



Annual Report 2019

ENROLLMENT MANAGEMENT



Dear colleagues and friends,

THE 2019 FALL ENROLLMENT report emphasizes Indiana State University's commitment to access and student success. Strategies targeting the improvement of persistence and completion rates drove increases in retention, diversity, and academic quality. We are incredibly proud of the large number of first-generation, Pell-eligible, and in-state students ISU serves. We understand that a degree from ISU changes the trajectory of our students and their families. This is evident, as Indiana State remains the number one ranked institution in the state in improving social mobility.

Employers, professions, and industries value the quality of an Indiana State education. This past year 95 percent of all graduates are employed or pursuing graduate



education within six months of graduation. The average salary of those graduates is earning more than \$47,000. A degree from ISU remains an incredible value.

As demographics in the state and across the nation decline, the institution is aggressively engaging in long-term strategic enrollment planning. Over the next year, the

Strategic Enrollment Management Council will lead institution-wide efforts to identify initiatives to grow enrollments among traditional, transfer, graduate, online, and international student populations. Institutional teams have been formed to develop initiatives related to recruitment, retention, aid leveraging, process improvement, analytics and technology, and academic programming.

We are excited and energized about the future of Indiana State University. Go Trees!

A handwritten signature in blue ink that reads "Jason D. Trainer".

Dr. Jason Trainer
Vice Provost for Enrollment
Management



RETENTION UP 3+%

15+ activities to improve student immunization compliance

-849 spring 2020 registration holds (compared to fall 2018)

65%

one-year retention
up 3 points

41%

6-year
graduation rate

28%

4-year
graduation rate

RECRUITMENT

Admission Activities

245

high school
visits

163

college
fairs

27

event
programs

2,070

prospective
students
visiting
campus

44%

growth in
undergraduate
distance programs
2015-2019

MARKETING

100+M

advertising
impressions

1.5M

visitors to
indstate.edu

17.8k

Instagram
followers

42.4k

Facebook
followers

80.4k

LinkedIn
followers

18.8k

Twitter
followers

12,146
Total fall enrollment

NEW STUDENTS

1,892

freshman

795

transfers

534

graduates

630

non-degree

3.22

high school GPA
up .05

23+ events and numerous orientation programs
in summer, fall and spring.

CONTINUING STUDENTS

6,917

Undergraduate

1,378

Graduate

77%
from Indiana

15%
from Illinois

6%
other out-of-state

2%
international

FINANCIAL AID

\$26,223

average debt of
undergrad graduate

50%

Pell eligible

1,712

NSO Financial Aid
appointments

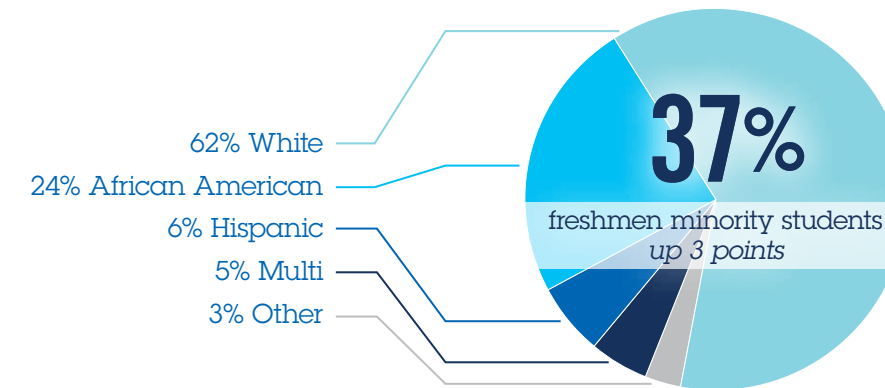
\$1,731,050

in institutional
need-based aid

\$12,486,288

in institutional
merit-based aid

RACE/ETHNICITY



INITIATIVES

Strategic enrollment planning is collaborative, data-informed, and focused on building stronger pathways toward and through Indiana State. To engage the broader campus community, the institution has endorsed a process that places the Strategic Enrollment Management (SEM) Council in the center of the planning process to develop enrollment initiatives at the institutional, college, and departmental levels.

262

attendees at fall
information sessions

63

open-campus survey
responses

132

college survey responses

WORK GROUPS

Teams have been tasked with strengthening foundational and enterprise-wide enrollment management activities in the following key areas:

RECRUITMENT:

Create and improve institutional recruitment efforts to attract new students.

RETENTION:

Develop and strengthen institutional strategies to ensure students persist and graduate.

AID LEVERAGING:

Evaluate and optimize financial aid and scholarship spending for effective enrollment outcomes.

PROCESS IMPROVEMENT:

Leverage technology and workflow processes to efficiently move students through the enrollment funnel.

ANALYTICS/FORECASTING:

Collect and interpret data to inform decisions on the best deployment of institutional resources.

ENROLLMENT MANAGEMENT AWARD RECIPIENTS 2018-19

SERVICE EXCELLENCE AWARD

Michelle Moulton, Admissions

THE SERVICE EXCELLENCE AWARD RECOGNIZES A STAFF MEMBER WHO PROVIDES EXCELLENT SERVICE TO OUR MANY STAKEHOLDERS, AND WHO HAS A COMMITMENT TO THE ENROLLMENT MANAGEMENT DIVISION'S DIRECTIONS AND GOALS.

INNOVATION AWARD

Audré Brickey, Financial Aid

THE INNOVATION AWARD RECOGNIZES A STAFF MEMBER, TEAM OR PROJECT GROUP WHO DEMONSTRATES OUTSTANDING CREATIVITY WHEN CONFRONTED WITH CHALLENGES, ISSUES, OR OPPORTUNITIES FOR IMPROVEMENT AND WHOSE RESULTS ARE DATA DRIVEN.

LIVING BLUE AWARD

Extended Learning Recruiters: Marsha Dull, Kristina Allen, Charles Hawkins, Lisa Stein, James Pond

THE LIVING BLUE AWARD RECOGNIZES A STAFF MEMBER OR TEAM THAT BEST EXEMPLIFIES LIVING THE CULTURE OF STATE AND ENROLLMENT MANAGEMENT. THEIR "SPIRIT" IS DEMONSTRATED THROUGH A POSITIVE ATTITUDE, ACTS OF LOYALTY, TEAMWORK, CREATIVITY, AND COOPERATION. THEY SERVE AS THE HEART OF THE EM DIVISION.



Enrollment Management
Terre Haute, Indiana 47809