Pam Horne
Associate Vice Provost for Enrollment Management and Dean of Admissions

Jacqueline Hills
Senior Assistant Director Enrollment Management Communications

AACRAO SEM
Session ID: 1706

November 12, 2013
11:00 am
PURDUE UNIVERSITY

Large Public
Land Grant

30,000 Undergraduates
9,000 Graduates

10 Colleges and Schools
UNDERGRADUATE STUDENTS

- **ENGINEERING**: 25%
- **HEALTH & HUMAN SCIENCES**: 14%
- **LIBERAL ARTS**: 11%
- **SCIENCE**: 11%
- **TECHNOLOGY**: 9%
- **AGRICULTURE**: 11%
- **LIBERAL ARTS**: 4%
- **EXPLORATORY STUDIES**: 9%
- **MANAGEMENT**: 2%
- **PHARMACY**: 2%
- **EDUCATION**: 1%
- **VETERINARY TECHNOLOGY**: 1%
- **NON-DEGREE**: 1%

- **FEMALE**: 42.8%
- **MALE**: 57.2%

- **RESIDENT**: 57%
- **NON-RESIDENT**: 26%
- **DOMESTIC**: 42.8%
- **INTERNATIONAL**: 17%

- **FEMALE**: 57.2%
- **MALE**: 42.8%
FRESHMAN PROFILE

**MIDDLE 50%**

- **GPA**: 3.5 - 4.0
- **SAT**: 1600 - 1950
- **ACT COMPOSITE**: 24 - 30
- **ACT ENGLISH/WRITING**: 23 - 28
ENROLLMENT MANAGEMENT @ PURDUE

REPORTING OFFICES

- Admissions
- Financial Aid
- Registrar
- Analysis & Reporting

CAMPUS PARTNERS
- Bursar
- Student Systems
- Student Success Programs
BUILDING THE BRAND WITH... 

- How many applications came from California?
- What is the average undergraduate student debt after graduating?
- What is our 1 year retention rate?
- ... compared to 5 years ago?
BUILDING THE BRAND WITH...

PROACTIVE COMMUNICATION
REALITIES IN ENROLLMENT MANAGEMENT

Leadership Turnover

Underestimations

Overestimations
WHAT ARE THE REAL METRICS?

Just a darn minute! – Yesterday you said X equals TWO!
DATA & RESEARCH ACTIVITIES
CONNECT CONSTITUENCIES

LIBERAL ARTS

CENTER FOR CAREER OPPORTUNITIES

ORIENTATION PROGRAMS

HOUSING

INTERNATIONAL STUDENTS AND SCHOLARS

ENGINEERING
FLOW OF COMMUNICATION

FACULTY AND ADVISORS

ACADEMIC & OTHER LEADERSHIP

CLOSE CAMPUS PARTNERS

CORE EM & EMPG
3 PLATFORMS OF COMMUNICATION

WEB

EVENTS

PUBLICATIONS
Welcome to the Office of Enrollment Management

The vision of our office is to provide service, leadership, coordination, assessment, and evaluation for pre-college preparation & outreach, recruitment, transition, and student support activities at Purdue University. Enrollment Management conducts these activities in a collaborative and intentional manner that enhances student access, learning, degree attainment, and post graduate contributions to Purdue, the state, nation and the world.

Be sure to navigate this site to access and request the latest Purdue undergraduate student data including profiles, enrollment, academic performance, retention, and graduation rates. Also, you have the opportunity to learn more about the latest research, publications, and presentations on financial aid, national student data, higher education hot topics, and much more.

In The News
Purdue continues 7-year trend of attracting high-quality students
Neubert, A. (September 2013). Purdue University - West Lafayette.

Common App encourages progress at Purdue
(August 2013) The Exponent.
EVENTS

Welcome
On behalf of the Office of Enrollment Management and Pamela T. Home, Associate Vice Provost for Enrollment Management and Dean of Admissions, we welcome you to the 3rd Annual Strategic Enrollment Management Summit. You are invited for a day of professional development by fellow staff from Admissions, Financial Aid, Registrar, EMAR, Burner, IT/EA, ISS, and Student Success at Purdue.

We’d Like Your Feedback!
A follow-up survey will be emailed to all attendees. Please share your feedback so we can continue to improve the quality and value of this day for you.

Qualities EM Staff Found in a Good Leader...
- Communication
- Trustworthiness
- Honesty
- Integrity

Schedule of Events

Agenda
Enrollment Management Orientation gives an overview of functions of the units, as well as a great opportunity to learn a brief overview of Management across campus.

We are hosting Summer 2013 Enrollments Wednesday, July 24. The orientation is interested in attending, please complete the left-hand sidebar or here.

If you have questions about Orientation, please contact jeplin@purdue.edu.

Online Registration

Presenters

FAQ’s

Purdue University
Office of Enrollment Management

Hello
Orientation
July 24

Spring Enrollment Management Forum
Thursday, April 4
9:15 am
STEVE 310

Welcome
Pamela T. Home
Associate Vice Provost for Enrollment Management and Dean of Admissions

May 2012 Graduate Survey Results

Tim Lutghler
Director, Center for Career Opportunities (CCO)
Claudine Melink
Career Services Consultant, Center for Career Opportunities (CCO)

The Common Application

Mitch Warnick
Director, Admissions

Student Loan Debt

Ted Malone
Executive Director, Division of Financial Aid

Purdue University, Office of Enrollment Management
Shields Hall, 475 Stadium Mall Drive
West Lafayette, IN 47907-2050
TODAY (765) 496-1343
enrollmentmanagement@purdue.edu
ORIENTATION

Enrollment Management Orientation

Enrollment Management Orientation gives new and interested staff the opportunity to hear leadership from Undergraduate Admissions, Financial Aid, Registrar, Enrollment Management Reporting (EMAR), Bursar, International Students and Scholars, and Student Success about functions of their units, as well as collaborations with close campus partners. It is an a great opportunity to learn a brief overview of those units as well as meet new staff in those roles.

Enrollment Management Orientation will be held on Wednesday, July 24, 2013.

Contact Jacqueline Hills at jphills@purdue.edu for more information.

Quick Links:
- Registration – online registration for Orientation
- Orientation Website – discover “all things” about Orientation
- Student Success – where you will learn about the enrollment process
- Bursar – overview of financial aid
- Financial Aid – overview of scholarships
- Registrar – overview of admissions
- International Students and Scholars – overview of immigration
- Office of Undergraduate Admissions

Purdue University, Office of Enrollment Management, West Lafayette, IN 47907-2051 USA
www.purdue.edu/orientation
SUMMIT

JUNE 11 2013
ALL DAY

SUMMIT

3rd Annual Enrollment Management Summit
June 11, 2013
Stewart Center/Union

Mark your calendars for the 3rd Annual Enrollment Management Summit, a day of professional development. Session offerings range from workshop to panel presentations.

Do you have a presentation suggestion for the 3rd Annual Summit? Please forward your presentation ideas by March 1, 2013, to Jacqueline Hills at emspurdue.edu.

Contact Jacqueline Hills at emspurdue.edu.

Purdue University, Office of Enrollment Management, Stokes Hall, 475
West Lafayette, INDIANA 47907

Office of Enrollment Management

PRESENTATIONS

3rd Annual Enrollment Management Summit
Welcome to the home of the 3rd Annual Enrollment Management Summit!

Thank you for attending the 3rd Annual Enrollment Management Summit. A follow up survey was sent out on June 11 to all attendees. If you attended the event and did not receive the survey, please contact Jacqueline Hills at emspurdue.edu.

If you are interested in downloading the Leadership Toolbox, click here.

Presenters are providing their PowerPoint presentations as PDFs for Summit attendees. As no presentations are recorded, they will be posted on the site. Stay tuned.

Any feedback on the 3rd Annual Enrollment Management Summit or suggestions for the next Summit, please contact Jacqueline Hills at emspurdue.edu.

Purdue University, West Lafayette, IN 47907-1010

Office of Enrollment Management

We'd Like Your Feedback!

A follow-up survey will be emailed to all attendees. Please share feedback so we can continue to improve the quality and value of this day for you!

WELCOME!

Office of Enrollment Management

At Purdue University, Office of Enrollment Management, we are committed to providing excellence in enrollment management and related services. Our mission is to support the university's strategic goals by maximizing enrollment, ensuring student success, and promoting diversity and inclusion.

We'd Like Your Feedback!

Qualities EM Staff Found in a Good Leader...

Communication, Honesty, Integrity, Example, Respect, Trustworthy, Delegation, Trusting, Empathy, Listening, Example, Sense, Human, Example, HUMOR, EMPOWERABLE, LEARNABLE...
DEFaulT RATE

Definition: The cohort default rate is the percentage of borrowers who enter repayment in a fiscal year and default by the end of the next fiscal year. The Department of Education issues default rates according to the fiscal year that borrowers entered repayment.

PURDUE DEFAULT RATE

From the Purdue-West Lafayette 2010 cohort, 5,120 students entered repayment status. Of those 5,120 students, 164 had defaulted on their student loan payment by 2012, leaving the cohort with a 3.2% default rate (see chart 4).

# of borrowers who defaulted in 2010 cohort
164

= 3.2%

5120

# of borrowers who enter repayment in 2010 cohort

74.4% never graduated

WHO IS DEFAULTING?

Data show that an overwhelming number of Purdue students who defaulted on their student loans did not earn a degree from Purdue. Of the 164 students who defaulted on their loans within the two year window, 122 (74.4%) withdrew enrollment without graduating (see chart 5).
NEWSLETTERS

SUCCESS OF HIGH MERIT AID STUDENTS

Both retention and graduation rates of merit aid recipients are higher than the overall undergraduate student populations' retention and graduation rates at the University. These student success indicators have also increased over the last five years for merit aid recipients.

For the students receiving Presidential and Trustee scholarships, entering between fall 2008 and fall 2011, the one-year retention rate of these students has increased 1.5 percentage points. Purdue is also retaining these high merit aid students in their 2nd year of enrollment at an even higher rate of increase, 5.1 percentage points from fall 2008 to fall 2010.

When compared to the overall university one-year retention rate for the fall 2011 cohort (90.6%), the one-year retention rate for the Presidential and Trustee scholarship recipients (96.2%) which is 5.6 percentage points higher. The two-year retention rate for the fall 2010 scholarship recipients (95.9%) is 12.1 percentage points higher than the overall university two-year retention rate (83.7%).

Students receiving a Presidential or Trustee scholarship in fall 2008 graduated in four years at a rate of 86.4%, compared to the overall university 4-year graduation rate of 65.7%, amounting to a 20.7 percentage point higher rate of four-year graduation for our merit aid recipients.

PURODE DEFAULT RATE

In 2012, 10,120 students exited repayment status. Of those 310 students, 164 had default on their student loan payments in 2012, leaving the cohort with 5.2% default rate (see chart 4).

WHO IS DEFAULTING?

Data show an overwhelming number of Purdue students who defaulted on their student loans did not earn a degree from Purdue. Of the 164 students who defaulted on their loans within the two year window, 322 (74.4%) withdrew enrollment without graduating (see chart 5).

GEOGRAPHIC MAPPING OF APPLICANT, ADMIT AND ENROLLED STUDENTS

This newsletter examines the distribution of fall 2012 applicants, admits and enrolled students by new beginners and overall undergraduate enrollment.

For questions, comments and suggestions please contact: enrollmentmanagement@purdue.edu

FALL 2012 NEW BEGINNER: RESIDENT APPLICATIONS BY COUNTY

Over 9,000 new resident students applied for admissions at Purdue – West Lafayette for the fall 2012 semester. The top 5 Indiana counties for applications are Marion (1,017), Hamilton (593), Lake (830), Tippecanoe (642), and Saint Joseph (474) (see Figure 1). Among students from other states the highest number of applicants came from Illinois (1,323), California (1,177), Ohio (1,177), and Michigan (604).

Figure 1: Applications by Indiana County
CREATING A DEMAND

DID YOU READ MY TECHNICAL RECOMMENDATION?
NO. IT'S TOO LONG AND COMPLICATED.

HOW DO YOU PLAN TO MAKE A DECISION WITHOUT READING IT?
I'LL USE MY GUT.

IT'S PROBABLY A GOOD IDEA TO KEEP YOUR BRAIN OUT OF THIS.
QUIET! IT'S SAYING SOMETHING.

Dilbert.com DilbertCartoons@gmail.com

CREATING A DEMAND
VALID DATA
ERRORS = CREDIBILITY IN QUESTION = LOSS OF TRUST
USEFUL DATA
BY ACADEMIC COLLEGE

DEGREES BY COLLEGE

The most recent academic year degree awards indicate that the College of Engineering awards the largest number of degrees at Purdue-West Lafayette with 2,070 degrees awarded in 2013. Health and Human Sciences is second with 1,444 degrees and Management is third with 1,391. Engineering awards the most degrees at every degree level except certificates the breakdown does otherwise vary by degree type. Krannert overwhelming awards the largest number of graduates at Purdue (294) with no one else awarding more than 34. Engineering awards the largest number of graduates (1,355), followed closely by Health and Human Sciences (1,296), with Liberal Arts a third most (1,054). Engineering also awards the most Masters (491), followed by Management (222) with everyone else awarding less than 200 Master’s degrees. Finally, Engineering awards Doctorate degrees (222) followed by Science (150), Agriculture (78) and Liberal Arts (73) and Veterinary Medicine (63) offer the majority of Purdue’s professional degrees, awarded in Liberal Arts and Health and Human Sciences are classified with the other Degrees.

Chart 5. 2012-13 Degree by academic college by type

<table>
<thead>
<tr>
<th>COLLEGE / SCHOOL</th>
<th>ASSOCIATES</th>
<th>CERTIFICATES</th>
<th>BACHELORS</th>
<th>PROFESSIONAL</th>
<th>MASTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>28</td>
<td>607</td>
<td>132</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>212</td>
<td>85</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engineering</td>
<td>2</td>
<td>1355</td>
<td>491</td>
<td>222</td>
<td></td>
</tr>
<tr>
<td>Health and Human Sciences</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Useful Data

#### Overall

<table>
<thead>
<tr>
<th>Degree Level</th>
<th>Spring 2013 Degrees</th>
<th>Spring 2013 Earners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Degree</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>4671</td>
<td>4269</td>
</tr>
<tr>
<td>Master's Degree</td>
<td>792</td>
<td>792</td>
</tr>
<tr>
<td>Doctorate Degree</td>
<td>214</td>
<td>214</td>
</tr>
</tbody>
</table>

### Purdue Default Rate

From the Purdue-West Lafayette 2010 cohort, 5,120 students entered repayment status. Of those 5,120 students, 164 had defaulted on their student loan payment by 2012, leaving the cohort with a 3.2% default rate (see chart 4).
USEFUL DATA

BENCHMARKING

PURDUE IN COMPARISON

Compared to the national average Purdue students fare well in their default rate on their loans. The 2012 national average default rate for public four-year institutions is 6.0% or nearly double the 3.2% rate of Purdue-West Lafayette students (see chart 6).

PEER INSTITUTIONS

123 BIG TEN DEGREES
AVERAGE CREDITS

122 AAU DEGREES AVERAGE CREDITS
USEFUL DATA
CAMPUS INITIATIVES

CORRELATION BETWEEN 1-YEAR RETENTION AND GRADUATION RATES

One-year retention rates and graduation rates are highly related because the majority of attention from Purdue occurs during the first two years of enrollment. The most recent year graduation rates have been on a decline, but this was anticipated due to one-year retention rates for those same cohorts (2008, 2009, 2010) demonstrated an decline (chart 4: green and orange line). With the recent historical highs in Purdue’s retention rates, we predict the graduation rates will increase as well. This can already be seen in the recent increases of the four-year graduation rates (chart 4: blue line).

For questions, comments and suggestions please contact: enrollmentmanagement@purdue.edu
**USEFUL DATA**

**STATE INITIATIVES**

Welcome to the first Enrollment Management Monthly Newsletter! Each month the EM newsletter will showcase the latest research on financial aid, national student data, higher education hot topics, and much more.

For questions, comments, and suggestions please contact: enrollmentmanagement@purdue.edu

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### LATEST FROM THE STATE HOUSE

On March 16, 2011, Governor Mitch Daniels signed the House Enrolled Act 1220 that will limit the number of credit hours for bachelor and associate degrees. The new act allows the credit hours required to 120 for a bachelor’s degree and 60 for an associate’s degree. The HEA 1220 will take effect on a phased implementation basis as of 2013. The exception process for HEA 1220 is available on the Indiana Commission for Higher Education website. This newsletter provides context and a description of the current state at Purdue in relation to the new law. The Office of the Provost is working closely with the academic Deans and Associate Deans to review all of Purdue’s undergraduate programs and prepare documentation for exceptions as appropriate.

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### CLOSER LOOK AT PURDUE CREDIT HOURS

What are the current credit hour requirements for Purdue students to complete a baccalaureate degree, and how well are the students meeting these requirements to complete in four years?

The average number of credit hours currently required to graduate from Purdue University across all undergraduate degree programs is 126.71 (see table 1), or approximately 16 credit hours per semester over a 4-year (8 semester) time frame. If a student does not enroll in summer hours or earn credit from other sources (AP, dual enrollment, transfer credit), the credit hour requirements across all of the academic schools remain similar, ranging from a low of 124.06 hours in Science to a high of 126.93 hours in Education.

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### PEER INSTITUTIONS

<table>
<thead>
<tr>
<th>BIG TEN UNIVERSITIES</th>
<th>AAU RESEARCH INSTITUTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>123</td>
<td>122</td>
</tr>
</tbody>
</table>

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**Table 1:** Credits required for completion

<table>
<thead>
<tr>
<th>Academic School</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Agriculture</td>
<td>124.58</td>
</tr>
<tr>
<td>College of Consumer and Family Science</td>
<td>123.00</td>
</tr>
<tr>
<td>College of Education</td>
<td>123.47</td>
</tr>
<tr>
<td>College of Engineering</td>
<td>125.00</td>
</tr>
<tr>
<td>College of Liberal Arts</td>
<td>124.06</td>
</tr>
<tr>
<td>College of Science</td>
<td>124.58</td>
</tr>
<tr>
<td>College of Technology</td>
<td>124.58</td>
</tr>
<tr>
<td>College of Veterinary Medicine</td>
<td>123.00</td>
</tr>
<tr>
<td>Veterinary Technology</td>
<td>124.58</td>
</tr>
</tbody>
</table>

This newsletter provides context and a description of the current state at Purdue West Lafayette in relation to the new law. The Office of the Provost is working closely with the academic Deans and Associate Deans to review all of Purdue’s undergraduate programs and prepare documentation for exceptions as appropriate.
DIGESTABLE

First-Time Full-Time New Beginners West Lafayette*

<table>
<thead>
<tr>
<th>Year</th>
<th>Entered</th>
<th>1-Year</th>
<th>2-Year</th>
<th>4-Year</th>
<th>5-Year</th>
<th>6-Year</th>
<th>Cumulative Graduation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>6,666</td>
<td>82.9%</td>
<td>73.2%</td>
<td>34.7%</td>
<td>60.6%</td>
<td>66.2%</td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td>6,836</td>
<td>84.7%</td>
<td>76.2%</td>
<td>35.6%</td>
<td>62.3%</td>
<td>68.0%</td>
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<tr>
<td>2000</td>
<td>6,321</td>
<td>86.7%</td>
<td>78.4%</td>
<td>40.2%</td>
<td>66.5%</td>
<td>71.4%</td>
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<tr>
<td>2001</td>
<td>6,482</td>
<td>85.1%</td>
<td>77.6%</td>
<td>39.6%</td>
<td>65.4%</td>
<td>71.1%</td>
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<tr>
<td>2002</td>
<td>6,223</td>
<td>86.5%</td>
<td>76.7%</td>
<td>46.5%</td>
<td>67.1%</td>
<td>72.5%</td>
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<td>2003</td>
<td>6,323</td>
<td>86.8%</td>
<td>77.7%</td>
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<td>2004</td>
<td>6,811</td>
<td>85.3%</td>
<td>76.7%</td>
<td>40.3%</td>
<td>64.5%</td>
<td>69.7%</td>
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<tr>
<td>2005</td>
<td>7,056</td>
<td>84.3%</td>
<td>76.0%</td>
<td>39.2%</td>
<td>63.4%</td>
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<tr>
<td>2006</td>
<td>7,322</td>
<td>85.0%</td>
<td>77.7%</td>
<td>40.3%</td>
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<tr>
<td>2007</td>
<td>6,700</td>
<td>86.5%</td>
<td>77.2%</td>
<td>42.4%</td>
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<td>70.7%</td>
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<tr>
<td>2008</td>
<td>6,929</td>
<td>87.3%</td>
<td>80.0%</td>
<td>46.7%</td>
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<td>2009</td>
<td>6,166</td>
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<tr>
<td>2010</td>
<td>6,353</td>
<td>90.2%</td>
<td>83.7%</td>
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<td>2011</td>
<td>6,660</td>
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<td>84.3%</td>
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<tr>
<td>2012</td>
<td>6,329</td>
<td>91.0%</td>
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</table>

* Will not match IPEDS GR5 data because Statewide Technology Students not included.

FOUR-YEAR GRADUATION RATES

There is variation in Purdue’s four-year graduation rates by college, ranging from a low of 21.5% in Pharmacy to a high of 68.8% in Veterinary Technology (see chart 4). Exploratory Studies (all students) and Pharmacy (most students) by the nature of their programs necessitate CODO for a four-year degree completion. Among the other academic colleges, Science has the lowest four-year rate for graduating students in the entry college at 28.7%, followed by Engineering at 36.3%. Veterinary Technology has the largest percentage graduating from their entry college at 68.8% followed by Health and Human Sciences at 54.5%.

Chart 4. Four-Year Graduation by Entry and CODO College

<table>
<thead>
<tr>
<th>College</th>
<th>AG</th>
<th>HHS</th>
<th>EDU</th>
<th>ENGR</th>
<th>CLA</th>
<th>PHARM</th>
<th>SCI</th>
<th>TECH</th>
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AACRAO SEM 2013 - Chicago
@empam @PurdueJHills #AACRAO
Session ID: 1706
West Lafayette Enrollment Summary
Semester: Fall 2013

Total Fall 2013 Enrollment: 38,788

Students By Classification
- 01 & 02 Freshmen: 7,117
- 03 & 04 Sophomore: 6,821
- 05 & 06 Junior: 6,021
- 07 & 08 Senior: 8,657
- Nondegree: 224
- Undergraduate: 29,440
- Professional: 841
- Graduate: 8,407
- Grand Total: 38,788

Enrollment Status
- Undergraduate
  - Part-Time: 1,023
  - Full-Time: 28,417
- Professional
  - Full-Time: 938
  - Part-Time: 3
- Graduate
  - Part-Time: 2,549
  - Full-Time: 5,658
- Grand Total: 38,788

Students By Gender
- Undergraduate
  - MEN: 18,843
  - WOMEN: 12,597
  - Total: 29,440
- Professional
  - MEN: 285
  - WOMEN: 658
  - Total: 941
- Graduate
  - MEN: 5,277
  - WOMEN: 3,130
  - Total: 8,407
- Grand Total: 38,788

Total MEN: 22,405
Total WOMEN: 16,383

Resident Status
- Undergraduate
  - Resident: 16,751
  - Non-Resident: 12,689
  - Total Undergraduate: 29,440
- Professional
  - Non-Resident: 366
  - Resident: 635
  - Total Professional: 941
- Graduate
  - Non-Resident: 6,791
  - Resident: 1,816
  - Total Graduate: 8,407
- Grand Total: 19,002
  - Total Resident: 19,786
  - Total Non-Resident: 2,220

55.0% Resident
29.5% Domestic Non-Resident
15.6% International
56.4%
POLICY CHANGES

COURSE REPEAT

Math 101
Math 101
\(\text{Math} \times 01\)

DROP
WITHDRAWL
FAIL

0%

SIGNALS

Academic Dismissal
LOOKING FORWARD...
QUESTIONS?

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