

**REPORT OF THE
ENROLLMENT MANAGEMENT COMMITTEE
COUNCIL OF TRUSTEES
Indiana University of Pennsylvania
Thursday, September 9, 2021**

DISCUSSION

Patricia McCarthy, vice president for Enrollment Management, opened the committee meeting by discussing new student recruitment progress for fall 2021. While the fall 2021 enrollment freeze does not occur until September 13, 2021, overall, the new-student headcount is behind last fall's slightly more than projected for new freshmen, transfers, graduate, and certificate students. Dr. McCarthy also shared information about registration in summer 2021. Summer registration was ahead of last year's overall in the percentage of the spring student headcount taking summer courses. The fall 2022 admissions application has been available to students since July 1, 2021, and, while it is very early in the cycle, completed freshman applications are ahead of last year's by more than 18 percent, and admitted students are ahead of last year's by approximately 17 percent. New transfer completed applications and admitted students are even with last year's at this point in time.

Michael Vuckovich, superintendent of the Indiana Area School District, joined Dr. McCarthy in presenting information about a dual enrollment pathway that IUP and the Indiana Area School District are developing for students at Indiana Area Senior High School. This collaboration will encourage more Indiana High School students to take advantage of coursework at IUP by creating targeted academic focus areas that meet both the students' interests and the employment needs of this region. In addition, dual enrollment students will have the benefit of programming beyond their formal coursework to provide them with information and skills to be successful in college and beyond. Sessions would include information such as navigating financial aid, career and professional development/career exploration, and student life. Students will be earning college credits at a reduced tuition rate and, therefore, will be reducing their overall cost of a college education. Beyond the educational and financial benefits of this pathway, having high school students immersed in a classroom with IUP students and learning from IUP's talented faculty will allow them to get acclimated to being a college student even before graduating from high school. Officials intend to identify a couple of pilot academic pathways to begin this valuable partnership. Both Mr. Vuckovich and Dr. McCarthy expressed their gratitude for the great partnership between IUP and the Indiana Area School District, including the participation of team members from both schools, and they are eager to move the project forward and bring awareness of this opportunity to the Indiana community.

Dr. McCarthy also shared research regarding the effects of the COVID-19 pandemic on the academic plans and performance of both high school and college students by ethnicity. She cited the National Student Clearinghouse Research Center, which noted that there was an "unprecedented" drop of 2 percentage points in retention for the fall

2019 freshman class nationally. At public, four-year institutions, the Latinx student population had the most notable drop in retention. High school students graduating in 2020, according to the Strada Center for Education Consumer Insights' findings, had more disruption to their college process than members the Class of 2021 had. Stress, anxiety, uncertainty, and financial pressures were noted as the most likely reasons to delay going to college, regardless of ethnicity. Financial pressure was a more influential factor in that delay for Latinx students than it was for other ethnicities, and health risks were more influential for Black, non-Hispanic students. Latinx and Black, non-Hispanic students were more likely than White students to change plans and attend a less expensive program or stay closer to home. Dr. McCarthy stated that it will be imperative for IUP to closely watch trends with its own students and to continue to support them with very student-centric approaches.

This concludes my report.

Mrs. Joyce Fairman, Chair
Enrollment Management Committee