



**Bloomington Faculty Council**

**Strategic Shifts in  
Recruitment and  
Enrollment**

David B. Johnson, Vice Provost

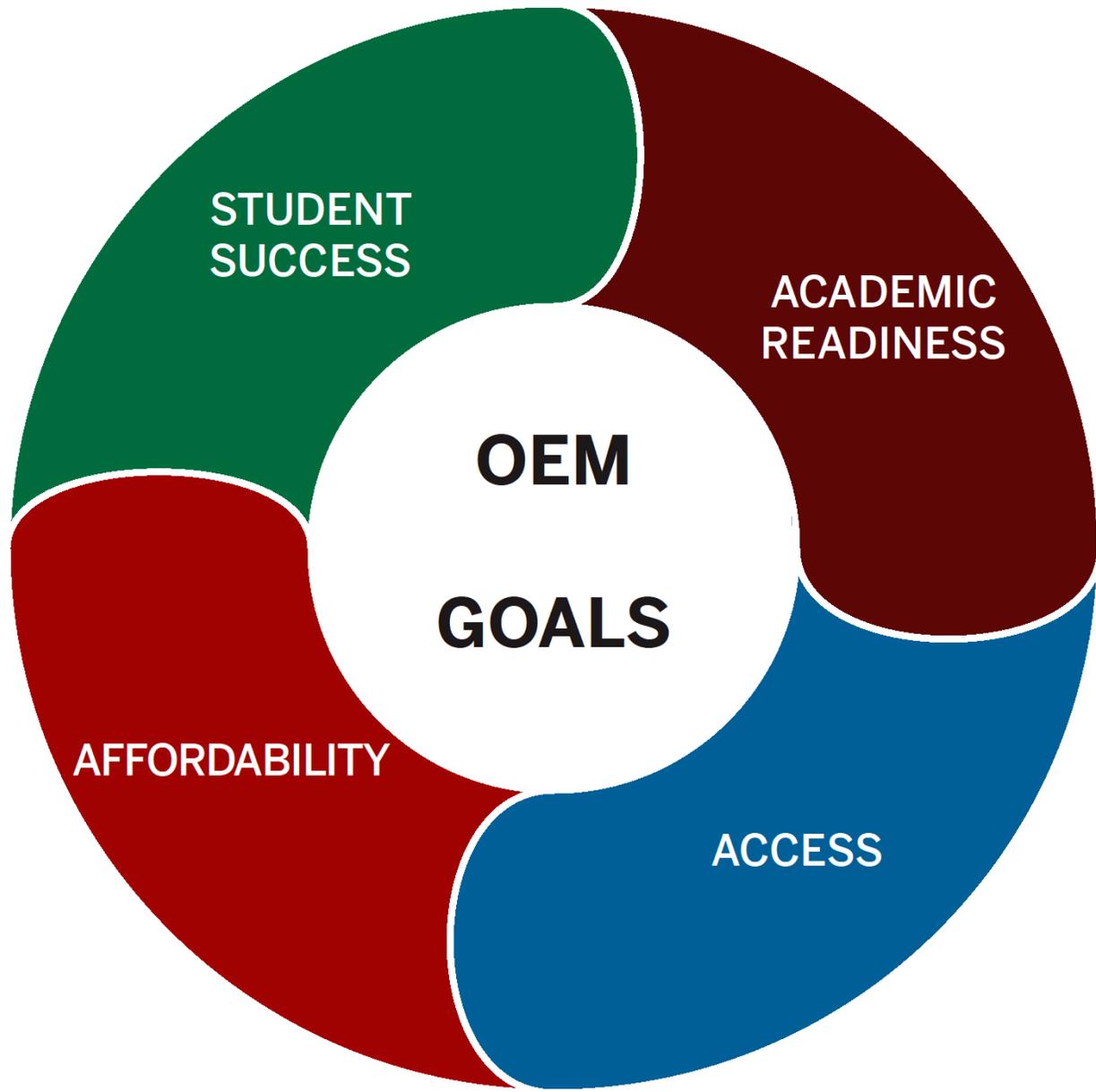
Office of Enrollment Management

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.

## 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.

## 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.

## Strategic Communications & Marketing

A combination of creative mojo and data analysis allows us to implement innovated marketing communications to serve prospective and current students and their families—driving enrollment and retention to and for IU Bloomington.

## Strategic Planning & Research

Through reporting, analysis, research, projections, data visualizations, and simulations, SPR supports a collaborative, data-driven environment where OEM units set and meet enrollment goals. We partner with campus leadership to create an in-depth look at enrollment trends and work with our campus partners to strategize new initiatives that help drive the campus forward.



# 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

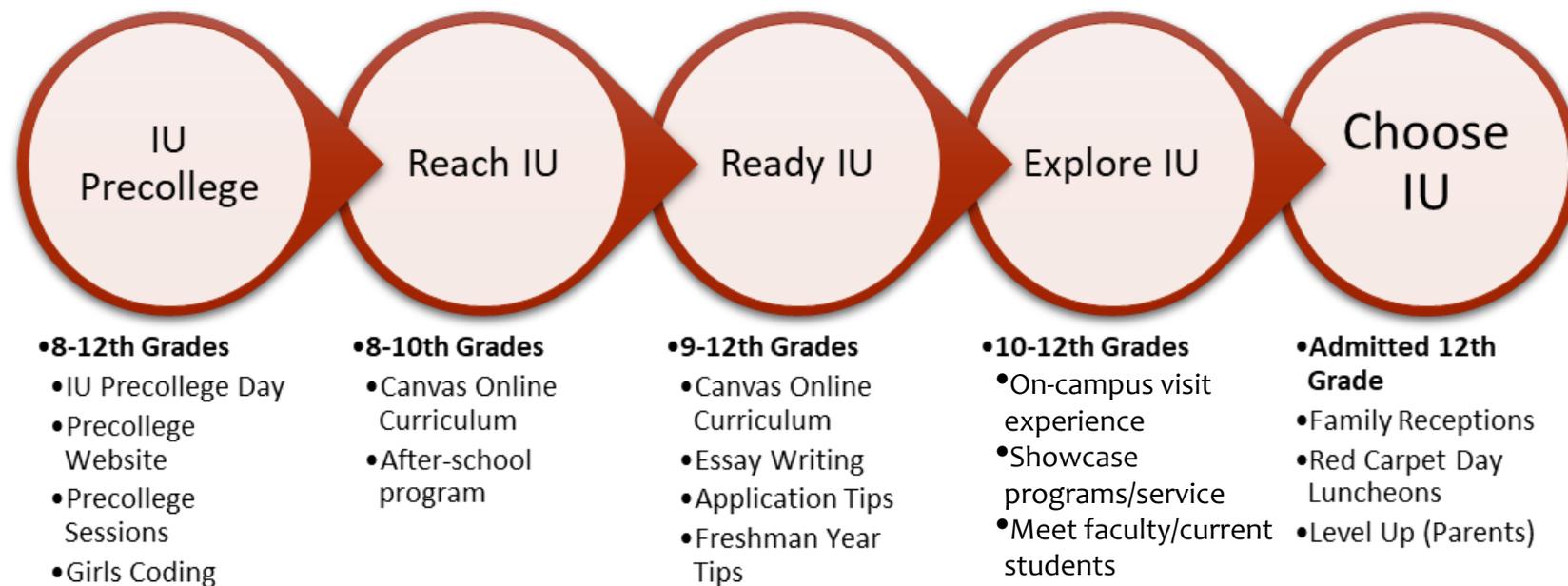
- Viral, economic, social justice, mental health, engagement, academic, student success
- OEM business practices pivoted to support students – virtual, hybrid, and in person
- Moving forward: continuing best practices learned during pandemic while pivoting back to in-person





# Multi-faceted Diversity Recruitment Strategy

## Navigate IU Pathway Program



# New Strategies for Student Engagement

- College Advising Corps
- Pre-college website
- Mentor collective
- WISR
- FYE Hoosier Experience
- Matriculate



Explore precollege programs



MENTOR  
COLLECTIVE



wisr

HOOSIER EXPERIENCE

MATRICULATE





# Indiana University Bloomington Beginner Class of 2021

Record  
**9,482**  
Students

Record  
**5,142**  
Indiana  
residents

All  
**92**  
Indiana  
counties

Record  
**1,668**  
Historically  
Marginalized  
students

Record  
**6,534**  
students  
receiving  
gift aid

Record  
**1,713**  
Arriving with a  
Pell Grant

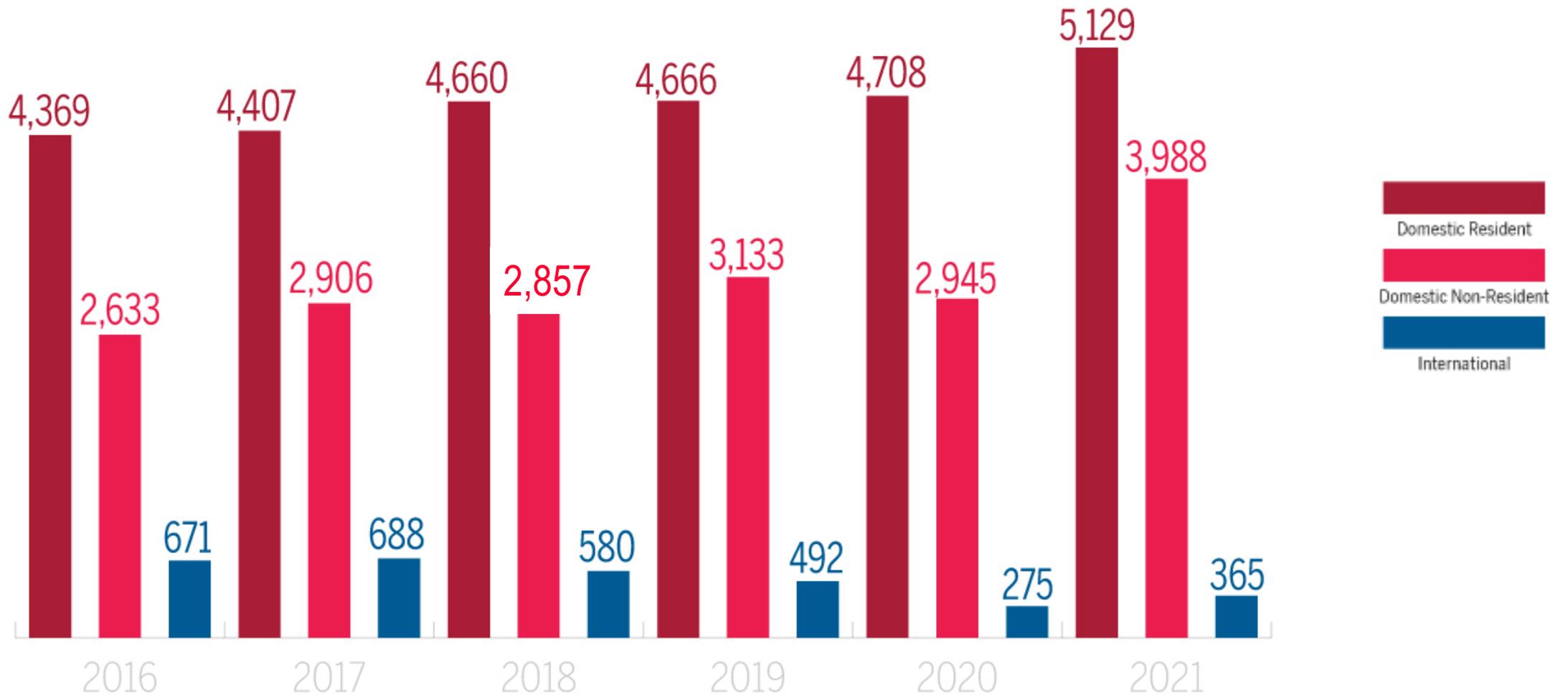
Record  
**1,597**  
Hutton Honors  
College students



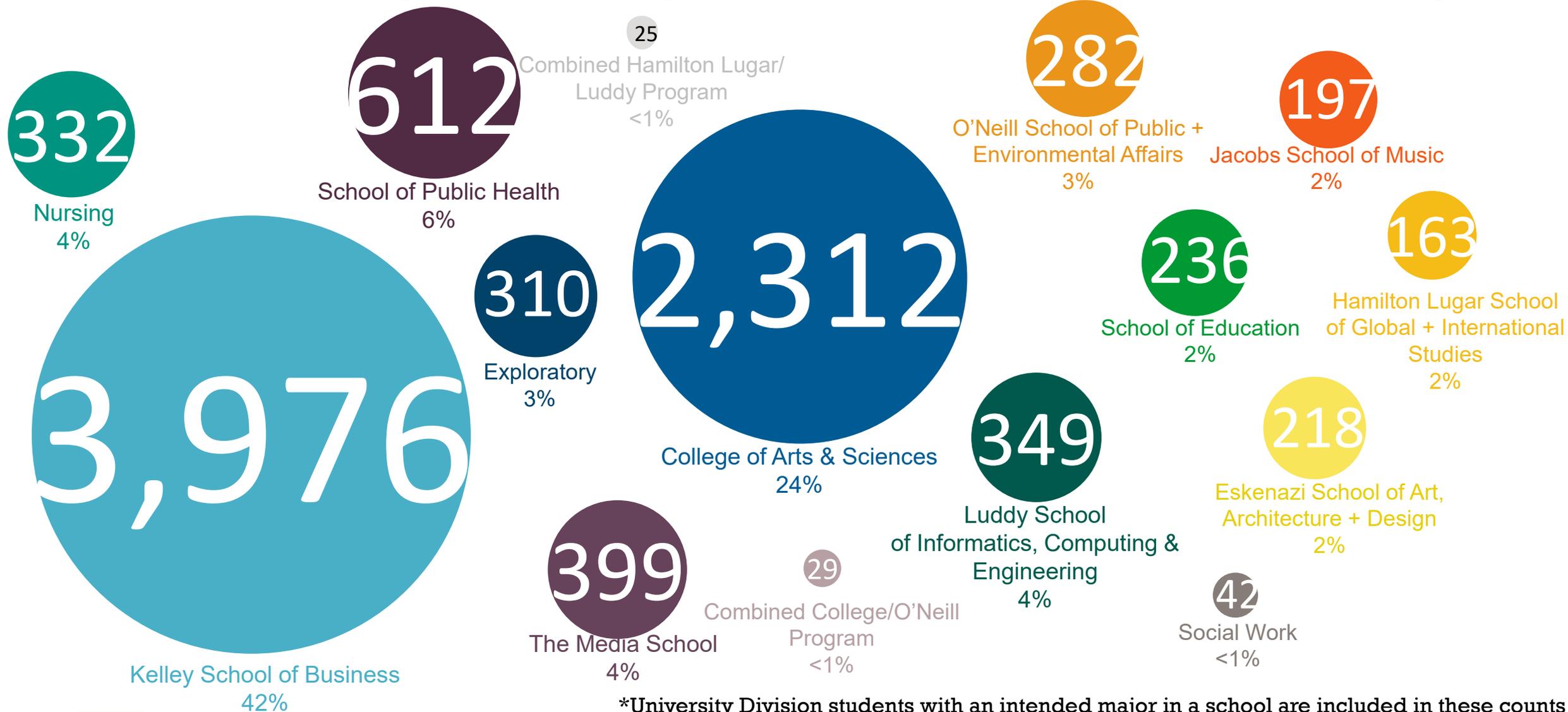
The new interdisciplinary Health Sciences Building of the Regional Academic Health Center (foreground), in collaboration with the new IU Health Bloomington Hospital (background), is transforming how we teach and practice health sciences at IU Bloomington.



# Beginners by Residency



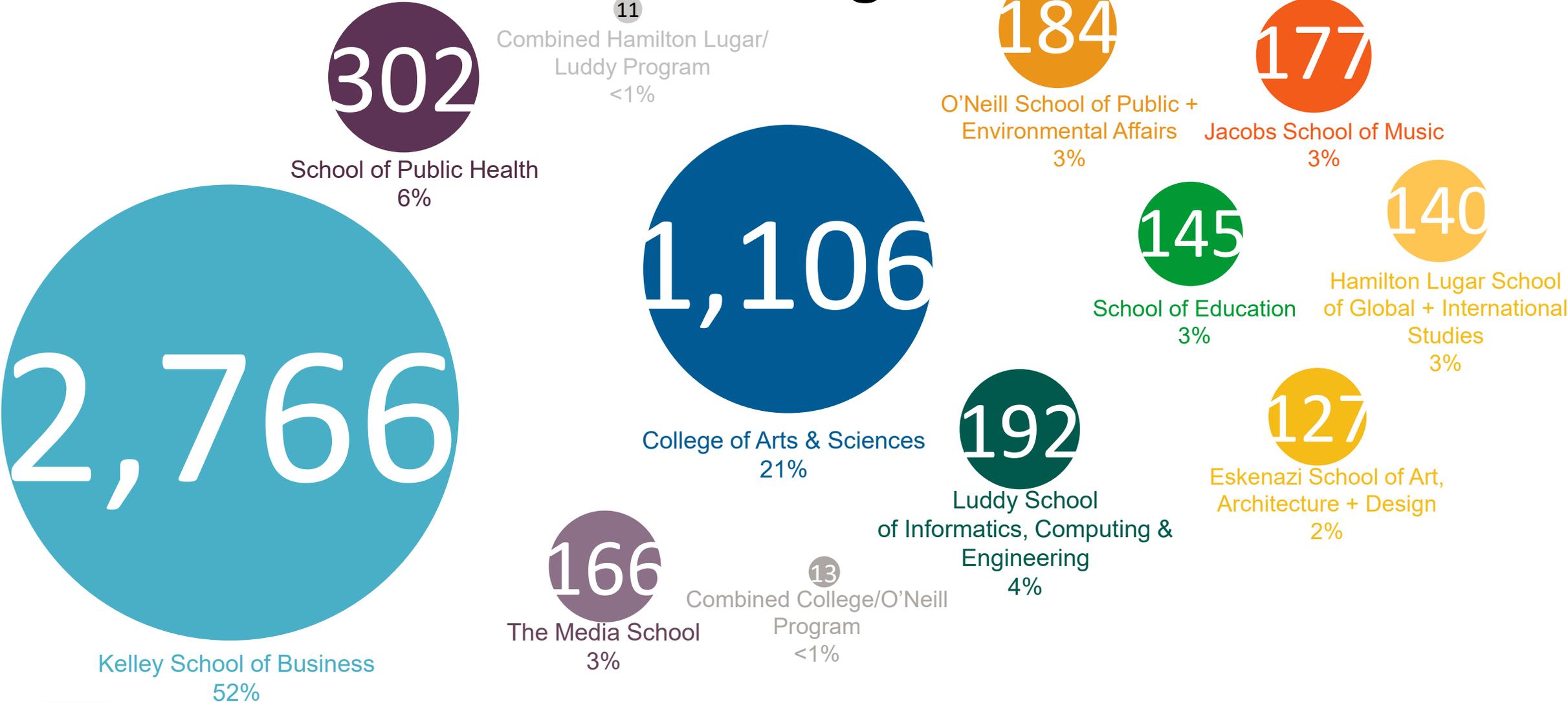
# Enrolled Beginners by Intended School or College\*



\*University Division students with an intended major in a school are included in these counts



# Enrolled Direct Admit Beginners by Intended School or College





# Retention and Graduation Rates

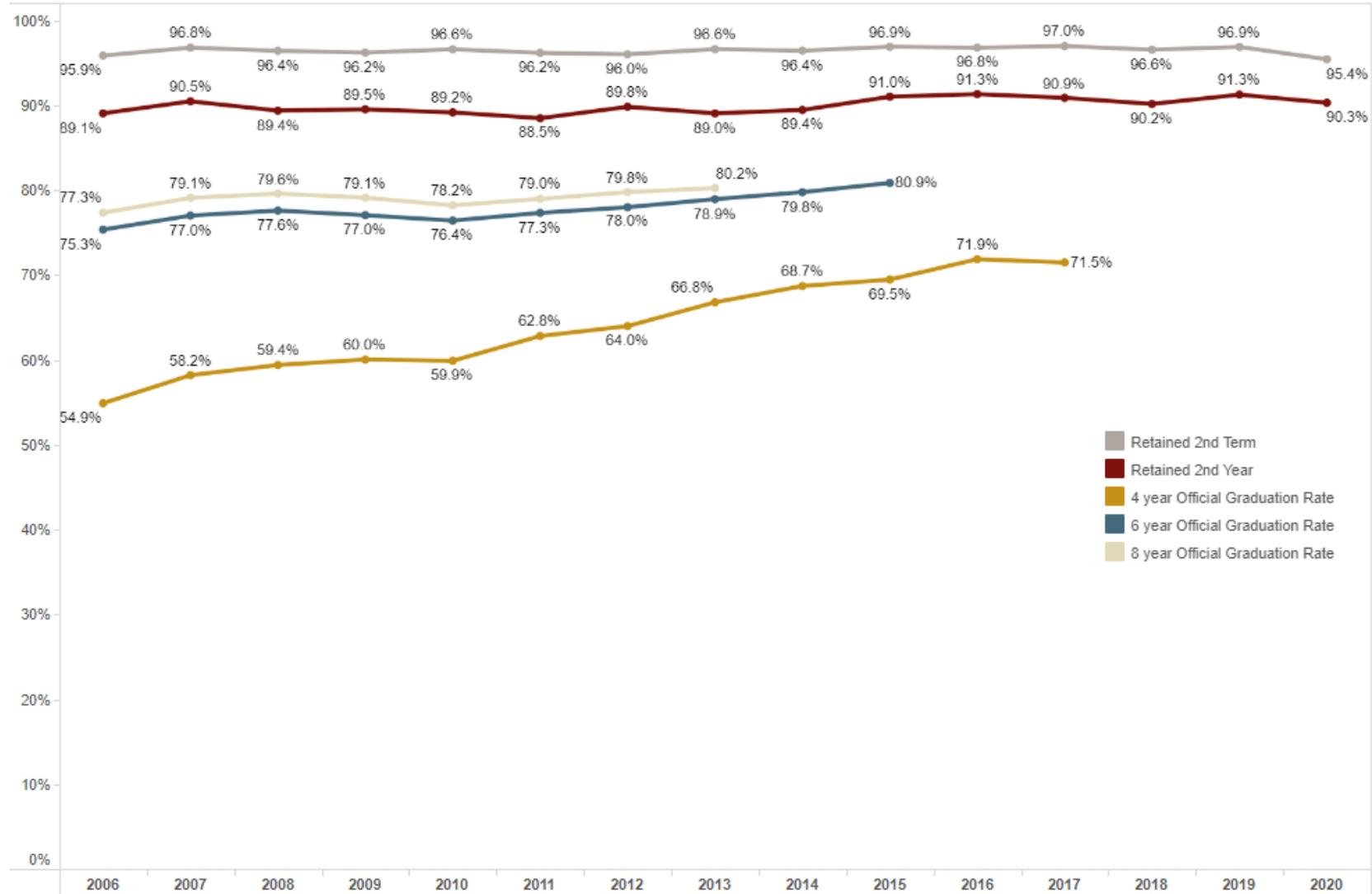
## Full-Time, Beginner Bachelor's Degree Seekers Only

Select Campus

Bloomington



\*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





**Bloomington**

# Q & A

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