



Undergraduate Recruitment Update  
for  
Academic Affairs & Enrollment Management  
BOT Committee

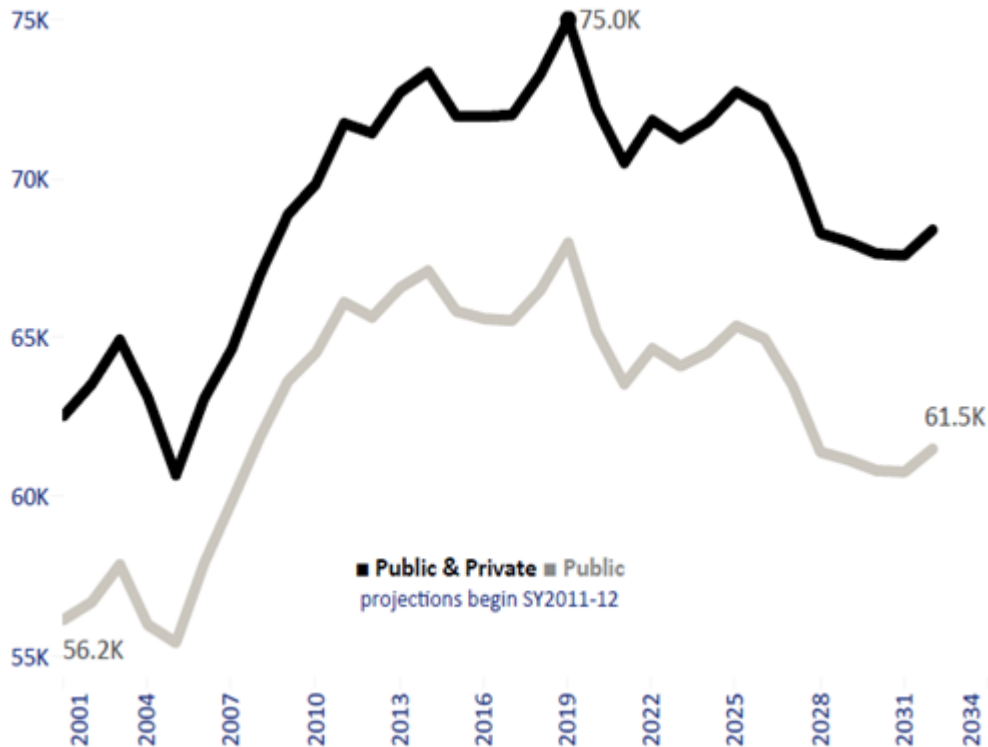
March 1, 2018



# WICHE Data

State	5-yr change	10-yr change
Illinois	-1.3%	-7.0%
Indiana	-0.2%	-1.9%
Kentucky	-2.1%	-1.3%
Michigan	-3.2%	-12.5%
Missouri	2.8%	3.6%
Ohio	-4.5%	-7.5%
Tennessee	-2.5%	-1.3%

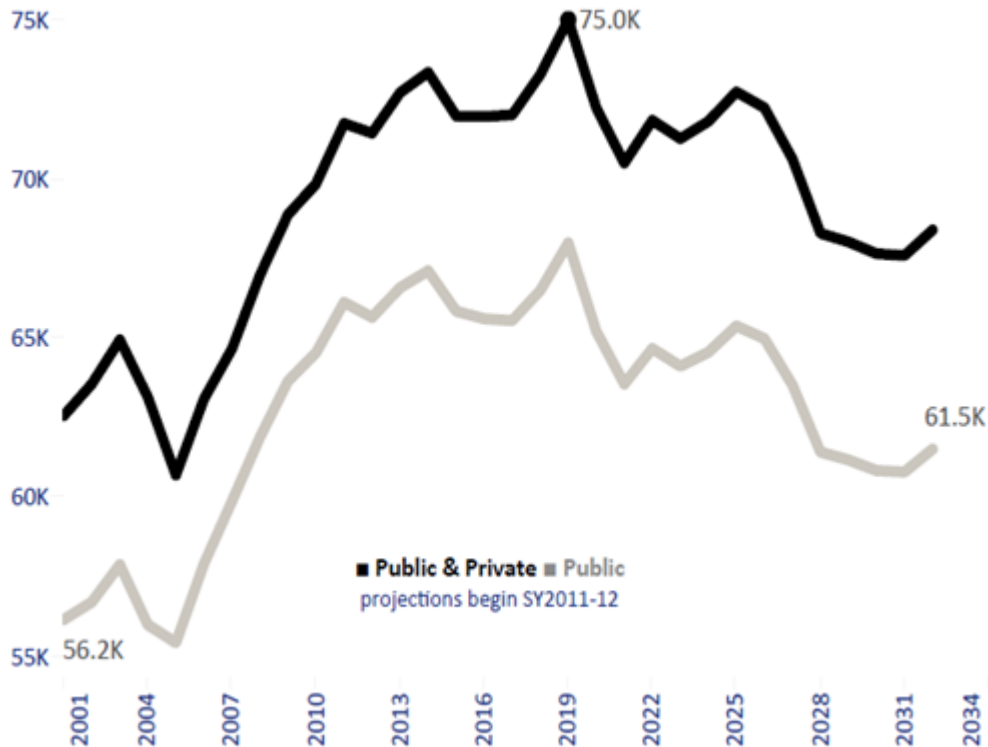
# Indiana HS grad trend



- Approximately 9% of all high school grads in the Midwest
- Has experienced growth since Class of 2005
- Expected to have peak number of graduates in 2018-19
- Declines expected after class of 2019

Source: WICHE

# Indiana HS grad trend



- White students expected to decline by 12.5% over the next decade after class of 2019.
- African American students expected to sharply decline then return to class of 2019 levels.
- Hispanic students expected to increase by 66% by class of 2025.
- Asian/Pacific Islander students expected to increase by 76%.

Source: WICHE





# Freshman Strategies

- Name Buys
- Marketing
  - Role Model Campaign
  - Digital Ads
  - Billboards



# Freshman Strategies

- Communication Plans
  - Admits
  - Senior Inquiries
  - Sophomores & Juniors
  - Parents

# Senior Communication Segments

- Applicants
- Admits
  - Acceptance packet and email
  - Accept packet and email to parents
  - Commit Card
  - Housing & Orientation info
- Campus visitors

# Senior Inquiry Communication

(Corresponding emails with all print pieces)

- Brochures and Postcards
  - Quality Academics
  - Scholarships
  - Student life
  - Visit USI
- Kentucky & Illinois Postcards
- Open House Outreach



# KY and IL Postcards

## In-State Tuition at USI

You qualify to receive in-state rates that bring annual cost of tuition to

**\$7,400**

In addition to in-state tuition, you may be eligible to receive David L. Rice Merit Scholarships ranging from \$500-\$5,000 per year. Go to [USI.edu/calculator](http://USI.edu/calculator) to see how scholarships can help you attend USI.



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USI.edu/

## USI rewards Illinois scholars.

You could qualify to receive in-state rates that bring annual cost of attendance to

**\$16,280**

Average in-state cost\* at Illinois schools:

**\$22,436**

*Includes tuition, fees, room and board*

Go to [USI.edu/calculator](http://USI.edu/calculator) to see how out-of-state scholarships can help you attend USI.

In addition to out-of-state scholarships, Illinois students are eligible to receive David L. Rice Merit Scholarships ranging from \$500-\$5,000 per year.



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\*Based on 2015-2016 costs published in The Chronicle of Higher Education

[USI.edu/scholarships](http://USI.edu/scholarships)

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Knowledge for Life



## Academics at USI

Hi TestKoryn,

With **more than 100 areas of study**, the University of Southern Indiana offers degrees that guide you down the path to a successful career. Here are a few of our #SoreaglePride points:

- USI's [College of Nursing and Health Professions](#) students consistently **score above the national average** on licensing pass rates and participate in extensive practical, clinical and fieldwork experiences. Our nursing program is **nationally ranked (and is #1 in Indiana)** due to our students' success.
- [Bowling Green College of Business](#) holds AACSB accreditation, the **highest standard held by only 5%** of business schools worldwide.
- **More than 80%** of [Bowling Green College of Science, Engineering and Education](#) students who apply to graduate and/or medical school are accepted.
- [College of Liberal Arts](#) boasts **award-winning radio, TV and newspaper media** and utilizes a state-of-the-art Performance Center where students and professional Equity artists perform each year.
- **30%** of USI students **participate in hands-on learning** including service projects, study abroad, internships and co-ops.

Check out our full [list of academic programs](#)!

**Rachad Smith**  
Director  
Undergraduate Admissions

### Learn More

[Request info](#)

[Visit campus](#)

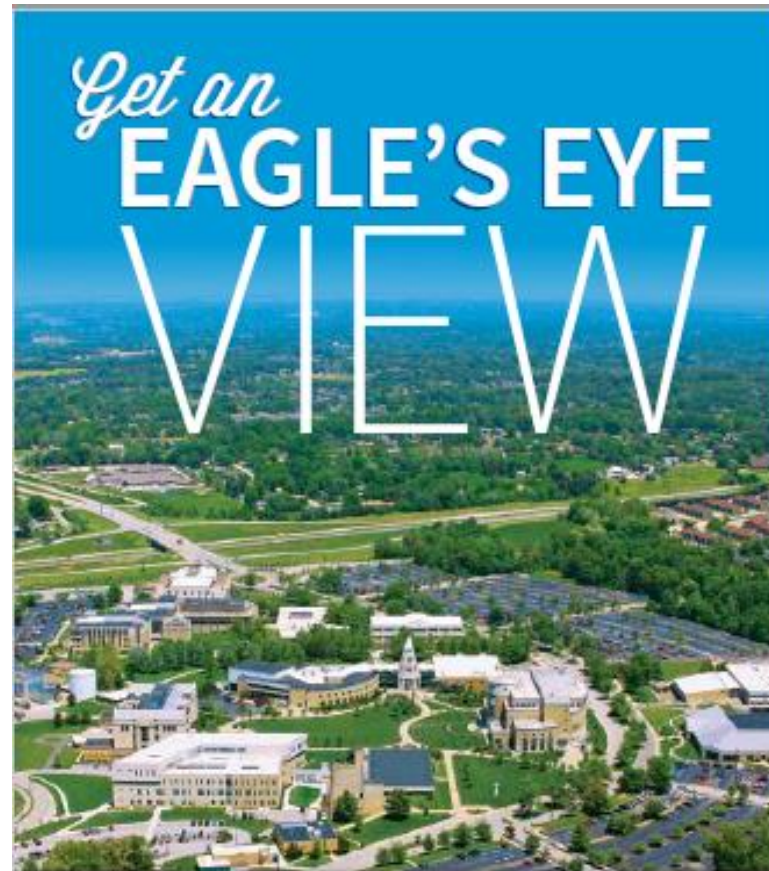
[Net Price Calculator](#)

### Affordable Excellence

The [University of Southern Indiana](#) offers exceptional educational value with tuition and fees below state and national averages.

Find out [how much USI costs](#)

# Get an EAGLE'S EYE VIEW



## At a USI Open House

Tour Campus and Housing | Meet Current Students | Visit with Faculty and Staff

FALL 2017 | October 14 | November 11  
SPRING 2018 | March 17 | April 7

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# Parent Comm



- Our goal is to keep them informed of what is happening at each stage of their journey
- Help parents develop a road map of what to be doing at each stage of the process
- Engage prospective parents and families with our students



## From Parent to Parent: Why USI?

Every trip to the mailbox (or email box) meant something that year. I vividly remember the range of emotion flowing through our home that spring semester of our oldest child's senior year in high school. There was excitement and anticipation for all to come, yet anxiety and apprehension for what would be one of the greatest decisions of her lifetime--what college to attend.

The research, tours, re-tours, conversations with guidance counselors, admissions officers and current students led her to decide (finally!) on USI. Her reasoning? This was where she could most likely be successful based on her career interests and the many resources USI has to offer. As her parents, we proceeded with caution, yet we wanted to trust her decision.

Orientation Day set a tone of validation, affirmation and high energy--just what our souls needed! We left exhausted but also feeling settled and confident. Most importantly, she was excited. In one day, she had made new friends, secured her schedule, toured every corner and felt compassion from her "AMIGO" team.



[USI Class of 2022 Parents and Families](#)

And mama was happy, feeling a sense of a well-oiled machine that knew how to run a smooth, efficient operation. Checklists and timelines were provided; there were no details left to question. We met administrators who genuinely care about the success and well being of these young people. There was a passion for their mission, and our daughter was warmly welcomed into their club.

In August, she showed up with goals and dreams. USI showed her the path and laid out resources. Now, well into her sophomore year, this pursuit has proved to be a winning combination. Opportunities for personal growth are abundant for all who step on campus. She's taken advantage of so many resources--the Living Learning Community in her dorm, clubs and activities on campus and full access to a talented academic advisor to name just a few. At the same time, dedication from USI brightly shines.

Obviously every student brings to the table a unique set of interests, goals and challenges. Searching for that right fit for college can be stressful. We highly recommend you take a close look at USI for the same reasons we ultimately discovered; an excellent academic value from a university deeply committed to the overall success of its students. We wish you the best on this journey!

A handwritten signature in black ink that reads "Jolene Rice".

Jolene and Martin Rice  
Zionsville, IN  
Parents of a proud USI sophomore nursing student

# Parent Facebook

**Kelli Zacharias-Marlatt** shared her first post.  
New Member · February 13 at 7:14am



**What items will my son need in his room as an incoming Freshman? Trying to stock pile now..**

Like Comment

14

**Charity Burton** Following.  
Like · Reply · 1w

**Lori Pytlik Byrd** I'm glad I'm not the only person. There is a residence hall packing list on the USI website.  
Like · Reply · 1w

**Melissa Burch** We have a list of what not to bring and what to bring for both apartments and residence halls. This link has information about moving to campus that is helpful.  
<http://www.usi.edu/.../frequently-asked.../moving-to-campus/>

**Moving to Campus - University of Southern Indiana**  
USI.EDU  
Like · Reply · Remove Preview · 1w · Edited

**Sarah E Stevens** shared her first post.  
New Member · February 7 at 12:39pm

Hi folks! I'm here to answer any questions you might have about the Honors Program or the Living Learning Communities. Can't wait to meet our new Screaming Eagles! 😊

Like

You and 4 others

**Rhonda R. Fantini** My daughter is waver or the Living Learning Communities, what both?  
Like · Reply · 1w

**Sarah E Stevens** Hi Rhonda! She way. The LLCs are major/interest-b with other students who have simil share some classes together (how depends on the LLC—happy to ela the resident assistants (RAs) extra so they are able to have more ever residence halls are also a great op they give a better first year experie Please let me know if either of you  
Like · Reply · 1w

**Rhonda R. Fantini** Thank you  
Like · Reply · 1w

**Chasity Bunch** shared her first post.  
New Member · February 15 at 6:14am

**Do you have to take placement tests at USI?**

Like Comment

5

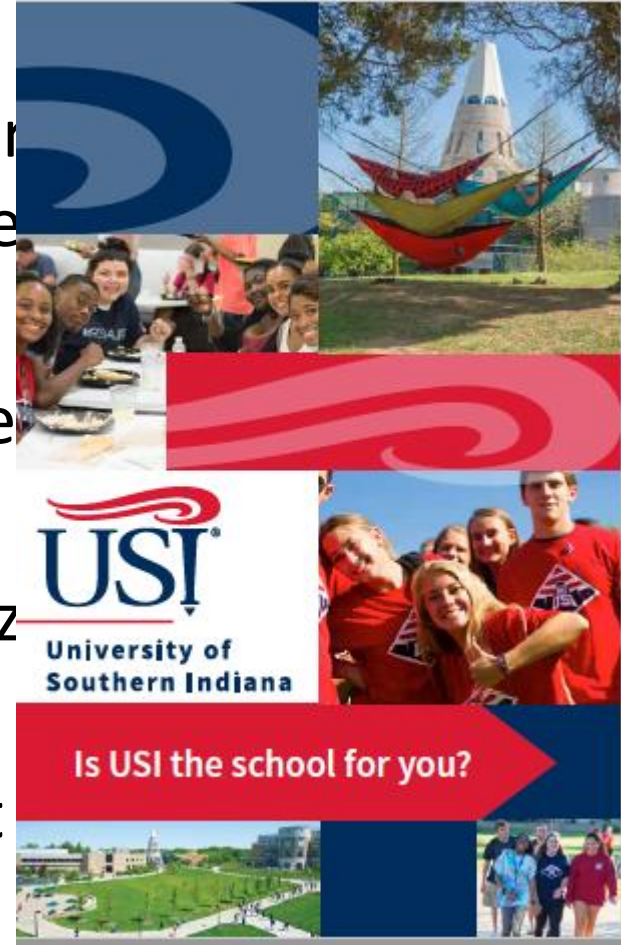
**Lori Pytlik Byrd** Following.  
Like · Reply · 5d

**Ashley Knight** The folks in Academic Skills manage placement testing. In the attached link, you will find basic information on placement testing. You may then click on the different tabs (Math, English, Reading, Foreign Language) for details about all placement test.  
<http://www.usi.edu/univ.../academic-skills/placement-testing>

**Placement Testing - University of Southern Indiana**  
USI.EDU  
Like · Reply · Remove Preview · 5d

# Junior Communication


- A combination of emails and postcards focuses on resources such as service projects and the University Division
- Segmentation to focus on each college and student's interest
- Introduce students to Clubs, Organizations, Life and Study Abroad
- Strongly encourage students to visit





# Sophomore Communication

- Consisting of primarily emails; the focus is more on branding and announcing programs
- Provided with college planning tips
- Sent information about preparing for college (ACT/SAT)



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University of Southern Indiana

### Why Go to College?


Hi TestKoryn,

As you progress through your sophomore year of high school, you'll be hearing more and more questions about what you're going to do after you graduate—more specifically—Are you going to college? These questions may make you wonder "Why should I go to college?"

In addition to receiving a college education, you may consider trade or vocational school or going straight into the workforce. While weighing these choices, here are some benefits of choosing to attend college:

- Gain independence and study subjects that interest you on your own schedule
- Limitless options to explore—explore different majors, campus activities and personal interests
- Investing in yourself—Graduating from college will help you obtain a good job, make more money over the course of your career and boost confidence in yourself and your abilities

To learn more about benefits of attending college, [check out this interactive site!](#)

  
**Rashad Smith**  
Director  
Undergraduate Admissions

University of Southern Indiana  
8600 University Blvd.  
Evansville, IN 47712

**Learn More**  
[Request info](#)  
[Visit campus](#)  
[Net Price Calculator](#)

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**Affordable Excellence**

The [University of Southern Indiana](#) offers exceptional educational value with tuition and fees below state and national averages.

Find out [how much USI costs!](#)

# Collaborative Efforts

- Honors
- Housing & Residence Life
- Student Development Programs (Orientation)
- Financial Aid
- University Division
- College Achievement Program (CAP)
- Financial Care Team

# Programmatic Efforts

- Campus Visit Initiatives
  - Health Professions Day
  - Lunes de Latinos
  - CAP Day
  
- Restructure of Student Ambassador Organization
  - Student Ambassadors
  - Transfer Ambassadors
  - Bi-lingual Ambassadors

# Freshman Strategies

- Scholarships
  - Harolyn Torain Multicultural Leadership Scholarship
  - Medical Professions Academy
  - Foundation Scholarship Application Portal



	Fall 2014		Fall 2015		Fall 2016		Fall 2017		3 Year % Change	
	HC	FTE	HC	FTE	HC	FTE	HC	FTE	HC	FTE
Vincennes University	8,350	6,659	7,559	6,158	7,106	5,489	6,761	5,336	-19%	-20%
<b>Ivy Tech System</b>	<b>77,586</b>	<b>45,631</b>	<b>69,972</b>	<b>41,269</b>	<b>65,098</b>	<b>38,417</b>	<b>61,597</b>	<b>35,953</b>	<b>-21%</b>	<b>-21%</b>
Bloomington	4,471	2,884	4,016	2,623	3,937	2,497	3,601	2,269	-19%	-21%
Central Indiana	18,619	10,589	16,800	9,446	16,049	9,087	15,483	8,666	-17%	-18%
Columbus	2,558	1,446	2,243	1,301	2,093	1,219	1,920	1,131	-25%	-22%
East Central	5,930	3,867	5,280	3,484	4,937	3,198	4,523	2,906	-24%	-25%
Kokomo	3,113	1,918	2,556	1,611	2,075	1,311	2,010	1,257	-35%	-34%
Lafayette	4,398	2,932	4,101	2,744	3,804	2,499	3,521	2,301	-20%	-22%
Northcentral	5,680	3,216	4,911	2,835	4,554	2,622	4,310	2,491	-24%	-23%
Northeast	7,515	4,317	7,116	4,065	6,855	3,803	6,231	3,482	-17%	-19%
Northwest	8,219	4,848	7,548	4,452	7,221	4,370	7,487	4,289	-9%	-12%
Richmond	2,674	1,593	1,978	1,153	1,611	909	1,341	781	-50%	-51%
South Central	4,145	2,178	4,081	2,166	3,616	1,873	3,665	1,889	-12%	-13%
Southeast	2,090	1,260	1,846	1,136	1,794	1,108	1,649	1,017	-21%	-19%
Southwest	<b>4,536</b>	<b>2,314</b>	<b>4,251</b>	<b>2,198</b>	<b>3,426</b>	<b>1,952</b>	<b>2,919</b>	<b>1,640</b>	<b>-36%</b>	<b>-29%</b>
Wabash Valley	3,638	2,270	3,245	2,056	3,126	1,968	2,937	1,836	-19%	-19%

	Fall 2013		Fall 2014		Fall 2015		Fall 2016		3 Year % Change	
	HC	FTE	HC	FTE	HC	FTE	HC	FTE	HC	FTE
<b>IECC System</b>	<b>9,148</b>	<b>4,321</b>	<b>8,887</b>	<b>4,191</b>	<b>8,808</b>	<b>3,098</b>	<b>8,414</b>	<b>3,974</b>	<b>-8%</b>	<b>-8%</b>
Frontier	2,194	887	2,218	892	2,229	463	1,952	871	-11%	-2%
Lincoln Trail	972	606	1,031	614	1,010	614	934	580	-4%	-4%
Olney Central	1,470	945	1,398	889	1,295	971	1,198	735	-19%	-22%
Wabash Valley	4,512	1,883	4,240	1,796	4,274	1,050	4,330	1,788	-4%	-5%

	Fall 2013		Fall 2014		Fall 2015		Fall 2016		3 Year % Change	
	HC	FTE	HC	FTE	HC	FTE	HC	FTE	HC	FTE
Henderson	2,036	1,041	2,000	1,047	1,561	876	1,330	766	-35%	-26%
Madisonville	4,522	2,485	4,433	2,412	4,261	2,190	3,344	1,859	-26%	-25%
Owensboro	4,286	2,665	4,156	2,483	3,974	2,303	3,995	2,348	-7%	-12%



# Transfer Strategies

- Expanded visits to feeder schools
- Transfer Visit Days
- National Student Clearinghouse
- Expanded transfer communication plan
- AP Programs
- Transfer Ambassadors





# Questions

