

EMC UPDATE

June 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.

Have a comment about *EMC Update*? Send it via our [online comment form](#).

UNDERGRADUATE ADMISSIONS RECRUITMENT PROGRAMS UPDATE	2
<i>See how Undergraduate Admissions has changed recruitment activities to counter declines in college-bound high school seniors.</i>	
UNDERGRADUATE ADMISSIONS UPDATE	5
<i>See current progress in undergraduate applications, admissions, and deposits for fall 2014.</i>	

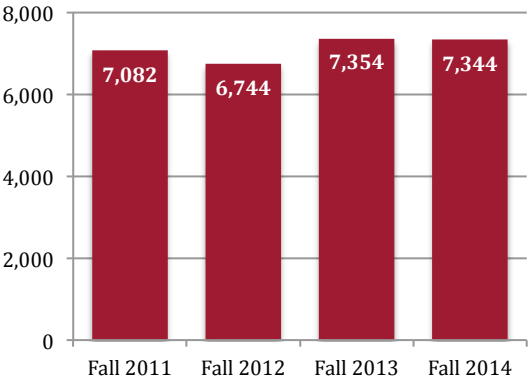


Indiana University of Pennsylvania
ENROLLMENT MANAGEMENT AND COMMUNICATIONS

UNDERGRADUATE ADMISSIONS RECRUITMENT PROGRAMS UPDATE

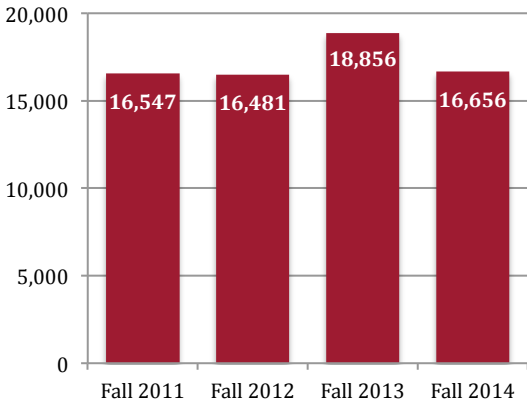
Over the past few years, western Pennsylvania has seen a decline in the number of college-bound high school seniors. To counter this trend, Undergraduate Admissions has increased the number of recruitment programs and developed new recruitment programs to bring in additional prospects. The charts below show that these efforts have allowed us to maintain or increase the number of prospective students and parents participating in these programs.

Student Visitors to Campus



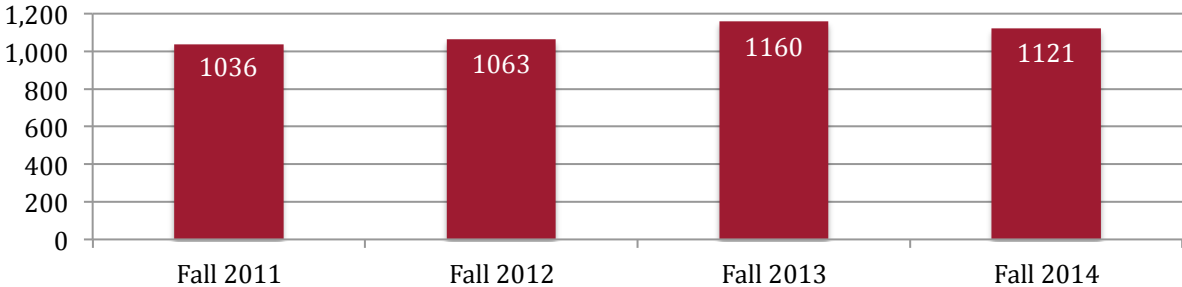
- **Four percent increase in student visitors since 2011**
- *Sharp decline in high school graduates began fall 2012.*
- *New programs developed/enhanced to counter downward demographic trends.*

All Visitors to Campus



- **One percent increase in total visitors since 2011**
- *Total visitors include parents, chaperones, friends of students, etc.*

Total Recruitment Programs (On and Off Campus)



Off-Campus Programs

- High school visits
- College fairs/nights
- Transfer Days/fair
- Promising Scholars
- CALSA hotel program
- ASPIRA partnership
- TV, online marketing
- Web, e-mail, and social media
- Direct mail
- Hotel receptions
- Departmental recruitment

On-Campus Programs

- Weekday visits
- Individual appointments
- Decision Days
- Special group visits
- Academic Expo/Open House
- School counselor receptions
- Latino Exploration Day
- Telemarketing/telecounseling
- Transfer Expo/Decision Day
- Fine Arts Days
- Indiana County College Fair
- Bus trips
- Tour Guide Association
- MVP Program
- Departmental programs

Off-Campus Programs

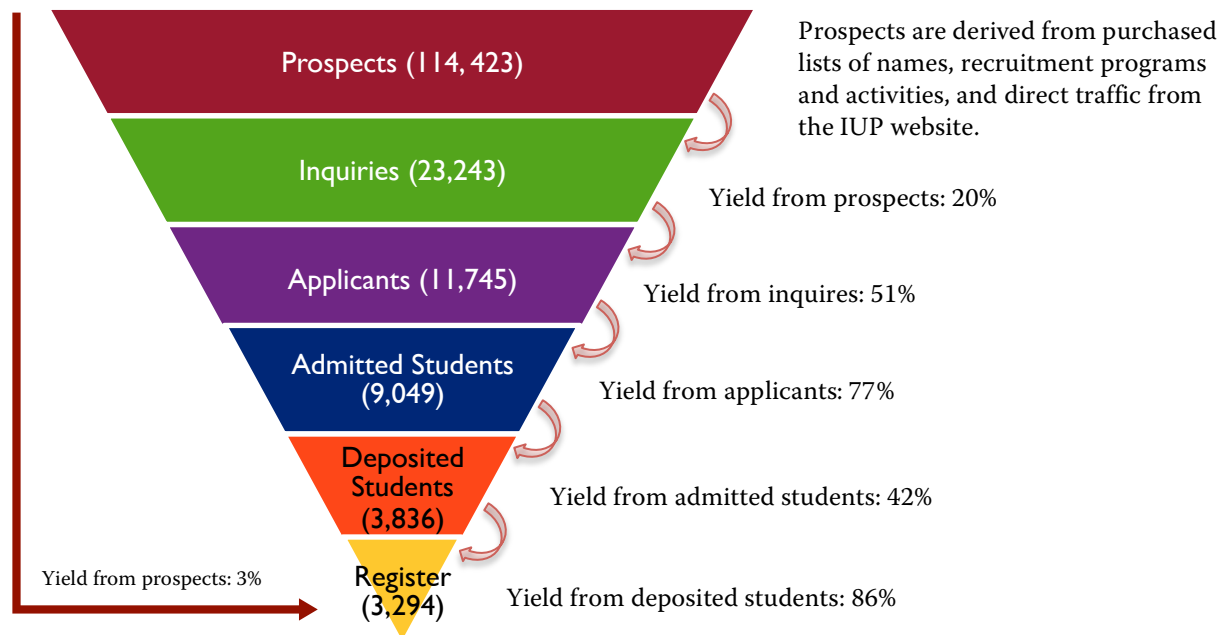
	Fall 2011	Fall 2012	Fall 2013	Fall 2014
High School Visits	453	439	554	503
College Days	212	191	194	216
Transfer Days	15	50	42	35
Hotel Receptions	1	1	2	3
<i>Total Programs</i>	<i>681</i>	<i>681</i>	<i>792</i>	<i>757</i>

Total Off-Campus Programs



Undergraduate Admissions Recruitment Funnel

In previous Undergraduate Admissions Updates, the funnel analogy has been used to describe the stages of the admissions process. The figure below goes into further detail by showing the yield from each stage of the admissions process for students who started at IUP in fall 2013. The Undergraduate Admissions Update that follows (see page 5) provides the latest figures for 2014.

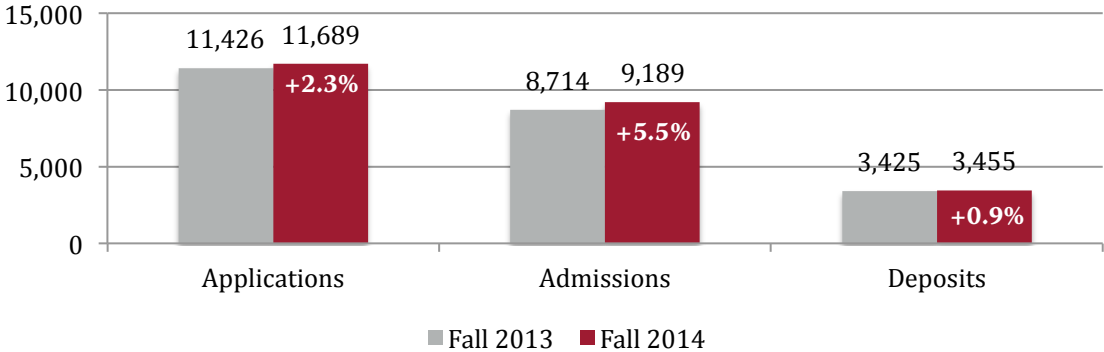


- *Prospects* are everyone on the total list of prospective students IUP is actively recruiting.
- Prospects move to the *inquiry* stage when they make contact with IUP.
- Inquiries become *applicants* once they have submitted an application. (Note that some people apply without ever having inquired.)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

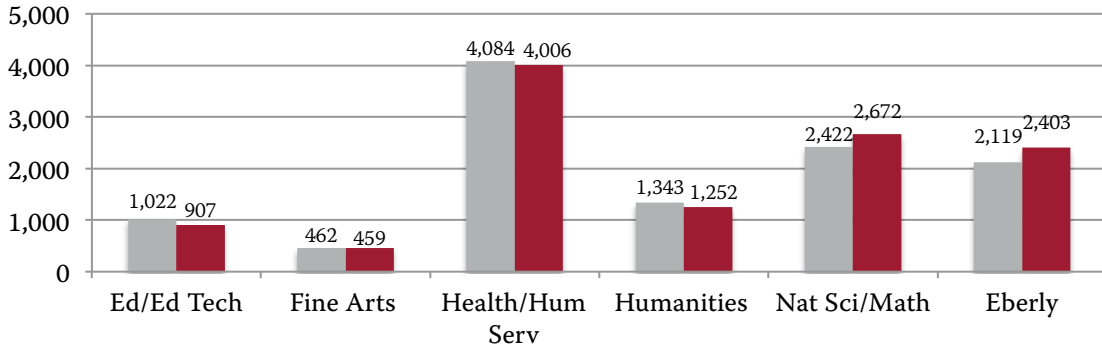
UNDERGRADUATE ADMISSIONS UPDATE

The following pages focus on three key steps of the admissions funnel: applications, admissions, and deposits. All figures are current as of June 6, 2014.

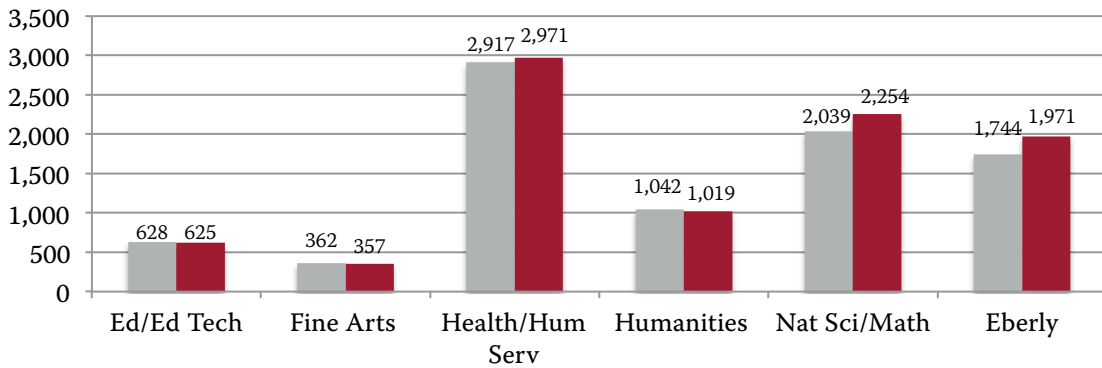
Total Applications, Admissions, and Deposits: June 6, 2014



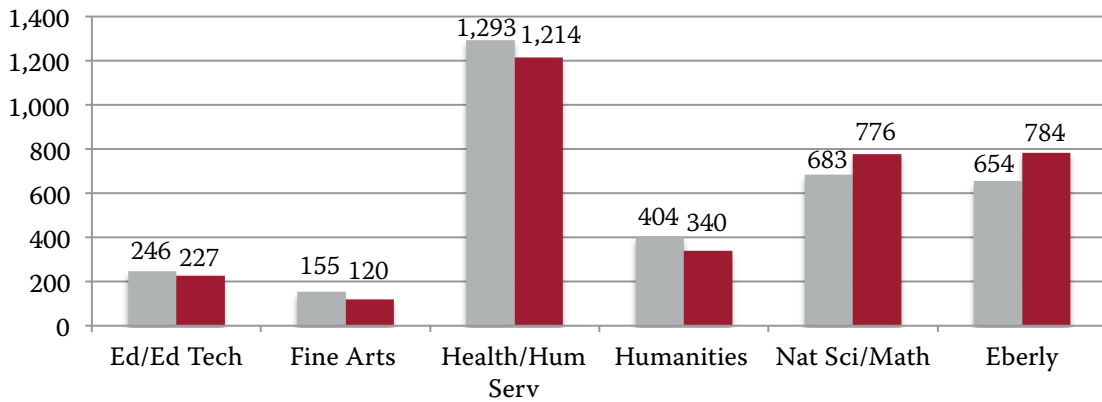
Applications by College



Admissions by College



Deposits by College



■ Fall 2013 ■ Fall 2014