Bloomington Faculty Council

Strategic Shifts in Recruitment and Enrollment

David B. Johnson, Vice Provost
Office of Enrollment Management
January 18, 2022
Office of Enrollment Management Mission

Advancing Indiana University Bloomington by recruiting, enrolling, and serving diverse and academically prepared students in support of their attainment of an IU degree.
Office of Enrollment Management

**Admissions**
The Office of Admissions is responsible for the strategic management of recruitment and admissions processes to meet the undergraduate enrollment goals of the Indiana University Bloomington campus.

**First Year Experience Programs**
The Office of First Year Experience Programs (FYE) influences and supports first-year student success through the delivery of programs, resources, and services designed to promote student engagement.

**Registrar**
The Office of the Registrar's primary mission is to enhance and facilitate the instructional experience and mission of Indiana University by providing quality service to faculty, students, and others.

**Administration & Fiscal Affairs**
From fiscal matters to human resources to facilities, Administration and Fiscal Affairs is the glue of OEM. This cross-functional team ensures that resource planning and internal control policies, procedures, and practices are consistent with federal, state, university, and IU Foundation guidelines.

**Scholarships**
The Office of Scholarships serves as the informational and programmatic front door for scholarship opportunities at Indiana University Bloomington.

**Student Financial Assistance**
The Office of Student Financial Assistance is responsible for the administration of federal, state, and institutional financial aid for Indiana University Bloomington students.

**Student Central**
Student Central was created at Indiana University to provide a comprehensive student service center for prospective, current, and former students to make it easier for these students to conduct business with IU.

**Office of Development**
Through fund development, stewardship, and alumni relations, the Office of Development advances a culture of philanthropy to engage with students, alumni, staff, and friends of Indiana University Bloomington, promoting collaboration among campus partners and within OEM to develop resources to support IU and IU students.

**Strategic Communications & Marketing**
A combination of creative mojo and data analysis allows us to implement innovative marketing communications to serve prospective and current students and their families—driving enrollment and retention to and for IU Bloomington.
Who Will You Teach in the Future?

Changing Demographics
• Minority students are an ever-larger proportion of the college-age population
• By 2025, historically marginalized HS graduates will be the majority

Enrollment “Cliff” in 2026
• 6% growth in Indiana high school graduates over the next 5 years, followed by a 5% decline in the following decade
• In the US, 5% growth of high school graduates over the next 5 years, followed by a 9% decline in the subsequent decade

WICHE data from the December 2020 Knocking at the College Door report
Test-Optional Admissions

- Research shows improved access, diversity, affordability
- Students decide how best to tell their academic story
- Approved by BFC in January 2020
- 46% of 2021 enrolled beginners opted out of sharing a test score
- First-semester performance report to EPC in March 2022
Test-Excluded Scholarship Strategy

- Doubled the number of historically marginalized students receiving academic scholarships
- Doubled the number of students with financial need receiving academic scholarships
- 16% growth in 21st Century Scholars Covenant over last year
- 32% growth in Pell Promise Scholars over last year
Acknowledge Pandemic Impact on Students

- Viral, economic, social justice, mental health, engagement, academic, student success
- OEM business practices pivoted to support students – virtual, hybrid, and in person
- Moving forward: continuing best practices learned during pandemic while pivoting back to in-person
Multi-faceted Diversity Recruitment Strategy

Navigate IU Pathway Program

- **IU Precollege**
  - 8-12th Grades
    - IU Precollege Day
    - Precollege Website
    - Precollege Sessions
    - Girls Coding

- **Reach IU**
  - 8-10th Grades
    - Canvas Online Curriculum
    - After-school program

- **Ready IU**
  - 9-12th Grades
    - Canvas Online Curriculum
    - Essay Writing
    - Application Tips
    - Freshman Year Tips

- **Explore IU**
  - 10-12th Grades
    - On-campus visit experience
    - Showcase programs/service
    - Meet faculty/current students

- **Choose IU**
  - Admitted 12th Grade
    - Family Receptions
    - Red Carpet Day Luncheons
    - Level Up (Parents)
New Strategies for Student Engagement

- College Advising Corps
- Pre-college website
- Mentor collective
- WISR
- FYE Hoosier Experience
- Matriculate
The new Interdisciplinary Health Sciences Building of the Regional Academic Health Center (foreground), in collaboration with the new IU Health Bloomington Hospital (background), is transforming how we teach and practice health sciences at IU Bloomington.
Enrolled Beginners by Intended School or College*

- Kelley School of Business: 42% (612 students)
- College of Arts & Sciences: 24% (2,312 students)
- The Media School: 4% (399 students)
- Luddy School of Informatics, Computing & Engineering: 4% (349 students)
- O'Neill School of Public + Environmental Affairs: 3% (282 students)
- Jacobs School of Music: 2% (197 students)
- School of Education: 2% (236 students)
- Eskenazi School of Art, Architecture + Design: 2% (163 students)
- Hamilton Lugar School of Global + International Studies: 2% (158 students)
- Combined College/O'Neill Program: <1% (25 students)
- Combined Hamilton Lugar/Luddy Program: <1% (42 students)
- Exploratory: 3% (310 students)
- Nursing: 4% (332 students)
- Social Work: <1% (42 students)
- Combined College/O'Neill Program: <1% (39 students)

*University Division students with an intended major in a school are included in these counts.
Enrolled Direct Admit Beginners by Intended School or College

- Kelley School of Business: 2,766 (52%)
- College of Arts & Sciences: 1,106 (21%)
- School of Public Health: 184 (6%)
- The Media School: 166 (3%)
- School of Education: 145 (3%)
- Jacobs School of Music: 140 (3%)
- Luddy School of Informatics, Computing & Engineering: 13 (4%)
- Combined College/O’Neill Program: 13 (4%)
- Combined Hamilton Lugar/Luddy Program: 11 (<1%)
- O’Neill School of Public + Environmental Affairs: 177 (3%)
- Hamilton Lugar School of Global + International Studies: 140 (3%)
- Eskenazi School of Art, Architecture + Design: 127 (2%)

Total: 2,766
Retention and Graduation Rates
Full-Time, Beginner Bachelor's Degree Seekers Only

*does not include Ft Wayne

Data Last Updated November 2021 (Twice Annual Refreshes are in November and March)
Looking forward to the 2022 Cohort*

- Up 6% in applicants
- Up 10% in admits
- Up 10% in historically marginalized student admits
- Financial aid packaging begins January 19

* As of Jan 13
Q & A

David B. Johnson, Vice Provost
Office of Enrollment Management

January 18, 2022