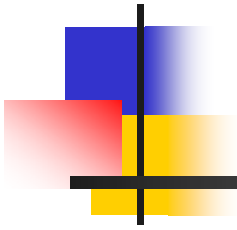


# Planning Today to Recruit the Class of 2021



# What is Enrollment Management?





# What is Enrollment Management?

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- “Strategic” (S.E.M.)
- Goal / Data Driven
- Recruitment and Retention
- Financials / Financial Aid
- Client Service / Seamless / Admission to Enrollment to Alumni Services

# What's the Model?

## Marketing Strategy

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- Who's the target market?
  - Students (ACT and other inputs)
  - Parents
- Marketing strategy
  - Person to person on-/off-campus; phone
  - Print (timed mailings; brochures; posters)
  - Electronic (web, email, live chat, personalized viewbook, IM, ...)

# What's the Model?

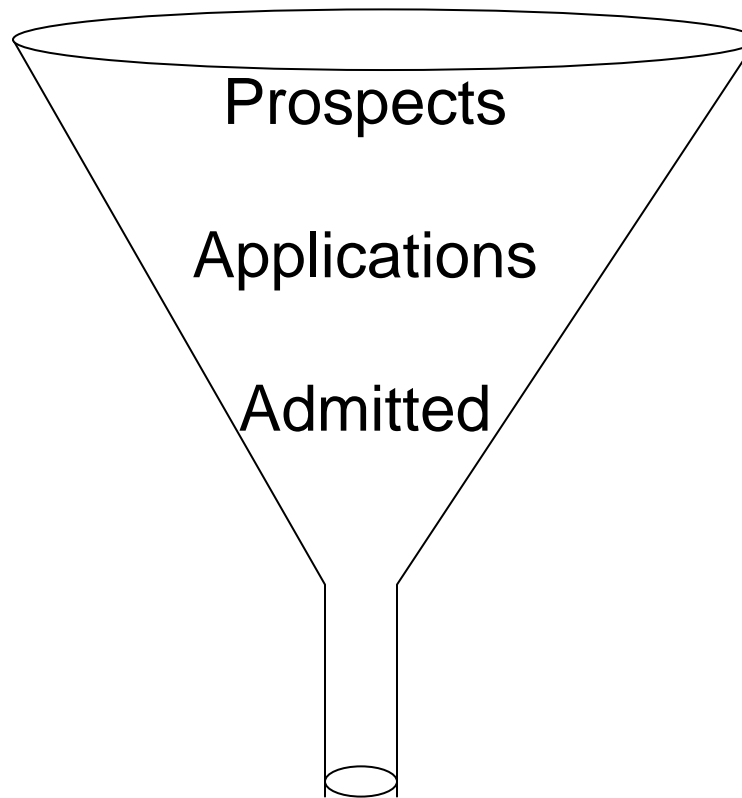
## Enrollment

- Enrollment =
- continuing students (students retained)
- – students lost (graduated, dismissed, stop-outs, transfers out, medical, military, etc.)
- + new students (new freshmen + new transfers [CC, 4-year, SB] + readmitted students [stop-outs, SB, reinstated] + unclassified)

# What's the Model?

## Recruitment "funnel"

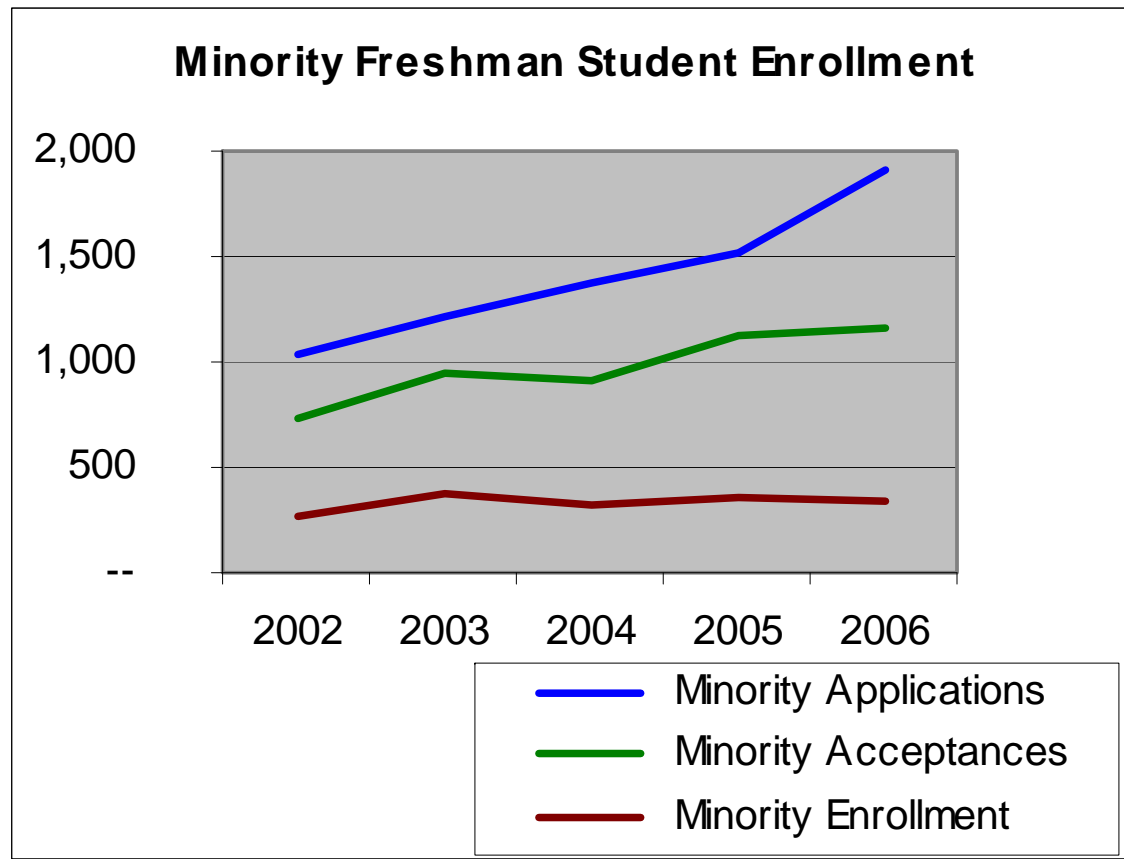
Pool



Enrolled

# Yield and Show Rates

- Interest to
  - Applications to
  - Admitted to
  - Enrolled
- 
- Project and monitor yield and show rates





# Enrollment Goals

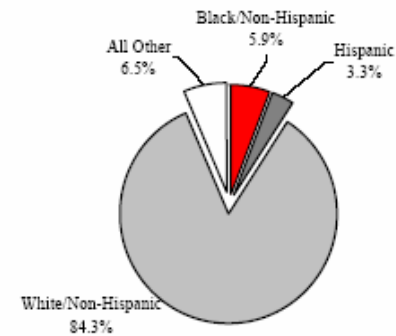
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- Between 20,000 and 20,500 students
  - 5000 new students every fall
    - 3200 new freshmen
    - 1800 new transfers

# Fall 2007 Enrollment

Undergraduate Enrollment by Racial/Ethnic Designation Fall 2006

- 20,104 students
  - 3145 freshmen
  - 1725 transfers
    - 17,655 Undergraduates
    - 2,449 graduates
      - 11% from underrepresented groups





# What's SEM at ISU? EMAS: A Hybrid Model

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- Admissions
- Financial Aid
- University College
- University Registrar
- Central Office (Research, Coordination & Communication, Retention Programming, including Probation & Reinstatement, Curriculum, Course and Program Capacity)



# EMAS Challenges 2007-2017

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- Recruiting in challenging times
- Changing demographics
- Changing legal environment (MI, SIU-C)
- Cost of higher ed
- Retaining students through the right mix of services and financial aid
- Assuring adequate instructional capacity

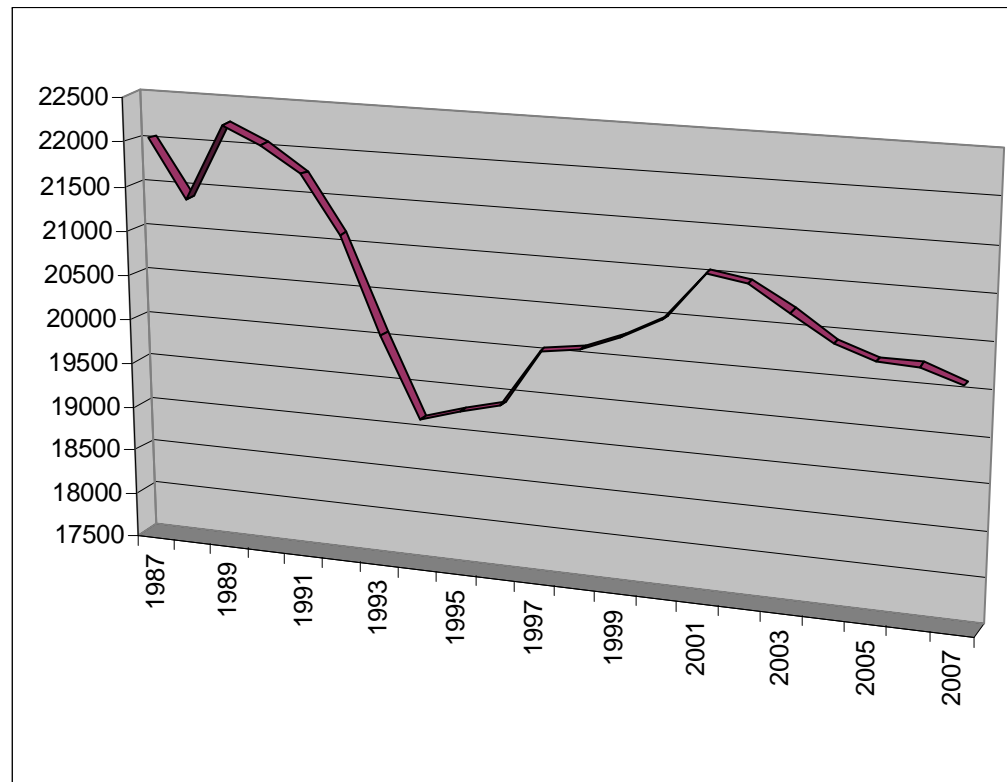


# Some Historical Data Points

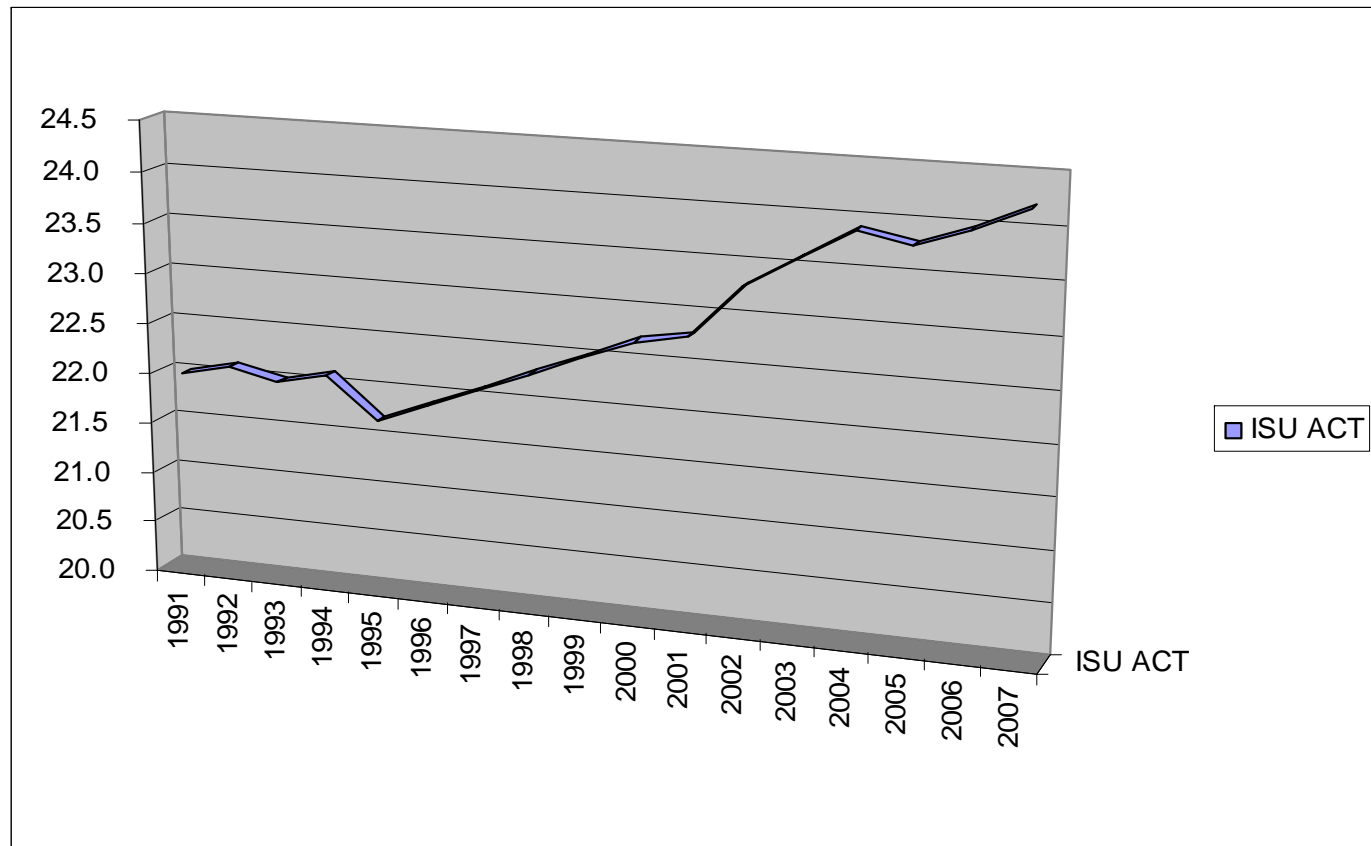
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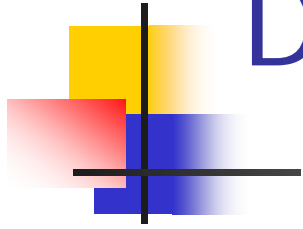


# Enrollment



# Average New 1<sup>st</sup> Year ACT

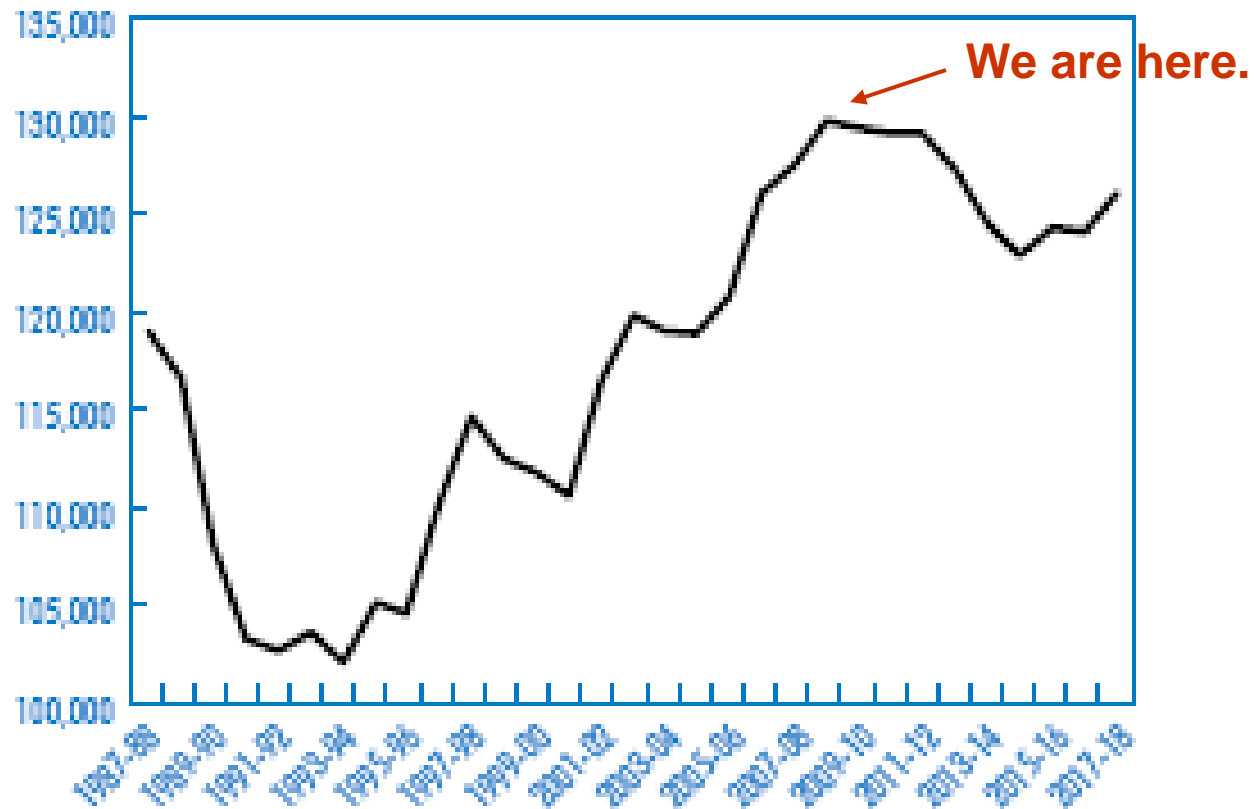




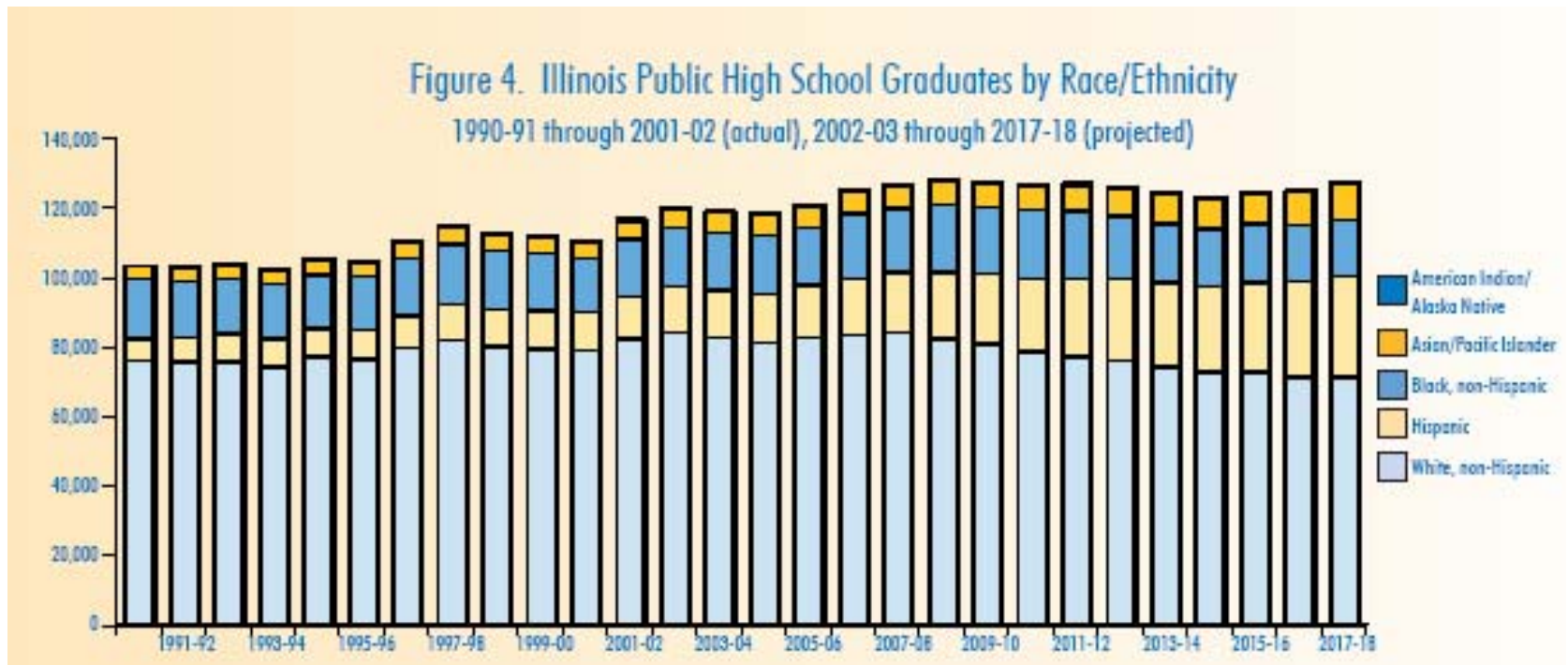
# Demographic Trends

## Public High School Graduates

1987-88 to 2001-02 (actual), 2002-03 to 2017-18 (projected)

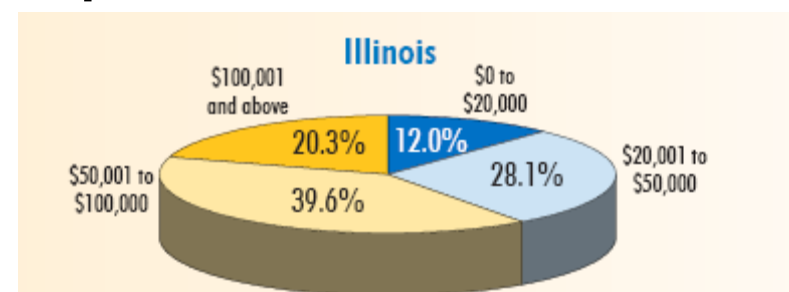


# More Demographics

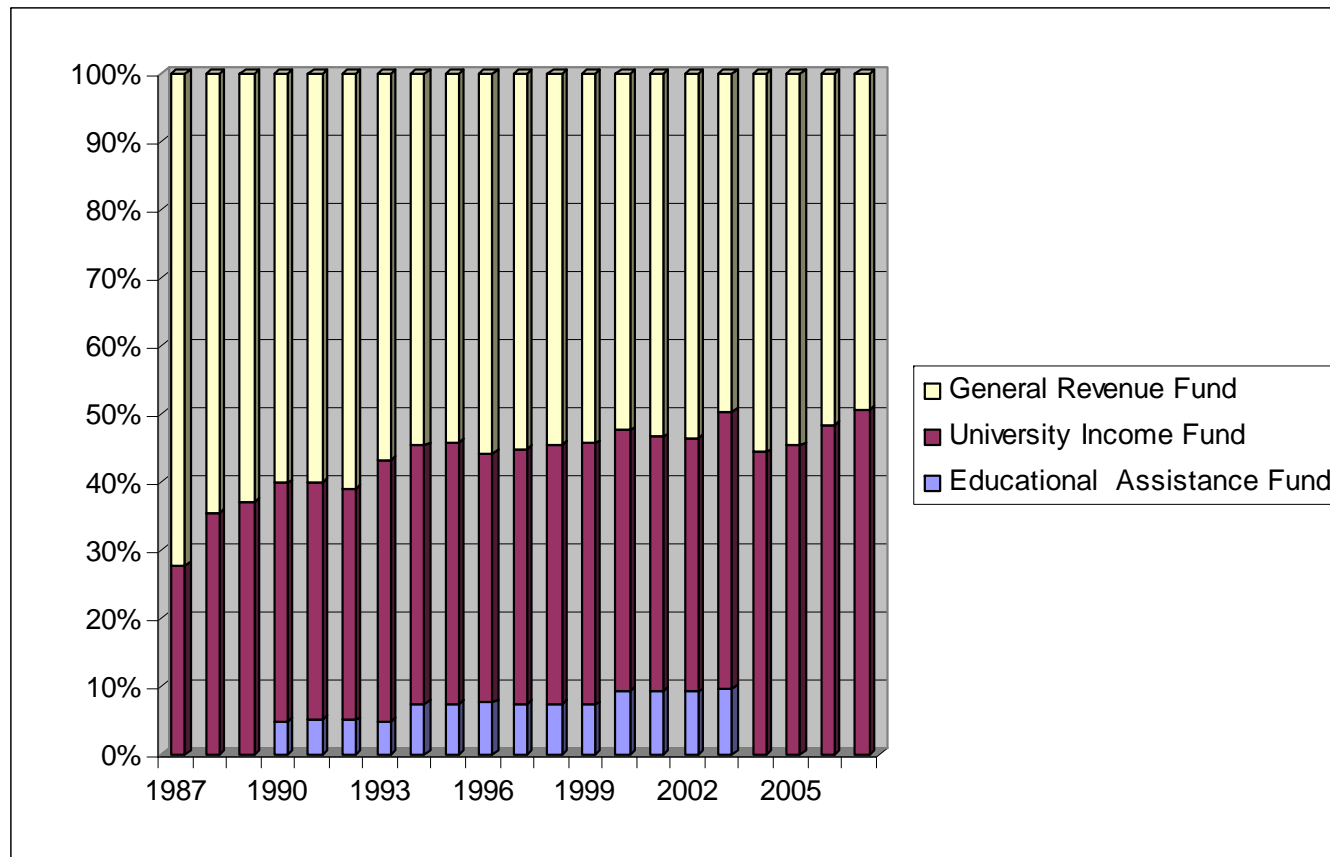


# What do we know about these groups?

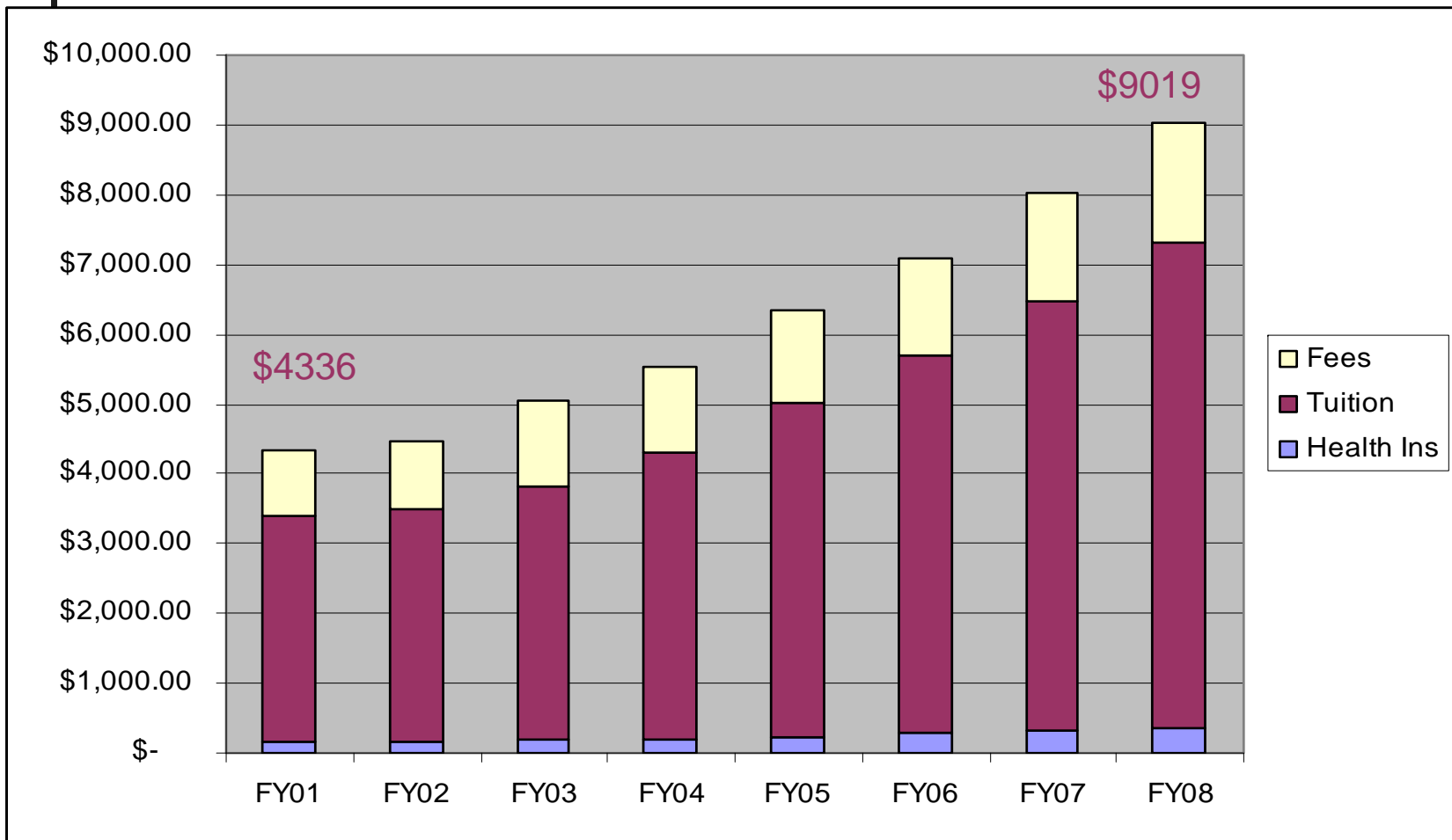
- College-going rates:
  - White Non-Hispanic 48%
  - Black 41% (and loan averse)
  - Hispanic 35% (and very loan averse)
- Illinois is a rich state and becoming richer, but income disparities are increasing.



# State Funding (Appropriated)



# Affordability





# Accessibility

## Enrolled Dependent Freshman Aid Applicants

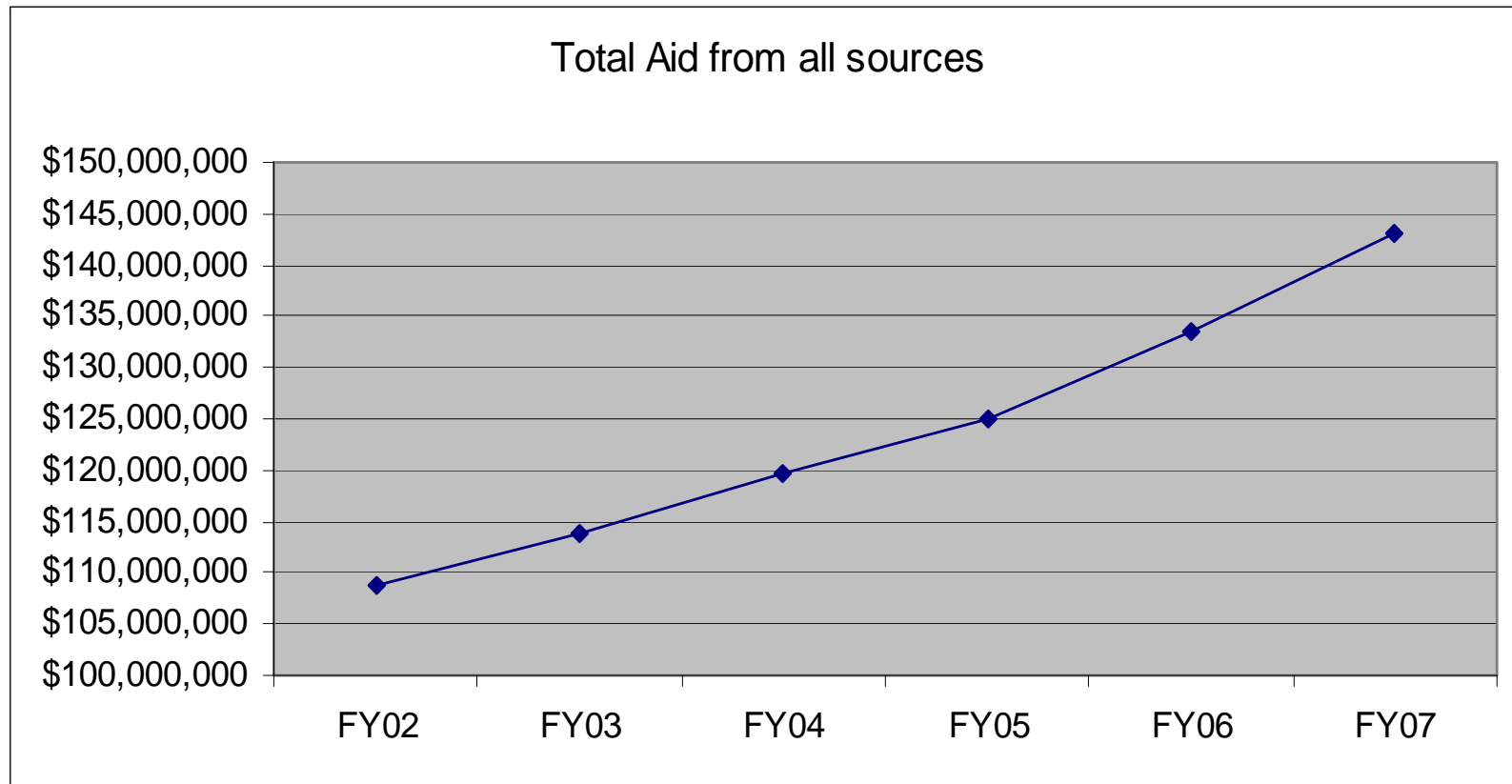
<i>AGI Range</i>	<i>FY 2002</i>	<i>FY 2003</i>	<i>FY 2004</i>	<i>FY 2005</i>	<i>FY 2006</i>	<i>FY 2007</i>	<i>% Change from FY2002 to FY2007</i>
<b>\$0-\$27,335</b>	271	226	284	240	242	234	<b>-13.65%</b>
<b>\$27,336-\$48,215</b>	379	311	312	277	275	285	<b>-24.80%</b>
<b>\$48,216-\$70,006</b>	536	450	396	396	382	358	<b>-33.21%</b>
<b>\$70,007-\$99,999</b>	709	651	656	559	703	641	<b>-9.59%</b>
<b>\$100,000- and up</b>	519	515	572	585	764	833	<b>60.50%</b>



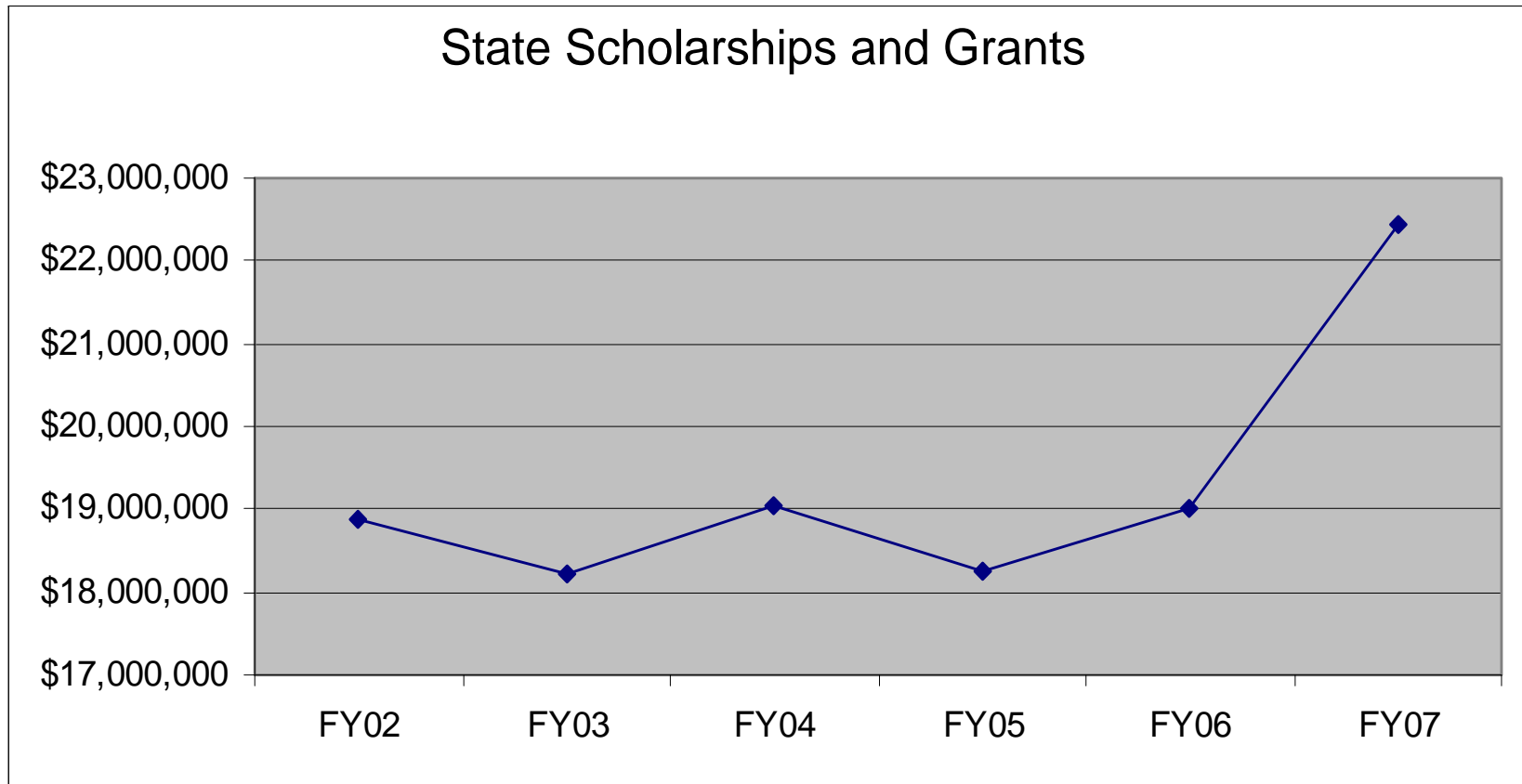
# Broad Brush Financial Aid

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# History of All Aid



# History of State Awards





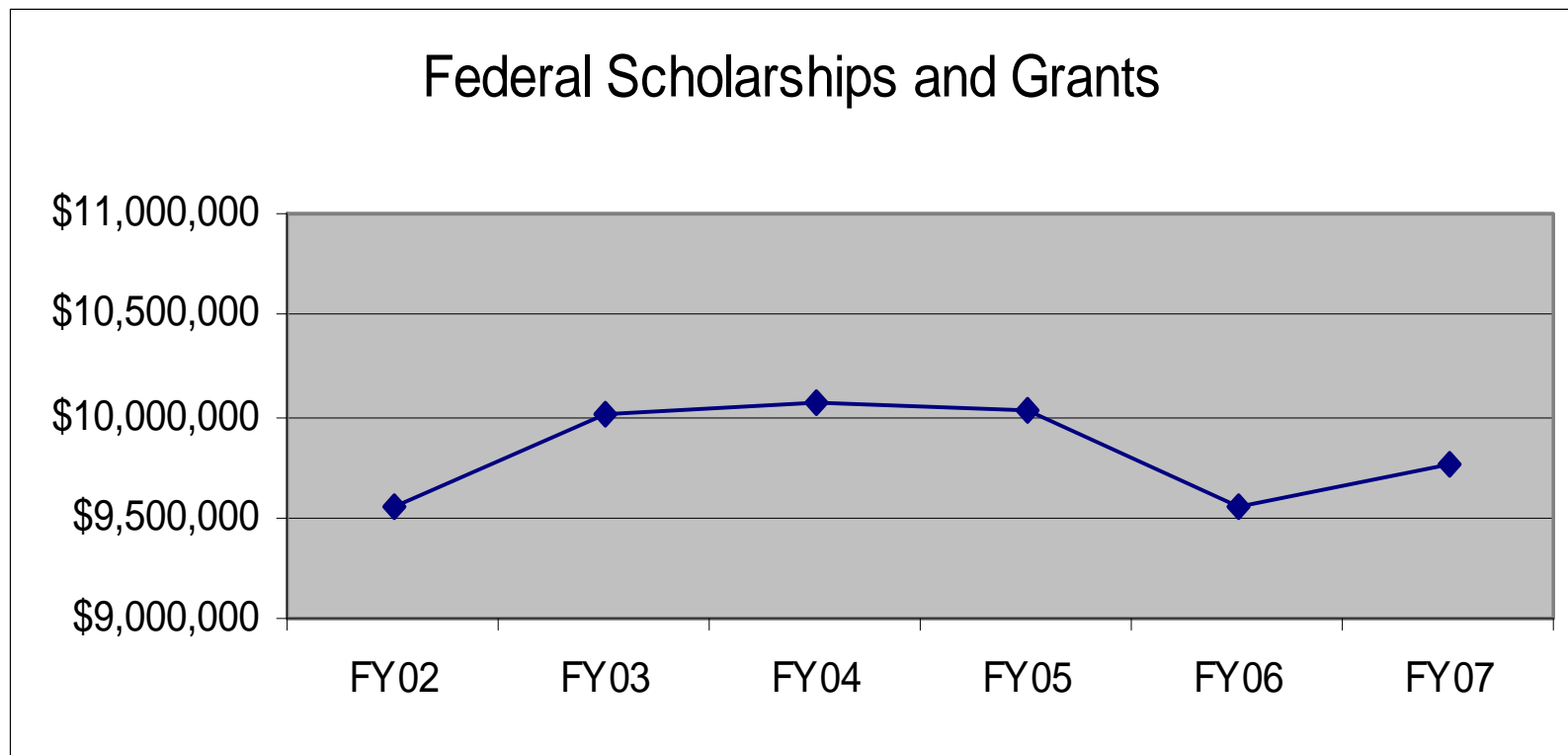
# History of State Funding

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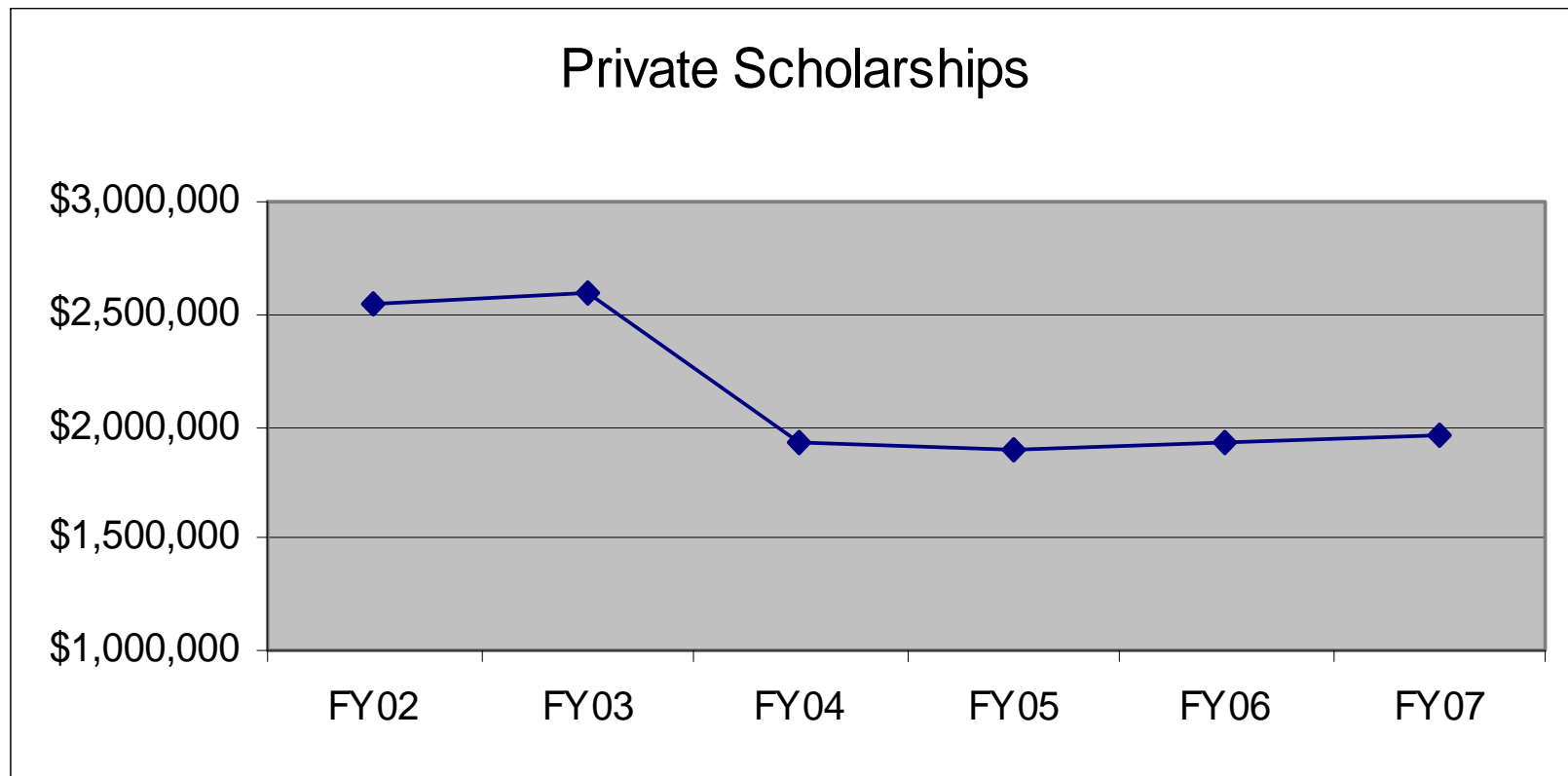
- State Awards not funded:
  - FY02 = \$13,078
  - FY03 = \$111,432
  - FY04 = \$204,237
  - FY05 = \$526,616
  - FY06 = \$808,864
  - FY07 = \$974,272



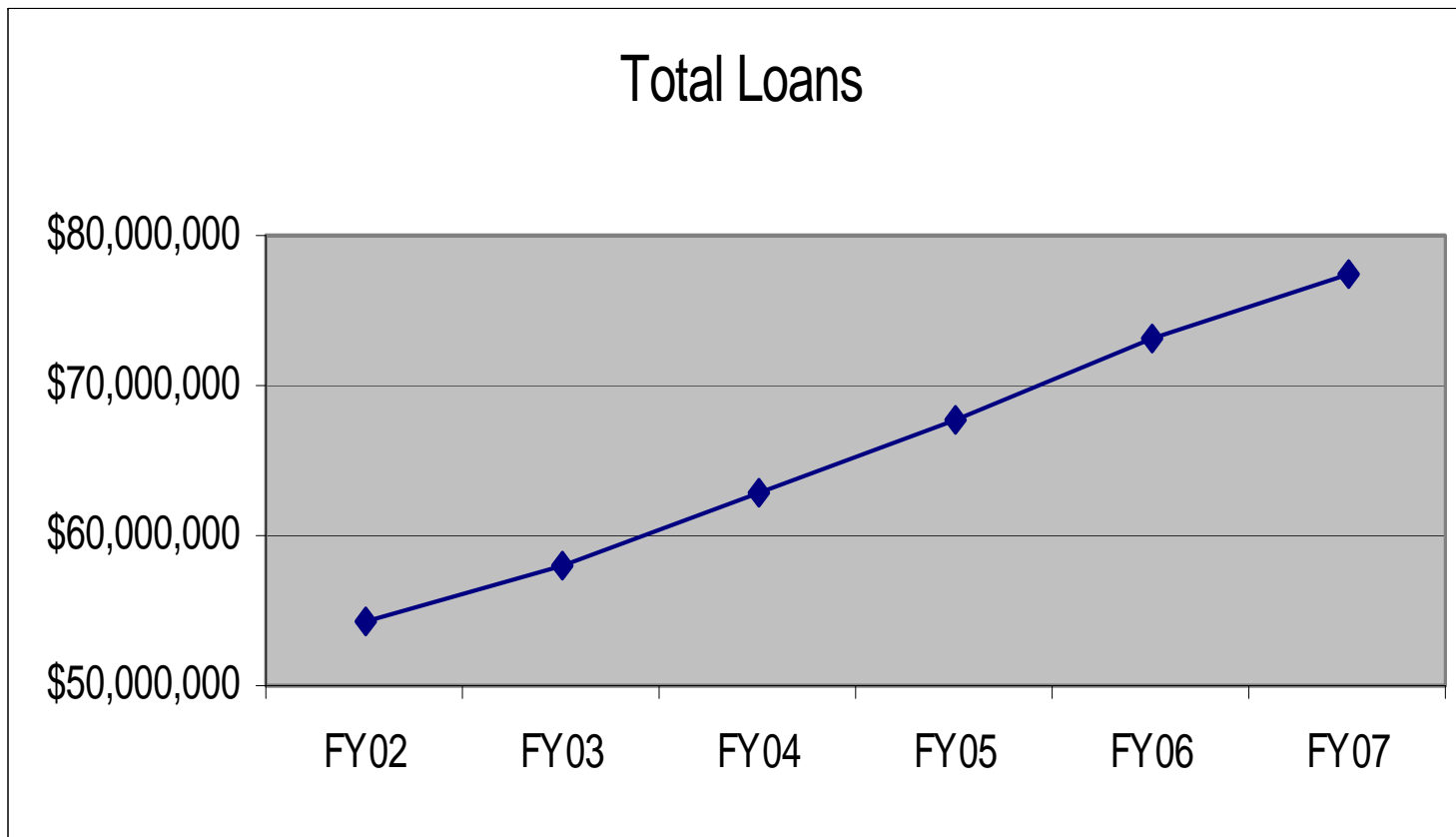
# History of Federal Awards



# History of Private Scholarships

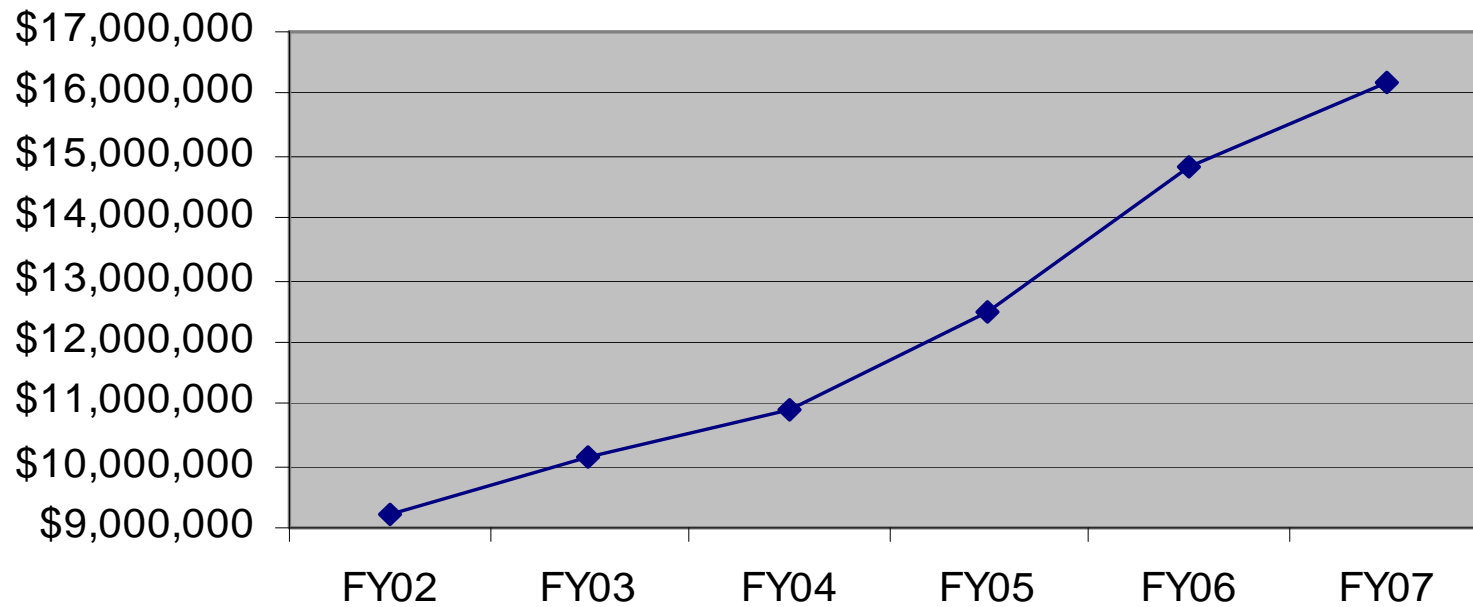


# History of Student Loans

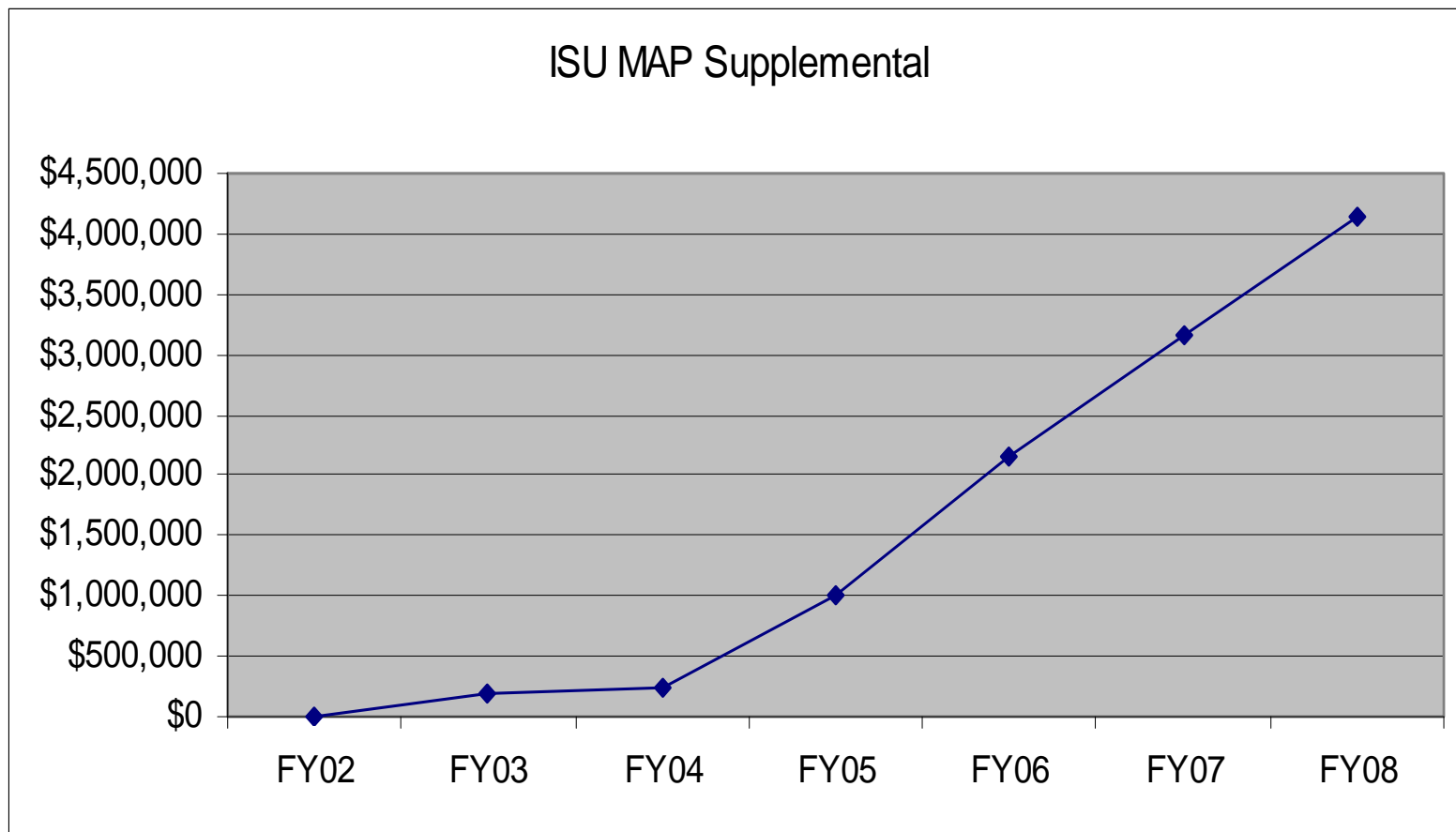


# History of Institutional Awards

**Institutional Scholarships or Waivers**



# History of ISU MAP Supplemental





# Strategic Issues:

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- Who are we at ISU? (Identity & Marketing)
- Recruiting and retaining very different audiences (Honors, to UCLA, to MSAC, to Project Success, to Success 101)
- Making the finances work (revenue, pricing, need v. merit)
- Delivering on expectations
- Developing the relationship before and after graduation.



# Questions?

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Jon: [jmrosen@ilstu.edu](mailto:jmrosen@ilstu.edu)





# Retention Activities

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- University College and EMAS Central
  - LinC
  - UCLA / MSAC
  - MASAI mentorship
  - Academic Advisement
  - Project Success
  - Success 101



# Retention Activities

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- New Tools
  - On-line degree audit
  - Hypothetical plans of study
  - FindYourMajor.ilstu.edu
  - Transfer Student Programming
  - Transfer Student website
  - And on and on....