

**REPORT OF THE
ENROLLMENT MANAGEMENT COMMITTEE
COUNCIL OF TRUSTEES
Indiana University of Pennsylvania
Thursday, May 4, 2023**

DISCUSSION

Patricia McCarthy, vice president for Enrollment Management, opened the committee meeting by providing an update on admissions progress for fall 2023.

At this point, new undergraduate student admission progress is encouraging for fall 2023. IUP has received close to 12 percent more admission applications for new, first-time undergraduate students; the number of students admitted is almost 9 percent higher; and students have submitted almost 21 percent more deposits than at this same point in time last year. The number of deposited students is higher than in any of the past four years, as is the yield from admitted to deposited.

IUP has received over 14 percent more applications from transfer students and has admitted almost 21 percent more. Close to 30 percent more transfer students have submitted deposits. Similar to the new, first-time students, the number of transfer deposits is higher than the past four years, and the yield from admitted to deposited exceeds any of the past four years.

For both new first-time and transfer students, IUP is seeing the increase in deposits across all residencies—in-state, out-of-state, and international students. Specific to Pennsylvania, the market share of new first-time student applications has already exceeded the final year-end market share in fall 2022, fall 2021, and fall 2020. Out-of-state, new, first-time undergraduate students are yielding from admit to net deposit at a higher rate than in any of the past four years.

The Academy of Culinary Arts overall is seeing an increase in applications and admitted students; however, at this point, the number of students who have submitted a deposit for fall 2023 enrollment is behind last fall.

The number applying to be graduate students at IUP for fall 2023 is greater than both in fall 2022 and in fall 2021, and a higher number and percentage of students have been admitted.

Finally, Dr. McCarthy reviewed the registration progress for summer 2023 and fall 2023 for undergraduate and graduate students and for students in clock-hour programs, as well as the current retention and persistence rates from fall 2022 to fall 2023.

Kristen O'Hara, director of Enrollment Engagement and Partnerships, presented "Maximizing Dual Enrollment through Collaboration and Expanded Partnerships."

Dual enrollment is a key component of the Enrollment Management strategic plan. The goal is to increase the number of dual enrollment students through more marketing of dual enrollment at IUP across the commonwealth and, ultimately, matriculating current dual enrollment students as new, first-time undergraduate students in the future.

After a brief overview of enrollment trends for dual enrollment participation at IUP, Ms. O'Hara discussed the first initiative of the dual enrollment strategic plan, which is to streamline and simplify the application process for students and to build a robust communication plan. Ms. O'Hara indicated that these changes were implemented this semester.

The next initiative was to collaborate with Graduate Admissions, University Advancement, intermediate units, and other organizations across Pennsylvania to create an awareness campaign for IUP's dual enrollment program, with the intention of partnering with new school districts that have not historically had any dual enrollment students at IUP.

Ms. O'Hara mentioned that, this fiscal year, more than 25 new schools expressed interest in having their students participate in dual enrollment at IUP and entered into agreements with IUP. As a result, dual enrollment applications have increased.

The final initiative Ms. O'Hara presented was to offer dual enrollment students admission to IUP based on their high school transcript at the conclusion of their junior year. No additional IUP admission application is required. The assessment of the effectiveness of this initiative will be completed at the beginning of the fall 2023 semester.

The presentation concluded with plans for more growth and outreach to increase enrollment.

This concludes my report.

Mrs. Joyce Fairman, Chair
Enrollment Management Committee