Bloomington Faculty Council

Enrollment Report: Freshman Class Update and Recruitment & Funding for High Ability/Low Income Students
Recruitment & Funding for Underrepresented Students

October 21, 2014

David Johnson, Vice Provost for Enrollment Management
Martin McCrory, Associate Vice President for Academic Support & Retention, and Vice Provost for Educational Inclusion & Diversity
Enrollment Report: Freshman Class Update and Recruitment & Funding for High Ability/Low Income Students

David Johnson, Vice Provost for Enrollment Management
Freshmen or Beginners Defined

Cohort
New
Students
Class
of
2018
Beginners
First Year Students
Bigger, More Academically Prepared, and More Diverse

Indiana University Bloomington

First Year Students 2014

Bigger ...
Largest first year students class ever
7,716

More Academically Prepared ...
Highest median GPA ever for entering first year students
3.73

More Diverse ...
10% Increase in Hispanic/Latino enrollment

7% Increase in African American enrollment

The direct admits:
One in four first year students directly admitted into program of choice based upon special entrance requirements.

The 10 percenters:
One in three new first year students were in the top 10 percent of his/her graduating class.
Meet Evan

The self-taught guitar, drum, trumpet, and piano player only applied to Indiana University, which just happens to have one of the best music schools in the nation. Evan is a Hudson & Holland Scholar, a Herbert Presidential Scholar, and received a Presidential Incentive Scholarship.

Evan Gant
Class of 2018, Recording Arts, Jacobs School of Music
Indianapolis, IN

US Public High School Graduates by Race/Ethnicity

Source: Knocking on the Schoolhouse Door, WICHE, 8th Edition
Even More Challenging in Indiana: Indiana Public High School Graduates by Race/Ethnicity

Past

Future

White, non-Hispanic

Black, non-Hispanic

Hispanic

Source: Knocking on the Schoolhouse Door, WICHE, 8th Edition
Met Enrollment and Budget Targets

Indian University Bloomington

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>7,198</td>
</tr>
<tr>
<td>2008</td>
<td>7,564</td>
</tr>
<tr>
<td>2009</td>
<td>7,327</td>
</tr>
<tr>
<td>2010</td>
<td>7,020</td>
</tr>
<tr>
<td>2011</td>
<td>7,424</td>
</tr>
<tr>
<td>2012</td>
<td>7,613</td>
</tr>
<tr>
<td>2013</td>
<td>7,604</td>
</tr>
<tr>
<td>2014</td>
<td>7,716</td>
</tr>
</tbody>
</table>

The target was set at 7,500 for 2014.
Enrolling More Indiana Resident Beginners Than Any Other Campus in Indiana

- 9.5% International Non-Residents
- 34.1% Domestic Non-Residents
- 56.4% Indiana Residents
Record GPA

2007 2008 2009 2010 2011 2012 2013 2014
3.59 3.63 3.67 3.69 3.69 3.69 3.72 3.73
Near Record SAT

* SAT average includes converted ACT scores. Beginning in 2012, the combined highest composite method is used.
Direct Admit Programs Bring Top Students

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct Admits</th>
<th>Percent of Beginner Cohort</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>1,568</td>
<td>20.6%</td>
</tr>
<tr>
<td>2013</td>
<td>1,937</td>
<td>25.5%</td>
</tr>
<tr>
<td>2014</td>
<td>2,043</td>
<td>26.5%</td>
</tr>
</tbody>
</table>

Median GPA: 4.00
Mean SAT/Converted ACT: 1357
Hutton Honors College Brings Top Students

Median GPA: 4.00
Mean SAT/Converted ACT: 1430
Beginner Students Who Start at IUB With Sophomore Class Standing

Students with a Class Standing of Sophomore or Above    Percent of Beginner Cohort

<table>
<thead>
<tr>
<th>Year</th>
<th>Students</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>367</td>
<td>4.9%</td>
</tr>
<tr>
<td>2012</td>
<td>421</td>
<td>5.5%</td>
</tr>
<tr>
<td>2013</td>
<td>632</td>
<td>8.3%</td>
</tr>
<tr>
<td>2014</td>
<td>731</td>
<td>9.5%</td>
</tr>
<tr>
<td>2015*</td>
<td></td>
<td>9.5%</td>
</tr>
<tr>
<td>2016*</td>
<td></td>
<td>9.5%</td>
</tr>
<tr>
<td>2017*</td>
<td></td>
<td>9.5%</td>
</tr>
<tr>
<td>2018*</td>
<td></td>
<td>9.5%</td>
</tr>
<tr>
<td>2019*</td>
<td></td>
<td>9.5%</td>
</tr>
<tr>
<td>2020*</td>
<td></td>
<td>19.4%</td>
</tr>
</tbody>
</table>

*Projected assuming continuation of current trajectory

Median GPA: 4.00
Mean SAT/Converted ACT: 1355
Enrollment from 89 of 92 Indiana Counties
Enrollment from 47 of 50 U.S. States & Washington DC
Enrollment from 42 Non-U.S. Countries
More Merit Awards with a Smaller Budget

Awards #

- 2010: 2,085
- 2011: 1,933
- 2012: 2,073
- 2013: 2,059
- 2014: 2,449

Awards $ (in Millions)

- 2010: $12M
- 2011: $13M
- 2012: $14M
- 2013: $14M
- 2014: $11M
Big 10 Beginner Retention Rates
for 2012 Beginners (2011 for Northwestern)

<table>
<thead>
<tr>
<th>Percent</th>
<th>Northwestern</th>
<th>Michigan</th>
</tr>
</thead>
<tbody>
<tr>
<td>97</td>
<td></td>
<td></td>
</tr>
<tr>
<td>96</td>
<td></td>
<td></td>
</tr>
<tr>
<td>95</td>
<td></td>
<td></td>
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<tr>
<td>94</td>
<td></td>
<td></td>
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<tr>
<td>93</td>
<td></td>
<td></td>
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<tr>
<td>92</td>
<td></td>
<td></td>
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<tr>
<td>91</td>
<td></td>
<td></td>
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<tr>
<td>90</td>
<td></td>
<td></td>
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<tr>
<td>89</td>
<td></td>
<td></td>
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<tr>
<td>88</td>
<td></td>
<td></td>
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<tr>
<td>87</td>
<td></td>
<td></td>
</tr>
<tr>
<td>86</td>
<td></td>
<td></td>
</tr>
<tr>
<td>85</td>
<td></td>
<td></td>
</tr>
<tr>
<td>84</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rutgers</td>
<td>Michigan State</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Purdue</td>
</tr>
<tr>
<td></td>
<td>Minnesota</td>
<td>Indiana</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Iowa</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nebraska</td>
</tr>
</tbody>
</table>
Big 10 Four-Year Graduation Rates
for 2007 Cohort (2006 for Northwestern)

Percent
86  Northwestern
76  Michigan
68  Illinois
66  Maryland
65  Penn State
58  Ohio State
58  Indiana
57  Rutgers
56  Wisconsin
54  Minnesota
50  Michigan State
48  Iowa
42  Purdue
32  Nebraska
Big 10 Six-Year Graduation Rates
for 2007 Cohort (2006 for Northwestern)

<table>
<thead>
<tr>
<th>Percent</th>
<th>University</th>
</tr>
</thead>
<tbody>
<tr>
<td>93</td>
<td>Northwestern</td>
</tr>
<tr>
<td>90</td>
<td>Michigan</td>
</tr>
<tr>
<td>85</td>
<td>Illinois, Penn State</td>
</tr>
<tr>
<td>84</td>
<td>Illinois, Maryland, Wisconsin</td>
</tr>
<tr>
<td>83</td>
<td>Illinois, Maryland, Ohio State</td>
</tr>
<tr>
<td>79</td>
<td>Michigan State, Rutgers</td>
</tr>
<tr>
<td>77</td>
<td>Indiana</td>
</tr>
<tr>
<td>75</td>
<td>Minnesota</td>
</tr>
<tr>
<td>71</td>
<td>Purdue, Iowa</td>
</tr>
<tr>
<td>70</td>
<td>Iowa</td>
</tr>
<tr>
<td>67</td>
<td>Nebraska</td>
</tr>
</tbody>
</table>
Top Three Drivers of College Choice

Prospective Student Survey

Career preparation: 6.4
Core academics: 6.2
Affordability: 5.9

*Top Enrollment Drivers*

*Average: 1-7 scale; 1=Not Important At All; 7=Extremely Important*
Career Focused Postcard

YOU’RE THINKING ABOUT YOUR FUTURE. SO ARE WE.

750+ student organizations offer invaluable leadership experience.
62% of IU students complete an internship or field experience.
1,000+ employers recruit at IU.
3 out of 4 IU students get jobs within six months of graduating.
83% of alumni are satisfied with their current jobs.

See where your IU major can lead: admit.indiana.edu/dream-big

INDIANA UNIVERSITY BLOOMINGTON
Office of Admissions
300 N. Jordan Avenue
Bloomington, IN 47405-1106
Nonprofit Organization
U.S. Postage
Paid
Bloomington, IN
 Permit No. _
Meet Holly

After an encouraging meeting with IU representatives at a scholarship event in her hometown of Calabasas, she was sold. Holly is a Dean’s Scholarship recipient and received the OEM Anniversary Scholarship.

Holly Michaels
Class of 2018, Marketing, Kelley School of Business
Calabasas, CA
Record in Underrepresented Minority Beginner Enrollment

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>Growth over 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>886</td>
<td>859</td>
<td>938</td>
<td>965</td>
<td>1042</td>
<td>10% Hispanic and Latino</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7% African American</td>
</tr>
</tbody>
</table>

More than 1,000 underrepresented minority students in the beginner cohort
Improvements in IUB Gift Aid Awarded to US Underrepresented Minority Beginners

69% of underrepresented minority beginners received IUB Gift Aid

47% of all beginners received IUB gift aid

$7 Million in IUB gift aid was given to underrepresented minority beginners

$29 Million in IUB gift aid was awarded to all beginners
Recruitment & Funding for Underrepresented Students

Martin McCrory, Associate Vice President for Academic Support & Retention, and Vice Provost for Educational Inclusion & Diversity
What is the Groups Scholars Program?

- Established in the fall of 1968
- Students come from a wide range of geographical locations throughout the State of Indiana
- 11,500+ students have participated
- Encouraged to begin a process of self-discovery that will guide them for a lifetime
What does the Groups Scholars Program Do?

- Personalized academic advising and mentoring
- Tutoring and peer tutoring
- Need-based scholarships up to direct cost of attendance
- Summer Experience Program
- STIM initiatives
- Builds Espirit de corps
Groups Scholars Program Support

• For the first time, Groups Scholars are receiving four years of support
What is the Hudson & Holland Scholars Program?

- Recruits, retains, and prepares students with outstanding records of academic achievement, leadership and commitment to social justice.

- 26-year old program that enhances the diversity and excellence of Indiana University Bloomington.

- HHSP students are some of the best and brightest students in Indiana. 2014-15 GPA is 3.87.
What does the Hudson & Holland Scholars Program Do?

• Increases the number of high-achieving students on the Bloomington campus

• Works to increase overall program graduation rate through educational, personal, and professional development

• Supports successful post-baccalaureate placement
Hudson Holland Scholars Program Support

- Largest class, most financial support
What is the 21st Century Scholars Program?

- The Indiana General Assembly established the 21st Century Scholars program in 1990 to encourage students from low- and moderate-income families to attend college by providing 100 percent of tuition and mandatory fees.

- This scholarship comes with a pledge beginning in 7th or 8th grade to meet a high school GPA of 2.5 and remain drug-, alcohol- and crime-free throughout high school.
What is the 21st Century Scholars Covenant Program?

- The Covenant supplements the 21st Century Scholars Program to cover the average costs for room, board, and books.
- IU Bloomington is the only school in the state that provides this full assistance.
What does the 21st Century Scholars Program Do?

• IU Bloomington can be an intimidating place for any new student, particularly those who are the first in their families to attend college

• Makes a large university feel small

• First-generation college support extends to parents and families

• Works with campus partners to help parents and students understand campus policies and processes
More awards to 21st Century Scholars to cover direct cost of attendance with nearly 100% growth in the program since 2007
Keon Brown
-hailed as a hero for saving a woman and her son

IU Groups Student - Keon Kendall Brown was hailed as a hero for helping pull a 5-year-old boy and his mother to safety following a car crash. The woman suffered an epileptic seizure causing her to drive her car into Keon’s home.
-The Times of Northwest Indiana, 2014

Keon Kendall Brown
Class of 2018
Criminal Justice Major
Questions/Answers

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