UNDERGRADUATE ADMISSIONS RECRUITMENT

The recruitment of undergraduate students to Purdue involves a variety of activities. This newsletter examines the different efforts and yield rates associated with undergraduate recruitment.

UNDERGRADUATE RECRUITMENT

One of the key responsibilities of the Office of Admissions is to administer a coordinated undergraduate recruitment effort. Undergraduate recruitment is a university-wide effort in which Admissions partners with academic colleges, schools, and various student service departments to effectively engage and communicate with college-seeking students, their families and school counselors.

During the 2012-2013 recruitment cycle, the Office of Admissions participated in 867 college fairs, visited 786 high schools and hosted 54 Preview Purdue’s (off-campus receptions). Over the course of a year, the Admissions website remains the most accessed source of information with over 2 million visits. Admissions also sent more than 1.7 million emails and 650,000 publications during the last recruitment cycle.

Undergraduate recruiting efforts yielded over 38,000 on-campus guests, including students, parents/family and high school counselors.
UNDERGRADUATE ACTIVITIES BY STATE

Undergraduate recruitment activities consist of high school visits, receptions and college fairs. During the last full recruitment cycle (2012-2013), the Office of Admissions participated in recruitment activities in 44 states. (See Chart 1)

The greatest volume of activity occurred in key states and regions, including those where Purdue representatives are located - Indiana, Illinois, Texas, Georgia, California, and New England. Regional representatives are 9-month full time Admissions staff, except for the Indiana representative in Indianapolis who works year-round.

YIELD RATES FOR STUDENTS WHO VISIT

The Office of Admissions coordinates admitted student programs tailored for specific audiences, as seen in program descriptions to the left. Golden Honors Day leads the yield rates with 73.4%, followed by Purdue’s For Me at 66.7% and Destination Purdue at 60.4% (See Chart 2).

Chart 1. 2012-2013 Undergraduate Admissions Recruitment Activities by state

Chart 2. Yield Rates for Purdue Admitted Student Programs
International Undergraduate Recruitment

International Students and Scholars (ISS) coordinates international undergraduate recruitment efforts. During the 2012-2013 recruitment cycle, four Purdue staff traveled to 45 different cities, encompassing 4 regions.

Chart 3. International Undergraduate Recruitment Activities by Region

Increased Recruitment Efforts in India

International Students and Scholars increased recruitment in India in effort to foster a stable pipeline, during the last full recruitment cycle 2012-2013. Of the 19 activities in Asia displayed in chart 3, 10 of those activities were in India. One of the first steps was building a partnership with KIC UnivAssist for general undergraduate student recruitment and an India counselor tour. KIC UnivAssist assisted in setting up site visits and led coordinated efforts with Purdue staff to hold individual appointments with admitted Indian students. In fall 2013, Purdue enrolled 170 new beginning students from India, an increase of 22 students from fall 2012. The increase quadrupled from the previous fall to fall (2011-2012) as seen below in chart 4.

Chart 4. New Beginner Enrollment of students from India