

EMC REPORT

April 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.

- ADULT AND CONTINUING EDUCATION UPDATE 2
Dual enrollment, summer camps, and the University Testing Center are among the services and programs coordinated by this IUP office.
- IUP GRANT UPDATE 3
The IUP Grant, a need-based scholarship program, will expand in the 2014–15 academic year.
- UNDERGRADUATE ADMISSIONS UPDATE 4
See current progress in undergraduate applications, admissions, and deposits for fall 2014.



Indiana University of Pennsylvania
ENROLLMENT MANAGEMENT AND COMMUNICATIONS

ADULT AND CONTINUING EDUCATION UPDATE

You may be surprised at the number and variety of services the Office of Adult and Continuing Education coordinates for the university—and their recent growth. These services include dual enrollment, Community University Studies, summer camps, and the University Testing Center.

The **Dual Enrollment program** allows qualified high school juniors and seniors whose school districts have an agreement with IUP to register for courses at a 75 percent discount. The program benefits recruitment as well, as 61 percent of dual enrollment students end up matriculating at IUP as undergraduates. Compared to last school year, enrollment has increased by 16 students, and IUP’s agreements with high schools have increased by 48 percent.

Providing noncredit courses for personal enrichment, **Community University Studies** has increased its offerings by 39 percent in the last year. Courses are held at Northpointe, Punxsutawney, Monroeville, and St. Andrew’s Village, in addition to the Indiana campus.

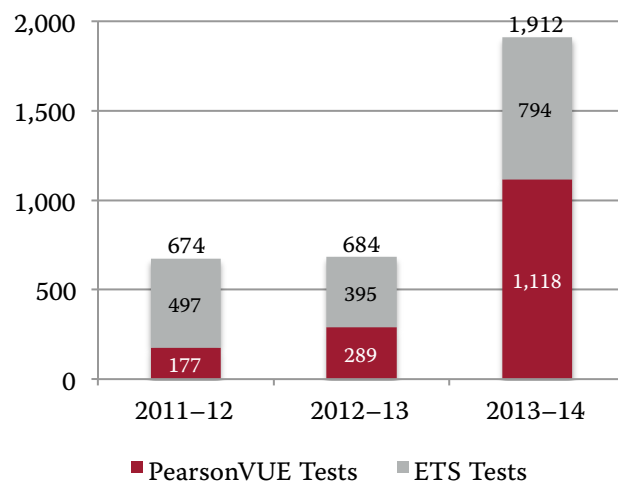
Adult and Continuing Education also coordinates a number of **summer camps** for junior and senior high students on topics including building, programming, and racing Lego Mindstorm robots; creating 2-D games; and understanding electro-optics. Find more information at www.iup.edu/campsandworkshops.

Since Adult and Continuing Education began operating the **University Testing Center** in September of last year, the center has experienced a dramatic increase in the number of tests administered and revenue generated.

PearsonVUE tests (including PAPA, PECT, GMAT, and NREMT) currently generate 26 percent of overall revenue, and ETS tests (including GRE, PRAXIS, and TOEFL) generate 56 percent. In addition, a number of new testing contracts have been signed.

Proctoring services are available to students attending institutions other than IUP, and Adult and Continuing Education has implemented an online calendar and registration system to streamline the process. Proctoring has had a 2 percent increase in revenue since September 2013, and more growth is expected since the University Testing Center became a member of the National College Testing Association Consortium in January.

Exam Registrations



All data based on September to April.

IUP GRANT UPDATE

Based on Pennsylvania State System of Higher Education Board of Governors Policy 1996-01-A, IUP has begun awarding need-based scholarship grants to students to increase enrollment.

In the 2013–14 academic year, the Financial Aid office utilized \$500,000 that was approved by the IUP Council of Trustees to award these need-based grants to incoming freshmen. After careful analysis of prior years' data regarding admission-to-matriculation yields, it was determined that Pennsylvania freshmen with a high school grade point average of 3.0 or greater and within a certain level of financial need as defined by the Free Application for Federal Student Aid (FAFSA) had a lower than average matriculation yield and, therefore, would receive the \$2,500 IUP grant.

By utilizing the grant for this population, the matriculation yield for the group increased from 37 percent in fall 2012 to 54 percent in fall 2013 (see charts).

For the 2014–15 academic year, the Council of Trustees has once again approved the use of funds for the IUP Grant. This year, the allocation has been increased to \$1 million. Once again, and taking into consideration the increased funding available, an analysis was used to determine how best to allocate these funds to increase matriculation yield. These students will receive a \$2,000 grant each. Based on fall 2013 data, the return on investment for the IUP Grant expenditure of approximately \$1 million is expected to be \$213,070 (21.3 percent) over four years.

Fall 2013

GPA	Did Not Attend	Attended	Total	Yield
3.00 to 3.20	53	67	120	56%
3.21 to 3.40	15	19	34	56%
3.41 to 3.60	22	30	52	58%
3.61 to 3.80	16	20	36	56%
3.81 to 4.00	14	10	24	42%
4.01+	7	5	12	42%
<i>Overall</i>	<i>127</i>	<i>151</i>	<i>278</i>	<i>54%</i>

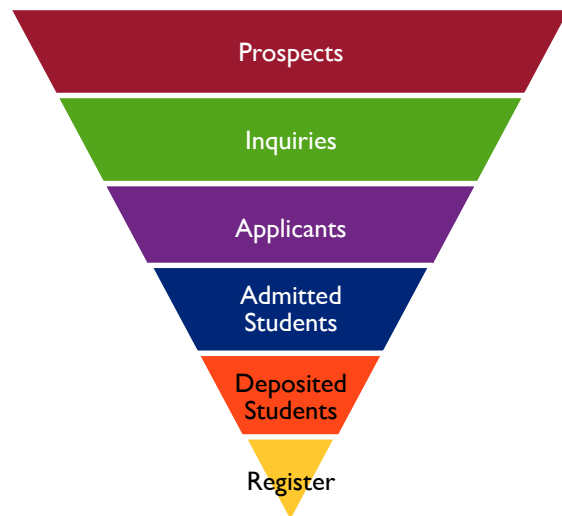
Fall 2012

GPA	Did Not Attend	Attended	Total	Yield
3.00 to 3.20	85	51	136	38%
3.21 to 3.40	23	15	38	39%
3.41 to 3.60	53	25	78	32%
3.61 to 3.80	24	12	36	33%
3.81 to 4.00	15	11	26	42%
4.01+	6	8	14	57%
<i>Overall</i>	<i>206</i>	<i>122</i>	<i>328</i>	<i>37%</i>

Comparison of fall 2013 versus fall 2012 matriculation yield

UNDERGRADUATE ADMISSIONS UPDATE

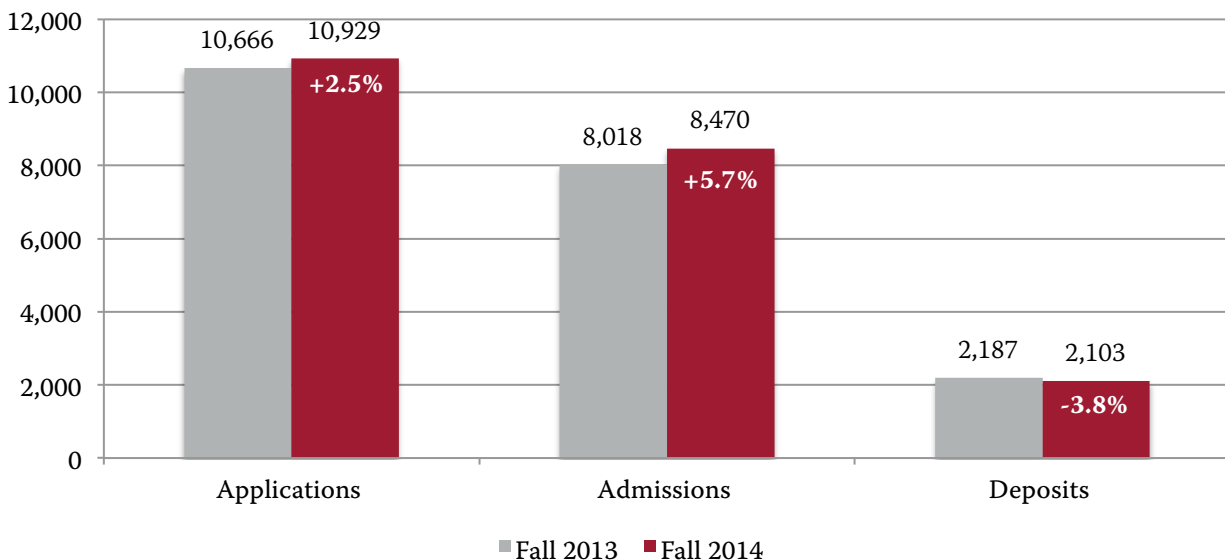
The admissions process is generally described as a “funnel,” with a smaller number of prospective students at each stage:



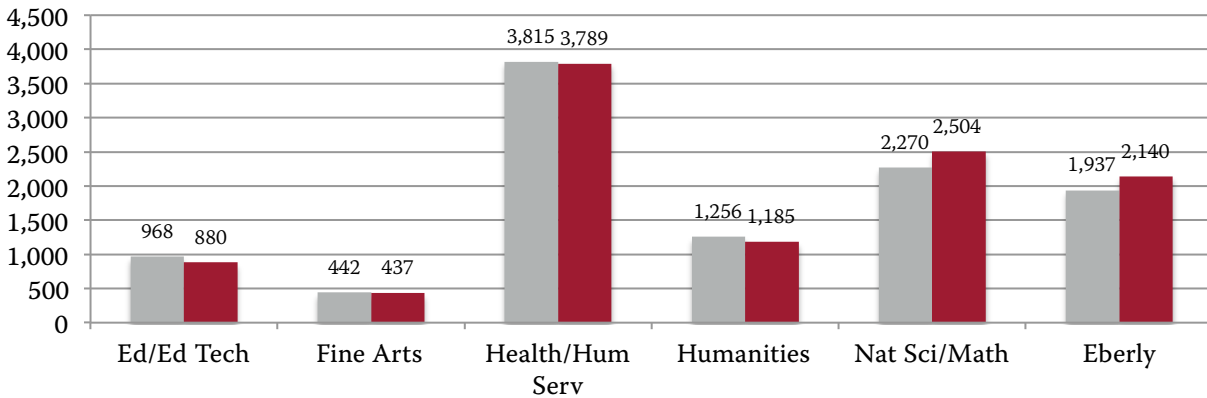
- *Prospects* are everyone on the total list of prospective students we are actively recruiting.
- Prospects move to the *inquiry* stage when they make contact with IUP.
- Inquiries become *applicants* once they have submitted an application. (Note that some people apply without ever having inquired.)
- *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. All figures are current as of March 27, 2014.

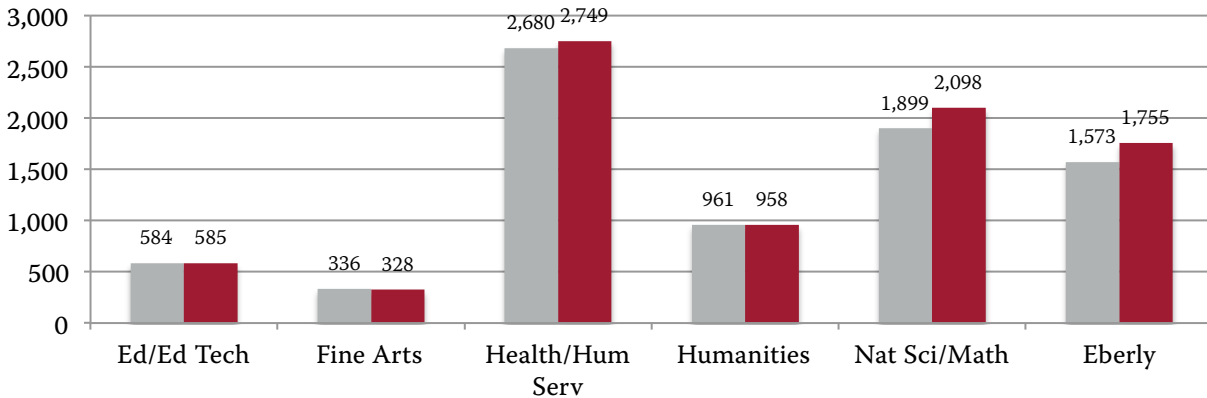
Total Applications, Admissions, and Deposits: March 27, 2014



Applications by College as of March 27, 2014



Admissions by College as of March 27, 2014



Deposits by College as of March 27, 2014

