

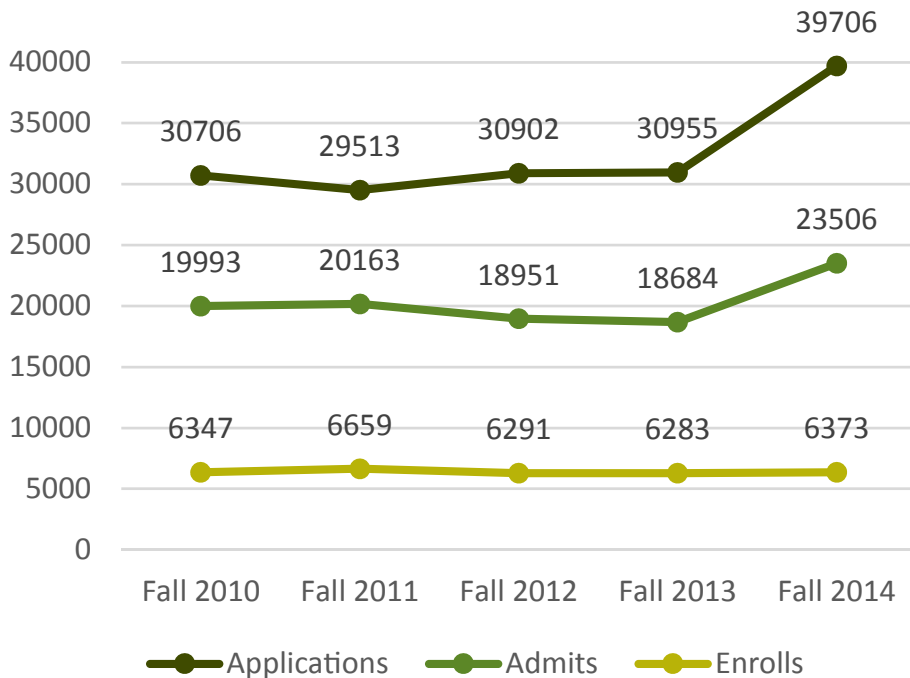
# THE IMPACT OF THE COMMON APPLICATION & PURDUE REGIONAL REPRESENTATIVES

Over the past few years, the undergraduate recruitment and enrollment landscape at Purdue has evolved. Notably, regional representatives now support Purdue recruitment and outreach in Indianapolis, Chicago, California, Texas, Georgia, New York, Maryland, Massachusetts, Virginia and Washington D.C. Also, moving to the Common Application beginning

with the 2014 enrollment cycle has contributed to differences in applicant volume and behavior. In this month's newsletter, we examine the resulting impact through application, admission and enrollment trends.

For questions, comments, and suggestions, please contact: [enrollmentmanagement@purdue.edu](mailto:enrollmentmanagement@purdue.edu).

## APPLICANTS, ADMITS, ENROLLED STUDENTS — 5-YEAR TREND



From 2010 to 2013, the enrollment funnel – the number of students who move from inquiry to applicant and from admitted to enrolled students – was reasonably predictable. By carefully monitoring applications and admitted students within each college (often down to the specific major), Admissions could use historical data to accurately project admitted student yield to meet overall and college-specific enrollment goals.

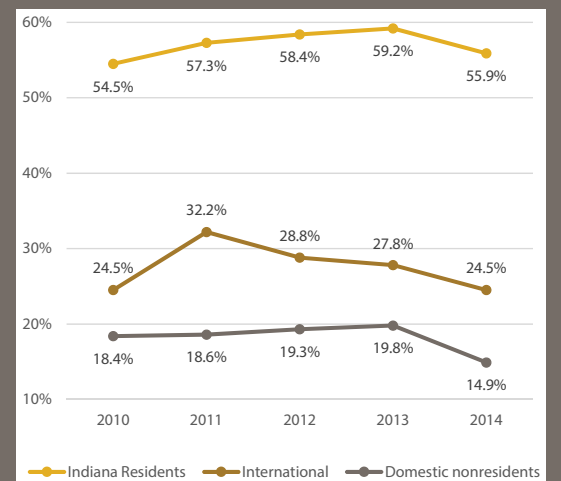
In 2014, all that changed – Purdue became a Common Application school and application volume increased 28 percent. Educated guesswork and consultation with peer Common App institutions helped the University stay on target for 2014 enrollment.

Now, in the second year with the Common App, historical data will again help Purdue achieve 2015 enrollment goals.

### CHANGING YIELD RATES

Other changes with the Common App include dropping yield rates – the percentage of admitted students who enroll at Purdue. With the Common App, it's easier for students to apply to multiple institutions, giving them more options to consider and making recruitment more challenging.

For example, in the 2012 enrollment year the University needed to admit five domestic nonresident students to yield one. As a Common App school, that has increased to seven domestic nonresident admits for one enrolled student.



# KEEPING PACE WITH SHIFTING DEMOGRAPHICS

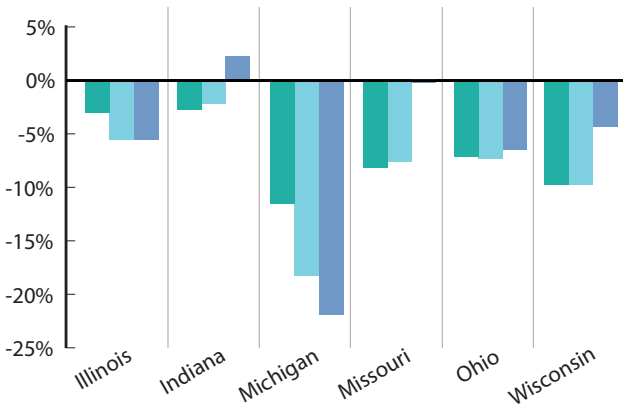
Nationally, the demographic makeup of high school graduates is shifting. Between 2008 and 2020, the overall number of high school graduates in the U.S. is projected to decrease by 2 percent. However, regionally and state-by-state, the projections vary a great deal.

For example, in the Midwest – where Purdue traditionally attracts the majority of its domestic nonresident undergraduates – the high school graduate population is expected to drop 8 percent over this two-decade span. In addition, up until 2012 Purdue could count on Illinois, Ohio and Michigan to be the top three nonresident enrolling states. However, the high school graduate populations in these states are expected to decrease 6, 7 and 19 percent respectively.

Recognizing the upcoming population shift, beginning in 2011 the Office of Admissions identified several strategic locations to hire additional regional representatives, beyond the representative already in Chicago. With staff living and working within their own regions, Purdue is able to be more proactive with recruitment and outreach programming and more responsive to requests and opportunities to support area high schools, their students and families as well as community organizations.

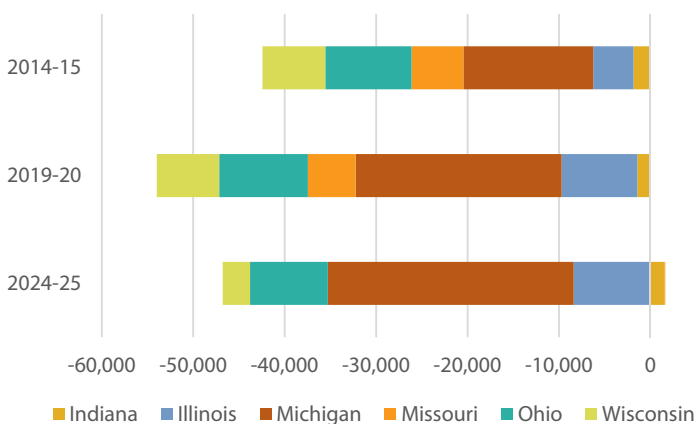
The results have been very successful, with increasing enrollments in nearly all of the states where regional representatives are located and expanding community connections in Indianapolis and Chicago – cities where local representation is essential.

## CHANGE IN PROJECTED HIGH SCHOOL GRADUATES\* IN MIDWEST STATES



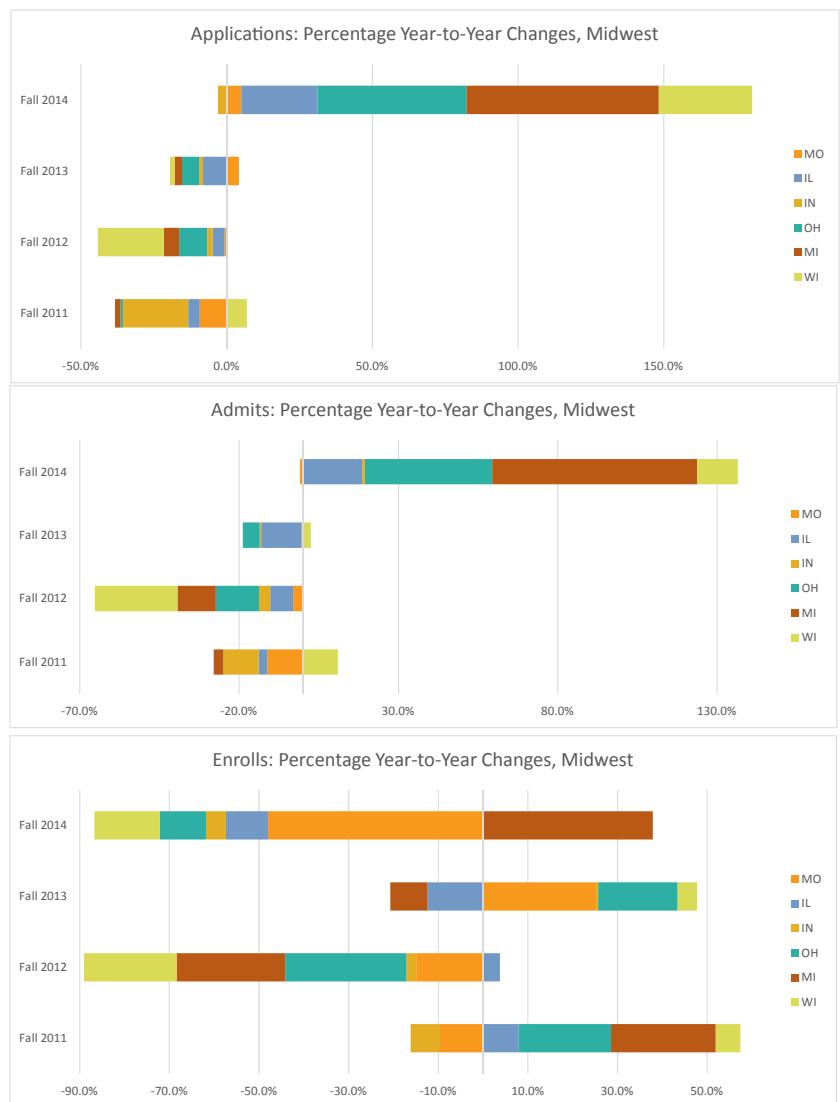
Source: *WICHE Projections* \*(relative to 2008-09)

## STATES' CONTRIBUTION TO THE MIDWEST'S CHANGE IN HIGH SCHOOL GRADUATES\*



Source: *WICHE Projections* \*(relative to 2008-09)

## APPLICATIONS, ADMITS, ENROLLS IN MIDWEST STATES

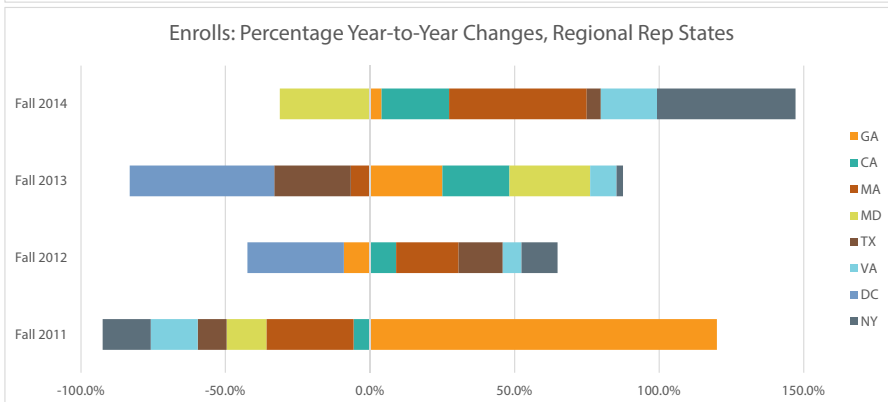
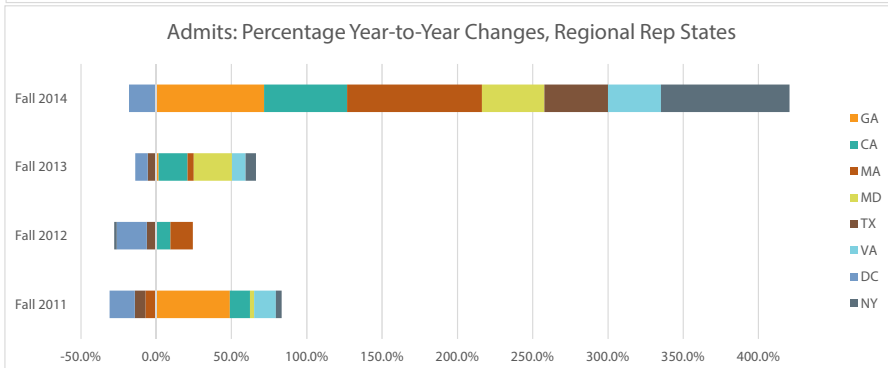
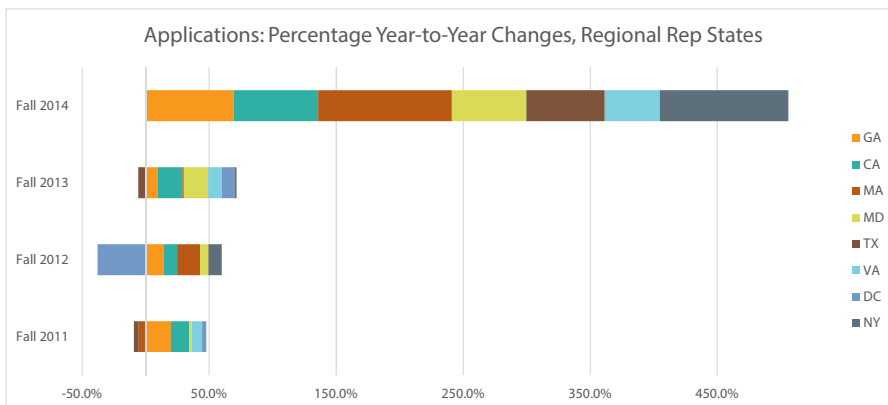


## REGIONAL REPRESENTATIVES AT WORK

Through purposeful connections with local high schools, students, parents and community organizations, Purdue regional representatives are helping to keep Purdue top of mind in the Midwest and across the country.

Examples of their local recruitment and outreach activities:

- Student interview and application workshops
- Parent college prep nights
- School counselor workshops and receptions
- Prospective and admitted student receptions
- Student and family events at high-profile locations such as NASA, Bowen Engineering and Frito Lay
- Coordination of partnerships with community youth organizations and sponsorship of related events, such as the Indianapolis Center for Leadership Development
- Coordination of local college fairs with regional representatives from other universities



## REGIONAL REP LOCATIONS

- San Francisco, CA
- Los Angeles, CA
- Dallas, TX
- Chicago, IL (Two representatives)
- Indianapolis, IN
- Atlanta, GA
- Washington, DC
- New York City, NY
- Boston, MA