

Undergraduate Enrollment

Board of Trustees

September 2, 2021

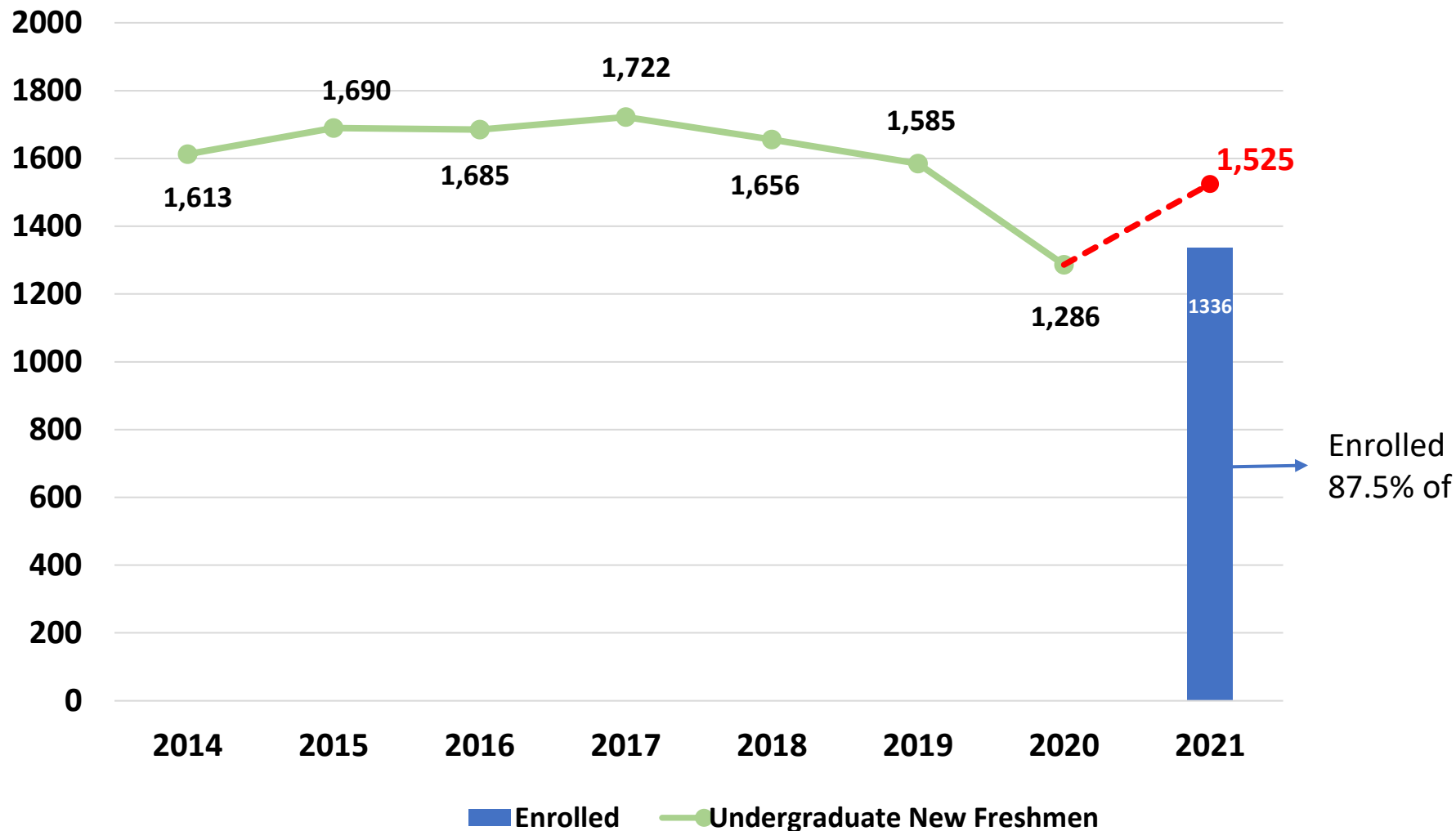
Rashad E. Smith

Executive Director for Enrollment

Undergraduate New Freshmen Goal

- New freshman target for fall 2021: 1,525
- +18% from 1,286 in Fall 2020
 - Increase enrollment from primary market
 - Increase enrollment of early applicants

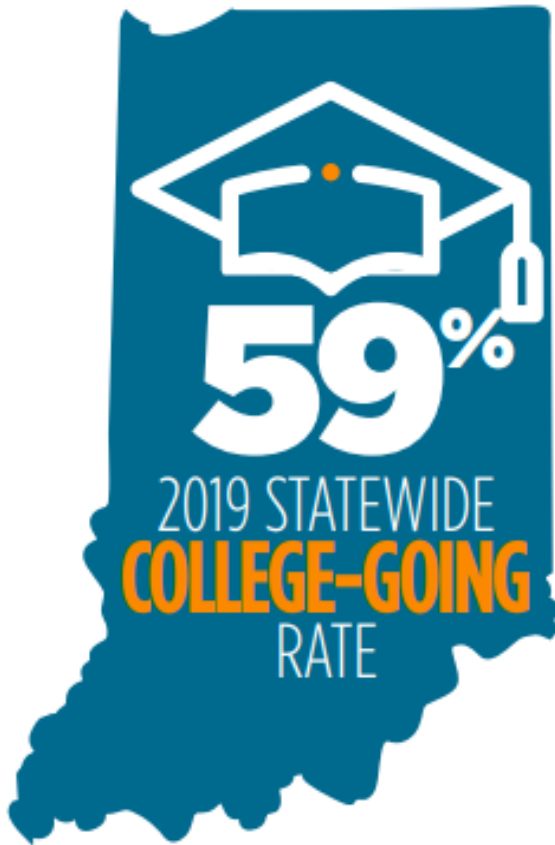
Fall 2014 to Fall 2020 New Freshmen Headcount and Fall 2021 New Freshmen Headcount Target



Major influences on Fall 2021 Freshmen Enrollment

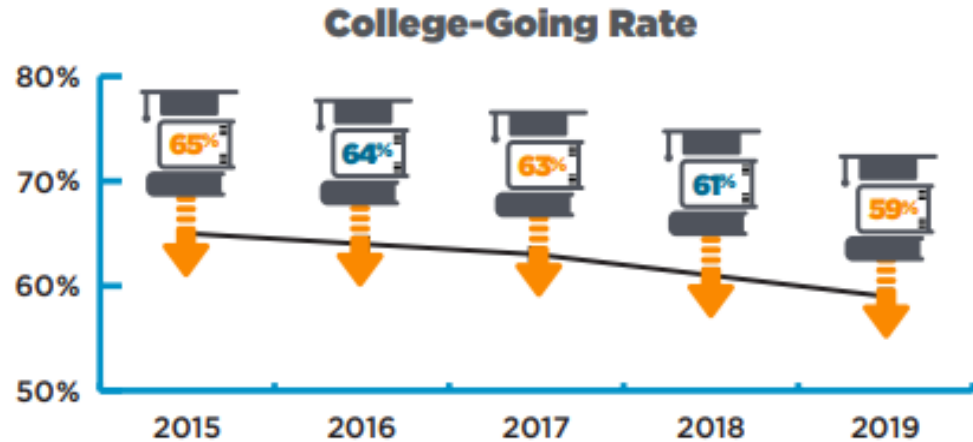
- Decline in applications (-8% from Fall 2020)
 - Lower college-going rates
 - Limited in-person engagement
 - Constraints on utilization of CRM
- Improved Yields from Fall 2020 but not at pre-Covid levels
 - Enrollment intention information remained a challenge
 - Enhancement of need-based aid

Market share is increasingly important



COLLEGE-GOING DECLINE

College-going rates have decreased over time.



High School Graduation Waivers



of students in 2019 who graduated without a high school waiver enrolled in college



of students in 2019 who graduated with a high school waiver enrolled in college

2021 College Readiness Report, Indiana Commission for Higher Education

Fall 2022 Initiatives

- Enrollment Deposit (October 1)
 - Replacing Intent to Enroll
- Aid Optimization
 - Going beyond scholarship adjustments
- CRM Enhancement
 - Dedicated CRM manager
- Transfer Student Recruitment



Questions