers.

	Sutton Scholars	Non- Sutton Scholars
Total Students Admitted	367	1,013
Total Students Registered for Classes	263	299
% Yield, Admitted to Registered	72%	30%
Fall to Spring Retention	96%	90%

The Sutton Scholars program, established in fall 2012, enables the

*Yield and retention for students admitted for fall 2013
with GPA \geq 3.25 and SAT \geq 1050*

undergraduate admissions office to present \$2,000 scholarship awards to high-achieving prospective students—reducing their tuition by almost a third. Qualified students are required to interview for these awards. The best candidates are then chosen to receive the scholarship, which is typically renewable for four years.

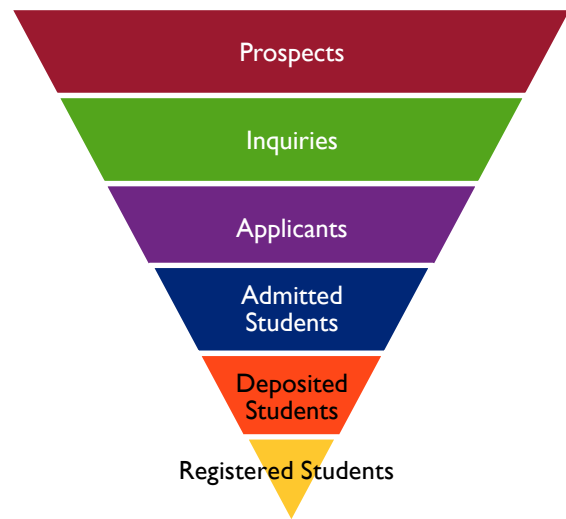
The results have been very encouraging. For fall 2013, IUP made 367 scholarship offers through the Sutton Scholars program, and 263 (72 percent) of the selected students registered at IUP. This is more than double the yield among students of similar ability who were not part of the Sutton Scholars program. In addition, the retention rate among Sutton Scholars has been 7 percent higher than among non-Sutton Scholars of similar ability.

This success has been a collaborative effort. Scores of alumni and employees have contributed to the Sutton Scholarship fund, and the Class of 2012 chose to support the scholarship through the Senior Class Gift. The Foundation for IUP Board of Directors has generously supported the fund, and faculty and staff members from across campus have participated in the interview process or given presentations at information sessions for prospective Sutton Scholars.

For the fall 2014 Sutton Scholars class, IUP has made 360 offers to date.

UNDERGRADUATE ADMISSIONS UPDATE

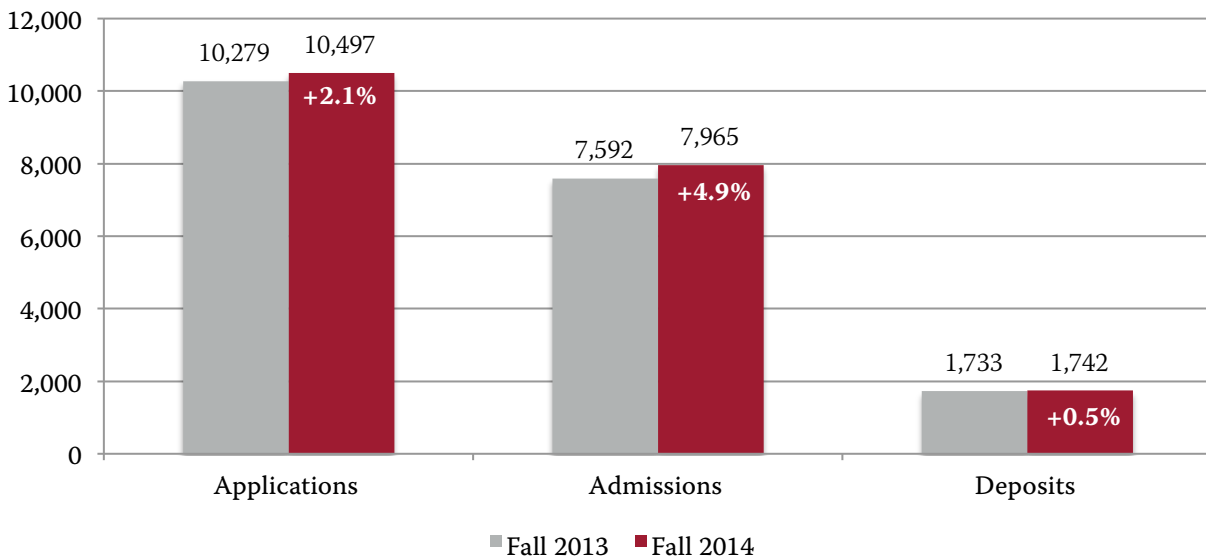
The admissions process can be thought of as a funnel, with a smaller number of prospective students at each stage:



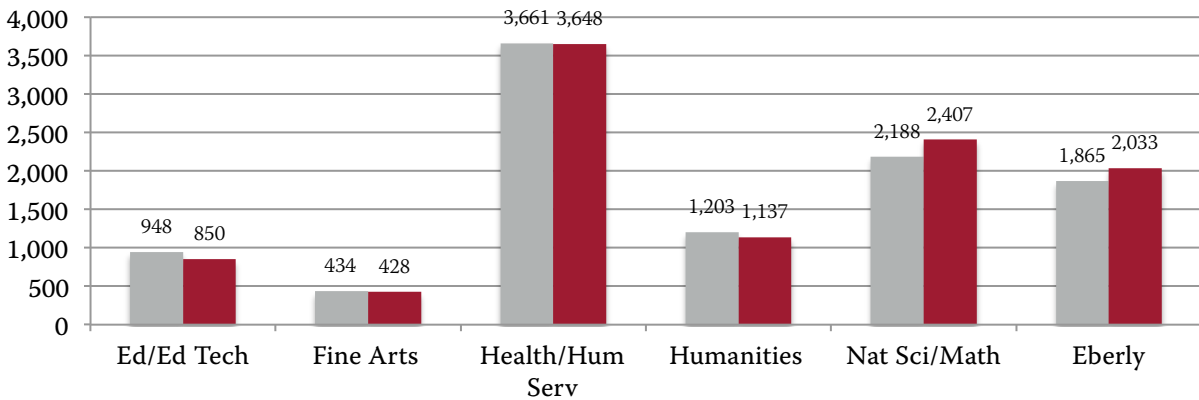
- *Prospects* make up the total list of prospective students we are actively recruiting.
- Prospects move to the *inquiry* stage when they make contact with IUP.
- Inquiries become *applicants* once they have submitted an application. (Note that some people apply without ever having inquired.)
- *Admitted students* become *deposited students* once they pay their non-refundable tuition deposit.
- Registration for classes is the final step of the admissions funnel.

The following pages focus on three key steps of the admissions funnel: applications, admissions, and deposits, as of March 6, 2014.

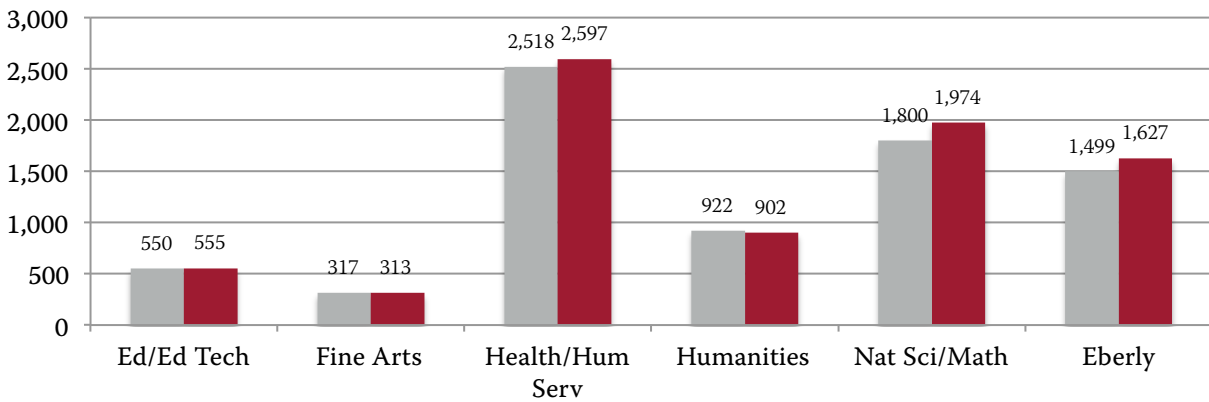
Total Applications, Admissions, and Deposits: March 6, 2014



Applications by College as of March 6, 2014



Admissions by College as of March 6, 2014



Deposits by College as of March 6, 2014

