

**IUPUI - Enrollment Services  
Planning 2000 - Summary  
January 17, 2000**

- ◆ Goal I. - Improve quality of undergraduate beginning students while maintaining diversity and overall enrollment level at the 1999 calendar year levels.
- ◆ Goal II. - Improve prudent utilization by students of all available financial aid resources and the effective use of financial aid resources in recruitment and retention of students consistent with campus enrollment goals.
- ◆ Goal III. - Increase quality and quantity of new transfer student enrollment.
- ◆ Goal IV. - Improve phone, mail, electronic, and in-person services for prospective, continuing, and returning students in all areas of Enrollment Services.
- ◆ Goal V. - Improve utilization and effectiveness of scholarships in recruiting and retaining students.

Enrollment Services goals for 1999 and 2000 are essentially the same. Specific indicators of progress toward attaining these goals are listed in the attached pages along with evidence of progress. Enrollment Services has a more detailed plan and set of strategies for day to day and week to week planning and operations management. While the above goals have specific measures and evidence of progress, ultimately all of the Enrollment Services goals have the purpose of achieving the following IUPUI enrollment goals. Goals and strategies for enrolling new honors students and international students have been established respectively by the Honors Program and International Affairs in cooperation with Enrollment Services.

**IUPUI  
Fall 2000 Enrollment Goals**

<u>Target Group</u>	<u>Goal</u>	<u>Change From 1999</u>
Upper third of high school class	864	+8%, n=+65
Middle third of high school class	1215	+13%, n=+142
Bottom third of high school class	405	-35%, n=-216
GED/Others	216	+13%, n=+25
Total New Direct From High School	2700	+0.6%, n=+16
Honors Students – New	60*	+33%, n=+15
International undergraduates - New	68*	+50%, n=+23
Transfer Students – New to IU	1480	+7%, n=+100

\* Honors and International numbers are included in the upper third goal of 864.

**IUPUI - Enrollment Services**  
**Planning 2000 – Goals, Indicators of Progress, and Evidence**  
**January 17, 2000**

**Goal: I. - Improve quality of undergraduate beginning students while maintaining diversity and overall enrollment level at the 1999 calendar year levels.**

<u>Indicators of Progress</u>	<u>Evidence</u>
A. Number of well-qualified enrollments Fall only	<b>1998 vs 1999</b> top 1/3 785 799 +2%(+14) middle 1/3 972 1073 +10%(+101)
B. Number of new returning adults enrolled All Terms all types	<b>1998 vs 1999</b> 21 thru 24 1736 1682 -3%(-54) 25 an older 1797 1571 -13%(-226)
C. Yield from admitted to enrolled All Terms all types	<b>1998 vs 1999</b> 68% 66% -2%
D. Number of well qualified minority students who enroll. Data on well qualified not available at this time. Total new beginning freshman for Fall only	<b>1998 vs 1999</b> 442 466 +5.4%(+24)
E. Number of new students enrolled who meet regular or dual admission requirements Fall only	<b>1998 vs 1999</b> 922 1066 +16%(+144)
F. Number of new honors students	<b>1998 vs 1999</b> NA 45
G. Number of prospective student campus visits including Campus Day	<b>1998 vs 1999 -</b> 3788 4976 +31%(+1188)

**Goal: II. - Improve prudent utilization by students of all available financial aid resources and the effective use of financial aid resources in recruitment and retention of students consistent with campus enrollment goals.**

<u>Indicators of Progress</u>	<u>Evidence</u>
A. Number of students who complete the Free Application for Federal Student Aid (FAFSA) by March 1st	<b>1998 vs 1999</b> 62% 71% +9%
B. Satisfaction with Financial Aid counseling services. Not available at this time. The current survey measures satisfaction with the application process which is a Federal form and process over which we have no control.	<b>1998 vs 1999</b>

C. FFELP and Perkins loan default rate.	<b>1996 vs 1997</b>
	FFELP 6.0% 5.4% -.6%
1998 data will be available in March for the FFELP loan program.	
	<b>1997 vs 1998</b>
	Perkins 13.3% 8.24% -5.06%
D. Proportion of FFELP loan processing through partnership lenders	<b>1998 vs 1999</b>
	76% 81% +5%
E. Student participation in the Federal Work-Study program (FWS).	<b>1998 vs 1999</b>
	1055 1176 +11% (+121)
F. Use of fee courtesy benefits by employees and their family members.	<b>1998 vs 1999</b>
	Not available at this time.
G. Number of well-prepared and high achieving students receiving institutional aid	<b>1998 vs 1999</b>
	Not available at this time
H. Amount of Aid (all types) awarded	<b>1998 vs 1999</b>
	\$114,990,144 \$120,644,244 +4.9%
	(+\$5,654,100)

**Goal: III. - Increase quality and quantity of new transfer student enrollment**

<u>Indicators of Progress</u>	<u>Evidence</u>
A. Number of transfer students enrolled	<b>1998 vs 1999</b>
	All Terms 2697 2607 -3%(-90)
B. Admissions GPA of new transfers	<b>1998 vs 1999</b>
	Data not possible to track in existing computer system
C. Number of Ivy Tech Passport transfers	<b>1998 vs 1999</b>
	All Terms 208 276 +33%(+68)
D. Ivy Tech Passport transfer credits accepted	<b>1998 vs 1999</b>
	All Terms 1461 2798+92%(+1337)
E. Satisfaction of transfer students with enrollment support services and transfer of credits.	<b>1998 vs 1999</b>
	Not available at this time

**Goal: IV. - Improve phone, mail, electronic, and in-person services for prospective, continuing, and returning students in all areas of Enrollment Services.**

<u>Indicators of Progress</u>	<u>Evidence</u>
A. Student satisfaction with in-person service Campus survey does not allow for analysis of Enrollment Services performance evaluation in this area and we do not have the time and resources to collect these data independently.	<b>1998 vs 1999</b>
B. Student satisfaction with phone service (non-IVR)	<b>1998 vs 1999</b> Same comment as in A. above.
C. Student satisfaction with self-service options (Web and IVR) for admissions, financial aid, and scholarships. As a proxy for satisfaction we have recorded usage of self-services options	<b>1998 vs 1999</b>
Web admissions applications 1952 3907 +100%(1955) (Admissions web apps are now 25% of total apps.)	

**Goal: V. - Improve utilization and effectiveness of scholarships in recruiting and retaining students.**

<u>Indicators of Progress</u>	<u>Evidence</u>
A. Number of new and continuing students receiving institutional scholarships	<b>1998 vs 1999</b> Base line data is being developed this year
B. Number of scholarships available for IUPUI students and total funds available	<b>1998 vs 1999</b> Base line data is being developed this year

**Note:** We have not had systematic ways of collecting and analyzing qualitative data with regard to the satisfaction with and success of our work toward reaching these goals. There is also quantitative data that is available but at this time it is not available to Enrollment Services in a way that is readily accessible. Our hope is to work with IMIR and establish what is available and what we need to collect to help us assess our progress toward reaching our goals.

ESPlanning2000

*IUPUI – Enrollment Services Noteworthy Achievements – 1999*

**Enrollment Services (ES) most noteworthy achievements while interdependent and interconnected can be grouped into five areas; 1. prospective student services, 2. response to the Indiana Community College initiative, 3. customer service, 4. financial aid compliance, and 5. Student Information System (SIS) implementation.**

1. Through reallocation of resources we established the Office of Student Scholarships and improved our efforts to recruit and retain scholarship candidates. IUPUI has been recognized regionally and nationally as a leader in the admission of home schooled students. We created and mailed 3 newsletters to area high school students, developed a successful direct mail campaign to juniors who took the PSAT, and assisted the Honors Program with the creation of the Running Start program to attract and dual enroll high achieving high school students. Staff have made important links with student organizations, including the Black Student Union and the Latino Student Association, to help develop mentor relationships with area high school students and encourage on-campus visitation/shadowing programs. We created a separate transfer student application. The Enrollment Center now serves as the initial single point of contact for reentry and intercampus transfer students and we have developed targeted brochures for these students and we have established a contact in each of the IUPUI schools for making good handoffs for students to assure that we don't lose students in the "run around".
2. ES has taken a leadership role in raising issues and defining our response to the Indiana Community College initiative through presentations at town hall meetings, raising admissions selectivity, and focusing our use of institutional funds for financial aid and scholarships. We have also expanded our IUPUI & Ivy Tech Passport initiatives with a deferred admission program called Partners which includes referral to Ivy Tech for developmental and 15 hours of freshman-level courses. We also added the first four program articulations between Ivy Tech and IUPUI's School of Engineering and Technology.
3. The Enrollment Center began serving the frontline function for the financial aid area as of April 1999. We also formed a Client Services Team that includes Bursar staff to improve communications and processes for students. Through the use of web, email, and IVR technology supported self-service, we have taken the pressure off our phone lines and at the same time increased our percentage of student contacts by phone in the financial aid area from 15% to 27%. This also resulted in a reduction in the number of students needing to come in to the office for financial aid service from 39,957 in 1998 to 28,723 in 1999. Financial aid awards letters were sent out in mid April with an 11% increase in work study awards, a 10% increase in part-time state grants and an overall increase in awards of 4.9%. The Performance and Accountability Branch of the US Department of Education selected our Office of Student Financial Aid Services as the 1999 Institutional Model of Quality. We doubled the number of web applications for admission to 25%. Handled 47,000 calls and email inquires from prospective students exceeded 8,000, over 400 more than by letter.
4. The number of students applying for financial aid by the March 1<sup>st</sup> priority date increased by 9% to 71% for 99-00 and loan default rates declined for FFELP and Perkins loans reversing the trend of the past several years. We are now in compliance with federal satisfactory academic progress policy which resulted in the placing of 1,426 students on probation and denying financial aid to 872 of the 17,730 undergraduates students who applied for aid for 99-00.
5. By the end of the year four ES staff members were contributing 2.5 FTE toward IU's new SIS implementation effort. These are senior staff members who have not been replaced but loaned to the project. Despite this sacrifice, through the use of backfill funding for hourly staff, we have kept pace with applications and have not reduced services to high schools and prospective and continuing students. The ES Executive Director also serves on the IU SIS Steering Committee. We are, however, experiencing significant lost opportunity costs and staff fatigue that will eventually result in a diminution of service. This level of effort will continue for another 3 to 5 years and beginning in 2000 departmental implementation will consume an extraordinary amount of the time of virtually everyone of the 75 plus ES staff members.