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Welcome!

Thank you for taking time to review the 2011 Enrollment Management Annual Report. As Enrollment Management’s inaugural annual report, we will touch on our alignment with Purdue’s focus on student success with our collaboration and relationships across campus, as well as continued efforts to improve efficiency with new and updated features to our student systems and processes.

The Office of Enrollment Management (EM) collaborates with several units across campus. Reporting offices include: Admissions, Enrollment Management Analysis and Reporting (EMAR), Financial Aid, and Registrar. Our close campus partners in the Core EM Group are Student Access, Transition and Success (SATS), Bursar, and Student Systems and Competency Center. An extended group of units work in partnership with Enrollment Management efforts: International Programs, University Residences, and the individual colleges and schools. EM receives coordinated support and direction from executive officers and leaders in the Enrollment Management Planning Group (EMPG).

Some of the key highlights for the Office of Enrollment Management over the past year include:

• The academic credentials of the incoming class rises again, as well as the number of students who “decided to take us up on our offer,” or in other words our yield.
• Financial Aid’s promotion of CashCourse, a site that assists students and their families in making informed financial decisions. Purdue ranked #1 for the most directed site traffic.
• New features for students to use online self service and enrollment management web sites, reducing in-bound e-mail, phone calls and eliminating lines.

As we move forward over the next year, EM works towards continued improvement in:

• Streamlining financial aid packages, business processes, systems, and direct service.
• Future collaborations with key higher education partner SunGard.
• Online degree audit and course planning for students and advisors.
• Enhancing student registration interface.

This Annual Report, with additional noteworthy presentations and publications from EM staff, student data, useful links, and much more, can be found at the newly renovated EM website: http://www.purdue.edu/enrollmentmanagement/

Regards,

Pamela T. Horne
Associate Vice Provost of Enrollment Management
Dean of Admissions
ENROLLMENT MANAGEMENT

UNDERGRADUATE ENROLLMENT

Effective enrollment management has allowed Purdue’s undergraduate population to stabilize at approximately 30,700 students. An unexpected spike in the yield rate of international students caused us to exceed our 2011-12 freshman enrollment goal by about 400 students, but undergraduate enrollment overall remains at targeted levels.

National and international recognition for the University as well as for individual academic programs ensures that interest in a Purdue education remains high. In addition, record retention rates enable the University to enroll smaller freshman classes, which will allow Purdue’s overall academic profile to continue to climb.
FRESHMAN CLASS

In August 2011, Purdue enrolled its most academically prepared freshman class, exceeding previous years in multiple academic indicators. This is particularly impressive, given the size of the class, and the anticipated success of these well-prepared students will impact future retention and graduation rates.

The average ACT score for the freshman class increased from 26.3 to 26.6, and the class average SAT score increased by 14 points to a combined 1731 on the critical reading, math and writing sections. This follows increases of 9 points last year and 11 points in 2009. The average high school grade point average is 3.62 – up from 3.57 one year ago.
ADMISSIONS

The Office of Admissions includes about 55 staff members and dozens of student staff and student volunteers. Staff are grouped into two overall functional areas: recruiting and operations. Recruiting encompasses extensive travel; hosting on and off-campus programs for students, families, and high school counselors; application evaluation; merit scholarship administration; and communication. Operations encompasses all the work necessary to process and record applications and admission decisions as well as the evaluation and processing of transfer credit.

RECRUITMENT & MARKETING

Undergraduate recruitment is a university-wide effort in which the Office of Admissions partners with colleges, schools and various student service departments to effectively engage and communicate with college-seeking students, their families, and their high school guidance counselors. To facilitate this collective effort, in fall 2010 the Office of Admissions and Enrollment Management Analysis and Reporting deployed the university’s online constituent relationship management (CRM) system across campus. We believe we are the first university of our size to deploy a CRM campus-wide and use of the tool to coordinate communication and many on-campus events, was a factor in our strong yield rates for fall 2011 enrollment.

On and Off-Campus Recruitment Activity:
» On-Campus Visit Programs:
  906 Programs / 37,971 Visitors
» Off-Campus Receptions:
  51 Receptions / 1,555 Guests
» High School Counselor and Youth Programs: 35
» High School Visits: 566
» College Fairs: 646
» Applications Workshops: 21
» Youth Outreach Program: 27

Five - Year Acceptance & Yield Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>Acceptance Rate</th>
<th>Yield Rate</th>
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<td>68.3%</td>
<td>33.0%</td>
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<tr>
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<td>65.1%</td>
<td>31.7%</td>
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<tr>
<td>2009</td>
<td>73.0%</td>
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<tr>
<td>2008</td>
<td>71.5%</td>
<td>33.0%</td>
</tr>
<tr>
<td>2007</td>
<td>78.8%</td>
<td>33.7%</td>
</tr>
</tbody>
</table>

PROSPECTS
186,602
INQUIRIES
33,013
APPLICANTS
29,513
ADMITS
20,163
ENROLLED
6,659
For the 2011 enrollment year, Purdue implemented a new, holistic process to award freshman merit scholarships. Students who complete their application by November 15 are considered for scholarships within their respective colleges. In November, Admissions gives each college its pool of candidates, and college-based scholarship committees make selections based on student attributes that are most important to their individual academic programs.

**Merit Scholarships Awarded for Fall 2011**

**TRUSTEES**
- **INDIANA RESIDENTS**: 44
- **NONRESIDENTS**: 53

**PRESIDENTIAL**
- **INDIANA RESIDENTS**: 355
- **NONRESIDENTS**: 237

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**The Division of Financial Aid**

The Division of Financial Aid (DFA) assists students and parents by providing a supportive environment to help families apply for and receive financial aid resources to assist in meeting their Purdue college expenses. We continually strive to be a national leader in the area of student financial literacy and promote educating of students and their parents in financial literacy. In assisting with Purdue affordability by removing financial barriers, DFA allows students to participate in becoming global citizens. We are dedicated to making a positive difference for those we serve. We embrace a culture that treats all students, parents, faculty, and staff with respect, collegiality, and civility.

**Financial Aid Has Three Major Impacts on Student Success:**
- Enables students to access a high quality education.
- Helps recruit and retain academically talented students.
- Supports a superior and diverse student body.

**DFA Welcomes Ted Malone**

Ted Malone joins Purdue as the new Executive Director of Financial Aid. Malone brings a wealth of experience and 24 years of leadership with him. He states, “The opportunity to work at Purdue where financial aid is valued as key both to students’ access to higher education and their success is exciting. The role financial aid and its services play keeps evolving, and I will be working toward strengthening this resource at Purdue.”

**DFA Figures at a Glance**

- **2010-2011 Federal Pell Grants Awarded to Purdue Students**: 7,494
- **2010-2011 Financial Aid Disbursed**: $549.3M
  - Up $26.5M from 2009-2010
- **Overall Average Undergraduate Loan Debt Resident Students**: $24,056
**OUTREACH**

DFA uses outreach events to interact with students and families. They educate students and their parents, as well as Purdue faculty and staff in understanding the financial aid process and program guidelines.

**From July 1, 2010 - July 30, 2011:**

129 **CAMPUS OUTREACH EVENTS**

17,567 **TOTAL ATTENDEES**

**STUDENTS AND FAMILIES**

Presentations on financial literacy and the financial aid process assist in the recruitment and retention of successful students. Some of Purdue’s financial aid outreach events include:

» Paying for Purdue
» FAFSA filing help
» Fall Preview Days appointments

**FACULTY AND STAFF**

Every February, staff in the Financial Aid Office present updates and training during Financial Aid Awareness Month to academic advisors and members of Enrollment Management. Attendees from units range from Admissions, SATS, Bursar, Registrar, PACADA, to Purdue Recruitment Council (PRC). Topics discussed include FAFSA filing and assistance during College Goal Sunday, as well as tips to assist with counseling students on any new financial aid programs from the state or federal government. Additionally, updates are provided quarterly during PRC meetings as available.

**STUDENT SYSTEMS INCREASE STUDENT CONVENIENCE**

The self-service student system, myPurdue Portal, became increasingly user-friendly and useful. Some of the changes that have been made to the portal in the past year directly impacting students include:

» Online upload of three verification documents: independent tax coversheet, dependent tax coversheet, and graduate form.
» Availability to submit the private scholarship reporting form online.
» Help section with screen shots and videos showing students how to:
  - Accept financial aid
  - View important messages
  - Locate financial aid requirements and corresponding documents
  - See their Satisfactory Academic Progress (SAP) status
The Heritage Scholarship Fund was created as a way for individuals within the university to honor a Purdue student, alumnus/a, retiree, employee, or friend. Donations of $5 or more may be made to the fund to pay tribute to those affiliated with the University. The donor can name a specific person to be honored by the contribution on the donation form (accessible online at the link above). The individual being honored by donations may be notified of the gift, though the dollar amount will not be disclosed, if the donor chooses that option. The University established scholarship criteria to reflect its scholarship goals and objectives, specifying contribution to this fund will be awarded as scholarships to Purdue students.

DFA’s Executive Director, Joyce Hall, retired after more than 30 years of service on August 31, 2011. Joyce is the first Purdue retiree to be honored by gifts made to the Heritage Scholarship Fund.

**Student Employment Office**

Student Employment Services brings eligible student employees and employers together for both on- and off-campus employment opportunities. The Job Location and Development (JLD) program makes it happen by matching up Purdue students interested in student employment opportunities with potential employers.
SATS programs assist students in progressive stages of development; and have as their ultimate goals an increased rate of student retention, degree completion, future employment or study, dedicated citizenship, and responsible leadership in the state, nation, and world. Some of these programs start in working with students and their families as early as the 6th grade, while others help support students through the completion of their baccalaureate degrees at Purdue.

**STAR (SUMMER TRANSITION, ADVISING AND REGISTRATION)**

A new, domestic, first-year and transfer students who will enroll in classes for the first time each fall are required to attend the STAR program where they receive academic advisement and register for their courses.

**BOILER GOLD RUSH (BGR)**

Boiler Gold Rush (BGR) is a five-day new student orientation program that takes place one week before classes start each fall and is open to all new first-year and transfer students. The BGR experience is a small group size with peer mentor contact, which enables new students to become better acquainted with Purdue and meet hundreds of fellow new students before classes begin. BGR also has one of the largest university volunteer staffs in the country with more than 500 student leaders who work year-round to prepare for the new class of Boilermakers.

**BGR OutComes STUDENTS WILL:**

» Understand academic expectations and learn how to succeed at Purdue.
» Identify and locate academic and non-academic resources.
» Learn about co-curricular and involvement opportunities.
» Discuss serious topics with students from diverse backgrounds.
» Develop a sense of community.

**LEARNING COMMUNITIES (LCs)**

Learning Communities (LCs) at Purdue University are generally small groups of 20 to 30 first-year students who take some (not all) classes together, live in the same residence hall together, or both. The LC Program is an effort to provide an intentional and connective academic foundation for students that eases their transition to college and supports their pursuit of success by empowering them to maximize the opportunities and resources that surround them. Through intense collaboration with campus faculty and staff, LCs pursue the creation of a cohesive and comprehensive experience for students that engages them actively in the University, demonstrates that learning is not restricted to the confines of the classroom, and plants the seeds of the possibility and responsibility they have in their education.
COMMON READING PROGRAM

The Common Reading Program is in its third year at Purdue University. The goal of the program is to provide a common academic experience for all new students (freshmen and transfers); an experience that sets high expectations for students from the onset of the undergraduate experience. Many faculty use the book in their courses and programs—particularly in first-year seminars and learning communities across the colleges and schools.

The book is provided free of charge to all incoming freshmen and transfer students at STAR over the summer; and students, along with the campus and local community, have the opportunity to hear from the author at a convocation before the start of classes.

FALL 2011
The campus read The Immortal Life of Henrietta Lacks by Rebecca Skloot.

PURDUE PROMISE

Purdue Promise combines four years of financial assistance through grant and work-study funds with academic and personal support for Emerging Urban Leaders, Purdue Opportunity Award, and eligible Twenty-first Century Scholars (TfCS). Using a diverse array of services, Purdue Promise helps its students access Purdue; succeed academically and socially while on campus; and graduate with a strong set of personal, professional and leadership oriented skills for success after college.

Of the 223 Purdue Promise students who entered in fall 2010, 92% were retained, which is significantly higher than non-participating TfCS and other Pell grant recipients from the same income profile. An additional 250 students, 37% of whom are underrepresented minorities, were added to the Purdue Promise scholarship and support program in the fall of 2011.

The Purdue Promise support program includes:
» Orientation programming and learning community opportunities for freshmen.
» Courses focused on achieving success and developing employment and leadership skills.
» Tutoring and study tables.
» Academic progress reviews.
» Mentoring of freshmen by upper-level Purdue students as well as by faculty and staff at Purdue.

SUPPLEMENTAL INSTRUCTION

Purdue launched Supplemental Instruction (SI), a proven form of peer-led academic assistance, for fall 2011. A Task Force identified 11 challenging, high population courses to be supplemented by this form of assistance. 22 high-performing students were then selected and trained to serve as SI Leaders. These students will attend lectures, interact with faculty, develop lesson plans and lead SI sessions outside of class to aid students in these classes.

TWENTY-FIRST CENTURY SCHOLARS (TfCS) SITE

Purdue University is pleased to serve as a site host for a regional office of the Indiana Twenty-first Century Scholars program. TfCS started in 1990 to ensure that every student can afford a college education. Income-eligible 7th and 8th graders who enroll in the program and fulfill a pledge of good citizenship are guaranteed the cost of four years of college tuition at any participating public college or university in Indiana.
NEW PROGRAMS

GRAD TAB
Implementation of the on-line Grad Tab simplifies the graduation process for candidates. By eliminating the manual process, participation cards are no longer lost, inappropriately mailed, application items aren’t in multiple locations, and the time to apply is cut down to approximately two minutes. The Grad Tab is seen on graduating students’ myPurdue account and graduates have 24/7 access during a 6 week time period. The tab enables graduates to:
» Intent to participate
» Request guest tickets
» Order cap and gown
» Update diploma name
» Update hometown for program
» Update diploma mailing address

ENROLLMENT CERTIFICATION
Enrollment Certifications are now available via myPurdue for all current students. Students can view current enrollment certifications, advanced registration certifications, enrollment information on file, student load deferment notifications and proofs of enrollment that the National Student Clearinghouse has provided to health insurers.

PILOT WAITLIST PROJECT
Waitlisting at Purdue takes place when a class has reached its enrollment limit. The waitlist is a functionality which allows students to enroll themselves in a queue (waitlist) for a particular section. The student is then notified if space becomes available in that particular section. The waitlist functionality is applied at the section level only.

The Pilot Waitlist Project was developed to give students the opportunity to get into a full section when a space becomes available. Students understand that getting on the waitlist is not a guarantee of subsequent enrollment in a section and it is up to them once notified that a space has become available, to add the course, if they still want it, or drop it, if they don’t want it anymore. The system is designed to give the student 16 hours from time of notification of an opening to enroll or drop the class section, after the grace period the student is automatically removed from the waitlist.

The project began in the fall of 2011 with 10 courses. The program will continue for the 2012 spring term with an additional set of courses. Evaluations of the program will be made at the end of registration for the 2012 spring term.
BURSAR

The Bursar’s Office undertakes the management of key University financial resources and records, provides guidance towards establishing appropriate fiscal practices, and acts as a central collection point for University receipts.

CUSTOMER INQUIRIES
The figures below on customer inquiries represent a better job in communicating up front as well as working jointly with other offices, particularly other enrollment management offices, like financial aid, to get student issues addressed ahead of time.

DIRECT DEPOSIT
Participation in direct deposit increased from 22,360 enrollees last year, to 33,965 enrollees this year. As a result, direct deposits increased by 9.2%. The benefits to direct deposit; more secure, gets funds to the student faster, and is less costly for the university than printing a check.

STUDENT PAYMENTS
This year all student payments were imaged and funds were transmitted to the bank using remote capture, allowing the university to have earlier use of those funds. These transmittals all occurred within a day’s receipt of the check, even during our busiest periods! Check handling processes would have meant at least one extra day (and probably two) before the check actually hit the bank. In addition, all scholarship checks were imaged using Extender, allowing for electronic record retention.

STUDENT CANCELLATIONS
Student cancellations this year decreased to 377, further securing financial arrangements with 99% of our students as the semester begins. There is difficulty for students to ‘catch up’ once they get behind, therefore being proactive in processing and encouraging students to work through their individual situations in advance, secures a higher percentage of financial commitments to Purdue.

CUSTOMER SERVICE
The efficiency and collaboration with several units across campus has led to a point where the bursar no longer has lines out two doors. Students are waiting 5 minutes, at most, and students can transact business without missing class on their first day.
ENROLLMENT MANAGEMENT ANALYSIS AND REPORTING (EMAR)

The office of Enrollment Management Analysis and Reporting (EMAR) serves two primary purposes for the University. First, EMAR acts as the data operational support for the Office of Admissions tracking the incoming class to project the new student enrollment and providing data support and analysis for Purdue’s recruiting efforts.

Second, the office also serves as the official source of current student data preparing reports and analysis on:
- Enrollment
- Retention rates
- Degrees
- Graduation rates
- Academic achievement
- Short term and ten year enrollment projections

Within this role it also provides analysis and conducts research on enrollment management issues for the Provost’s office and the University at large.

In addition to the standard University reporting and admissions tracking that the office performs each day, between August 1, 2010 and July 31, 2011 the office completed adhoc requests:

<table>
<thead>
<tr>
<th>2010 – 2011</th>
<th>STUDENT DATA</th>
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<tbody>
<tr>
<td><strong>165</strong></td>
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<table>
<thead>
<tr>
<th>2010 – 2011</th>
<th>RECRUITMENT DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>274</strong></td>
<td></td>
</tr>
</tbody>
</table>

RESEARCH & DATA

One of the major research studies the department undertook in 2010-11 was an examination of the factors that impact Purdue’s four-year graduation rate.

**Key Findings:**

1. The average time to degree for Purdue students is 4.27 years. Better academically prepared students, females, non-residents, and students who participate in learning communities all take less time to complete. Attrition in the first two years is still a major impediment; typically 11% of the students do not return for their sophomore year; another 9% will leave prior to their junior year. After that point only 3% of the students will be lost prior to graduation.

2. On average, Purdue requires students to complete 15.84 hours per semester to graduate in four years (assuming the student does not enroll in Summer school). Presently our students on average only attempt 14.86 hours and only earn 14.00 hours per semester.

3. Purdue students earn credits from Purdue courses equivalent to their degree requirements at an average of 126.80 hours per degree. Students who take longer than four years to complete their degree earn an average of 8 additional Purdue credit hours than on-time completers. The additional Purdue course credits are not going towards completing more credentials (a second major, degree, minor, or concentration).

4. Changing degree objective (CODO) behavior is very common on the Purdue campus. 11.3% of new-entry students will change their enrollment college after their first year. CODO students take an additional ½ year to complete their degree and earn an average of 7.5 more Purdue course credit hours over the course of their career.

5. Students who take longer than four years to complete their degree retake twice as many courses on average and are far more likely to repeat a course.
ITEA Student Systems and Competency Center partners with Enrollment Management to remain innovative with essential student systems that support academic progress and success. A major goal of student systems is to continue to make it easy for students to complete business transactions with Purdue by using with myPurdue student portal enabling them to focus on academic and personal development.

Some of these system request improvements for enrollment management include:

» Provide ‘Agree to Terms’ Notice to Students
The ‘Agree to Terms’ notice gives students the opportunity to immediately see a notification on their myPurdue portal. These notifications can range from policy information to new state and federal policies. All Enrollment units are able to utilize the tool to confirm business processes with students that range from citizenship confirmation with the Registrar to tuition payments with the Bursar.

» Graduation Tab - myPurdue Portal
In close collaboration with the Registrar’s Office, the Grad Tab on the myPurdue portal enabled students to complete necessary information for graduation such as sign up for a cap and gown, commencement participation, and guest ticket requests. Prior to the Grad Tab students would need to sign up in person at the Registrar’s Office.

» Admissions Cancellation Tool
A new tool was developed to assist Admissions in the cancellation process for admitted students. The first use of the tool will be in the spring of 2012. Admissions anticipates the tool will be great assistance in helping shape future incoming fall classes.
The Office of Enrollment Management
Schleman Hall of Student Services
475 Stadium Mall Drive
West Lafayette, IN 47907-2050

www.purdue.edu/enrollmentmanagement