

# *2021 FRESHMAN CLASS PROJECTIONS*

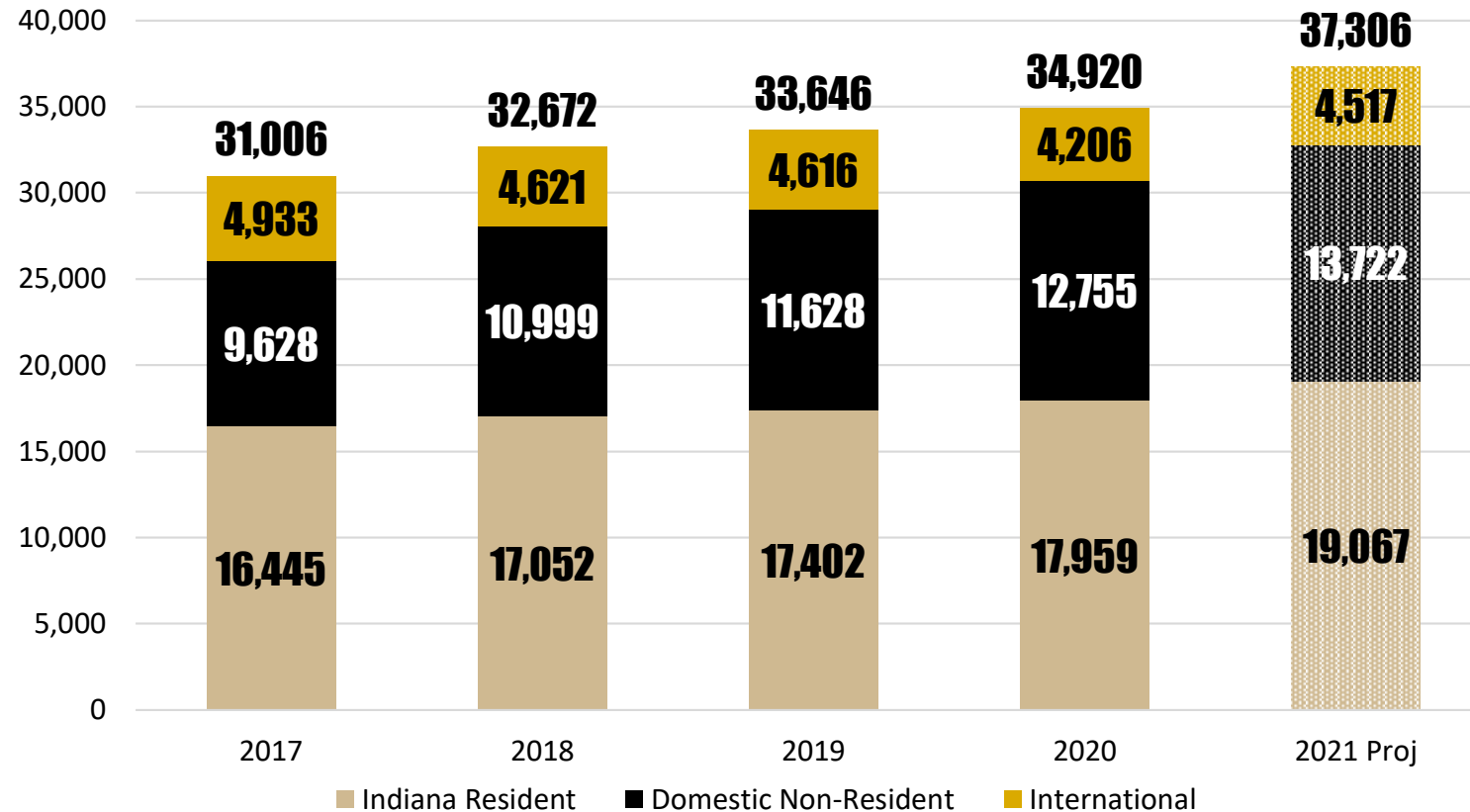
Kristina Wong Davis and Mitch Warren



Office of Enrollment Management

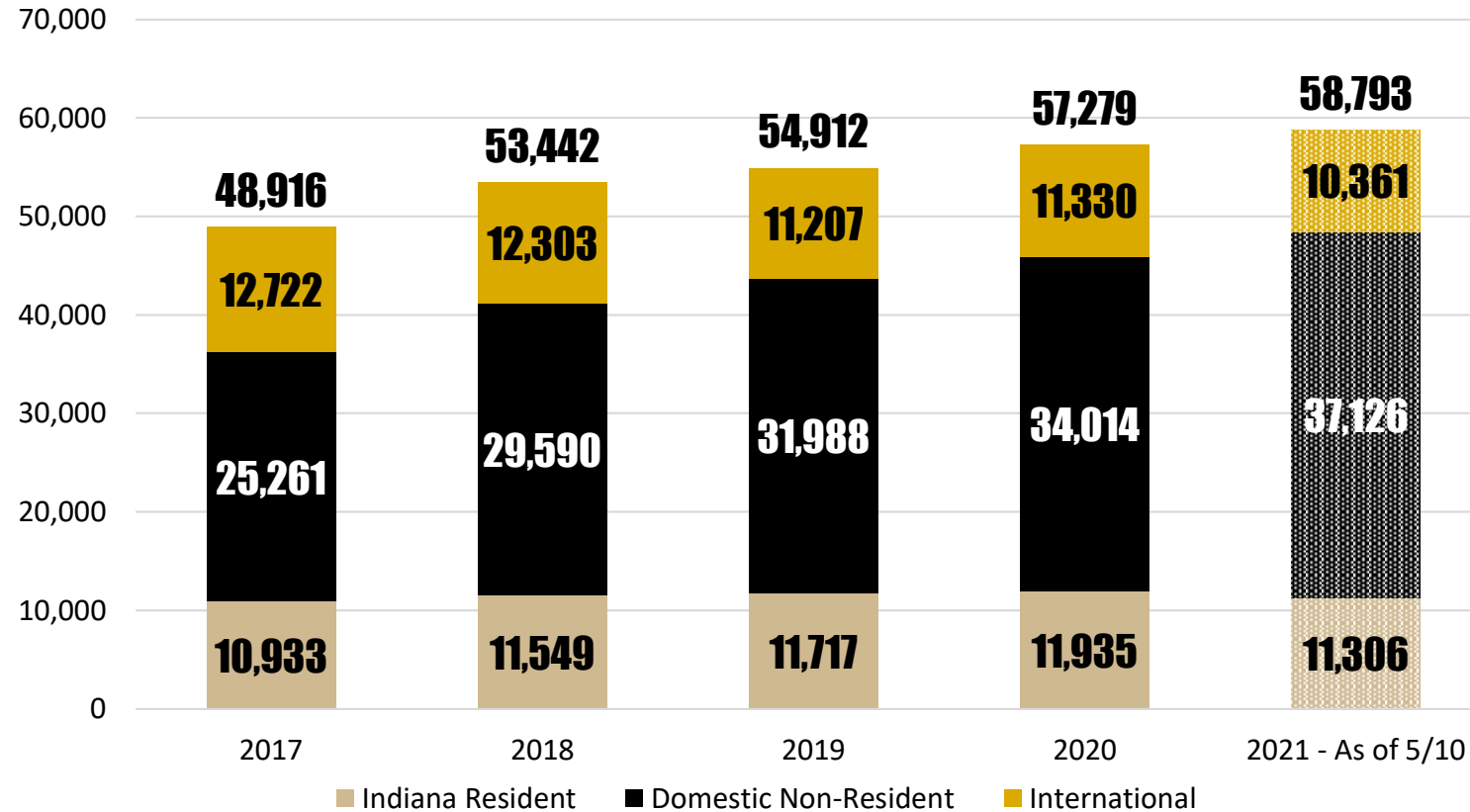
# Undergraduate Enrollment

## West Lafayette - Fall 2021 Undergraduate Enrollment Projection



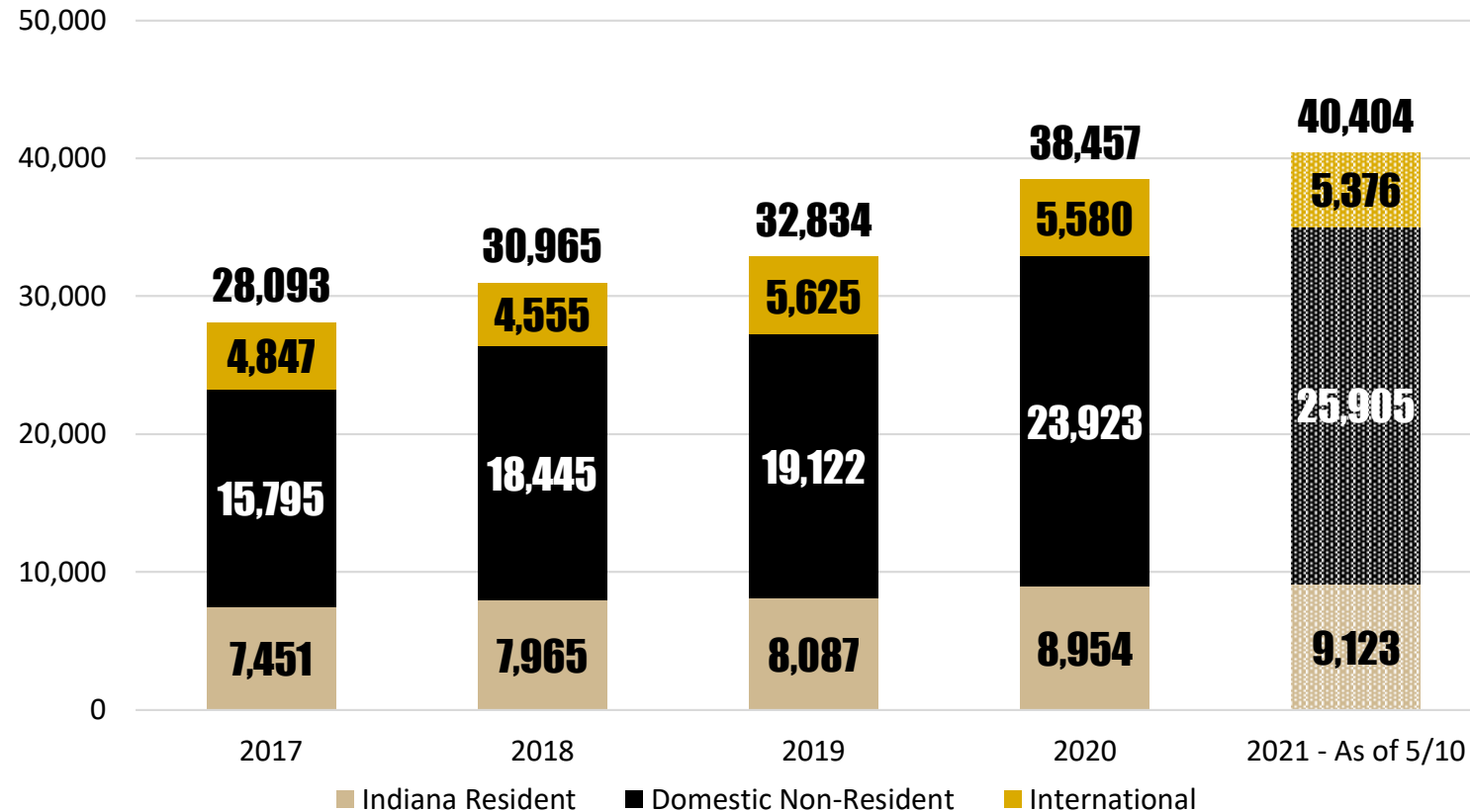
# Freshman Beginner Applications

## West Lafayette - 2021 to Date



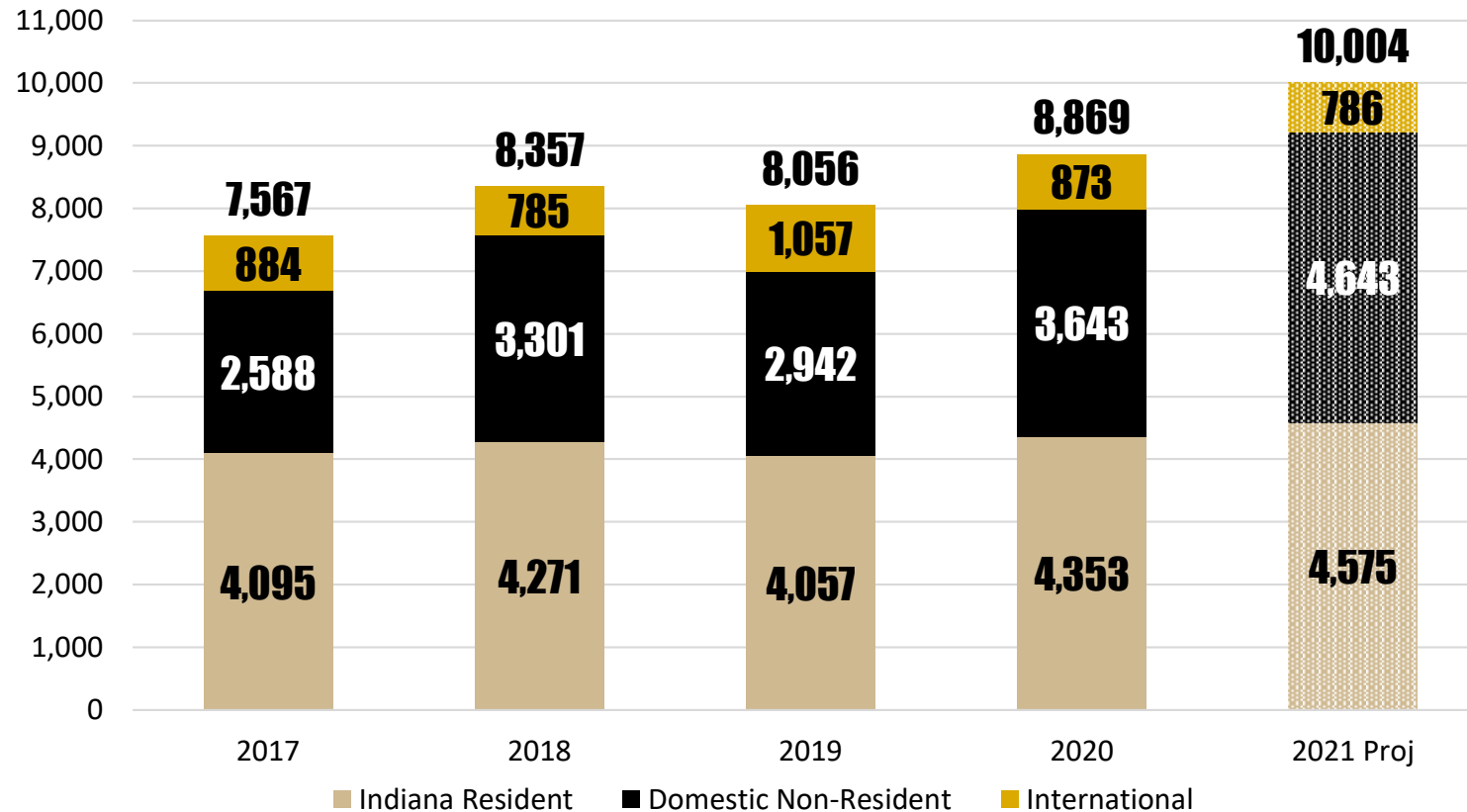
# Freshman Beginner Admissions

## West Lafayette - 2021 to Date



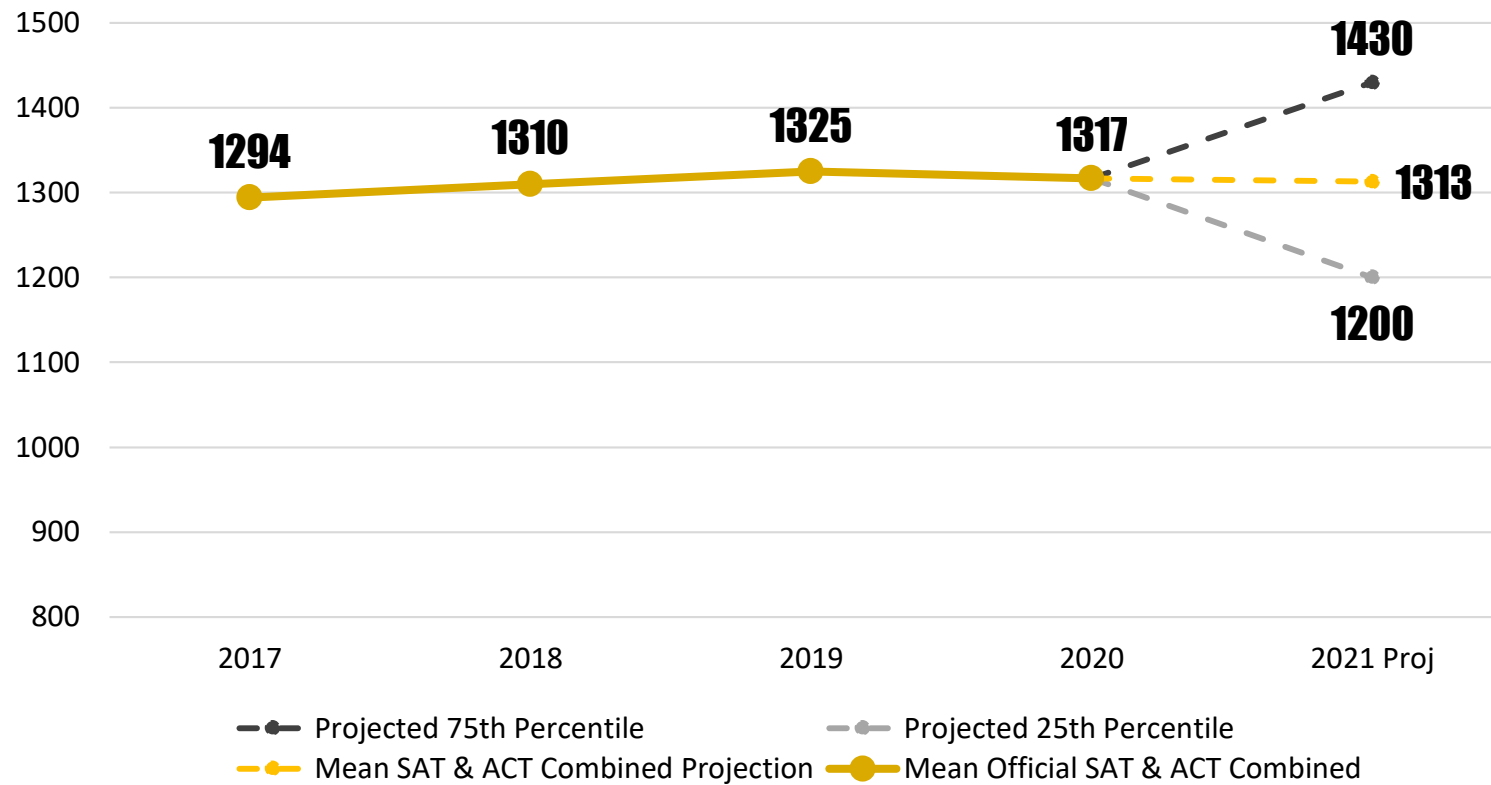
# Freshman Beginner Enrollment

## West Lafayette - Projected Enrollment for Summer & Fall 2021



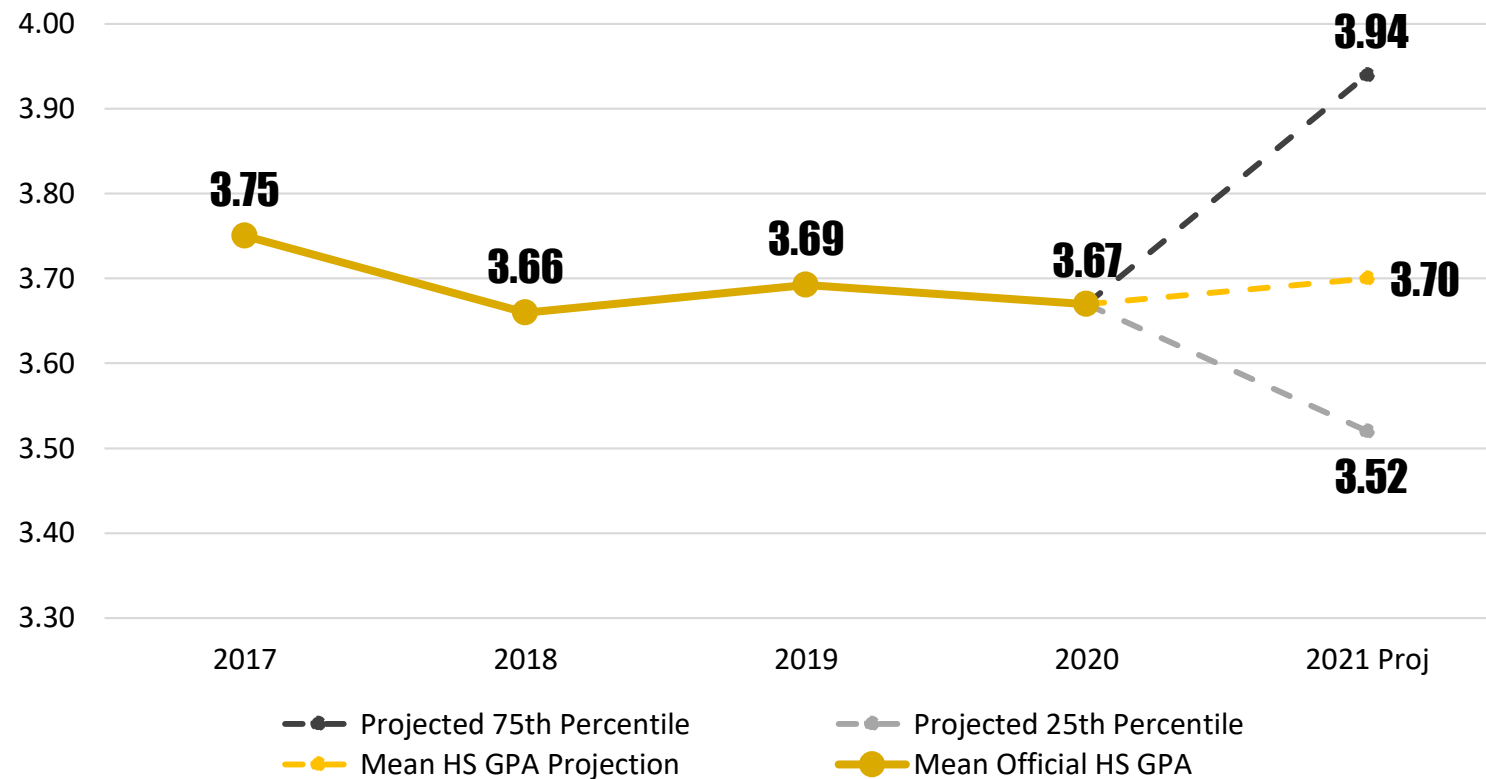
# SAT & ACT Combined

## West Lafayette - New Beginner Average SAT & ACT Combined



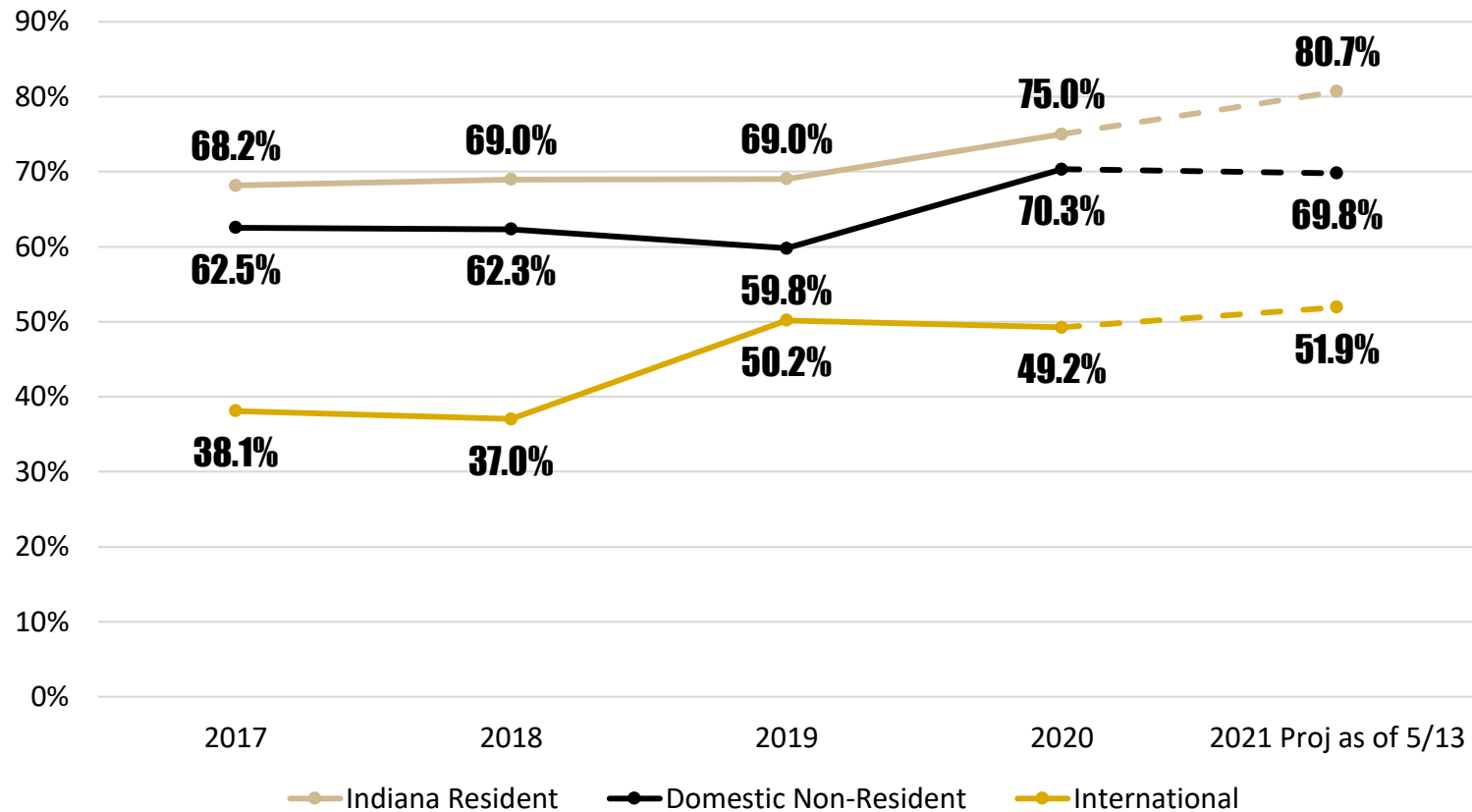
# High School GPA

## West Lafayette - New Beginner Average High School GPA



# Selectivity- Admissions/Applications

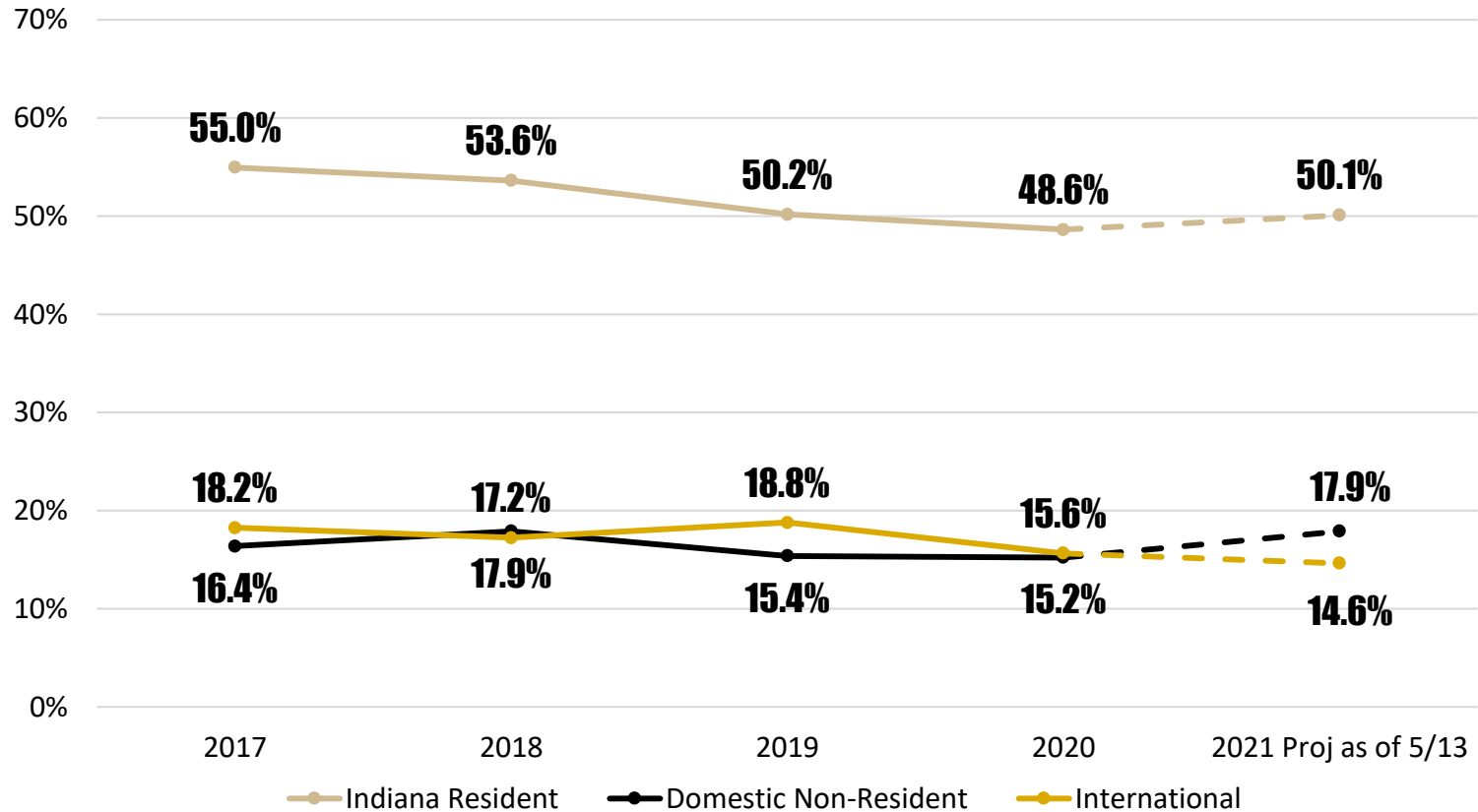
West Lafayette - Year-to-Date Overall Selectivity of 68.7%





# Yield - Enrolled/Admissions

West Lafayette - Projected Overall Yield of 24.8%



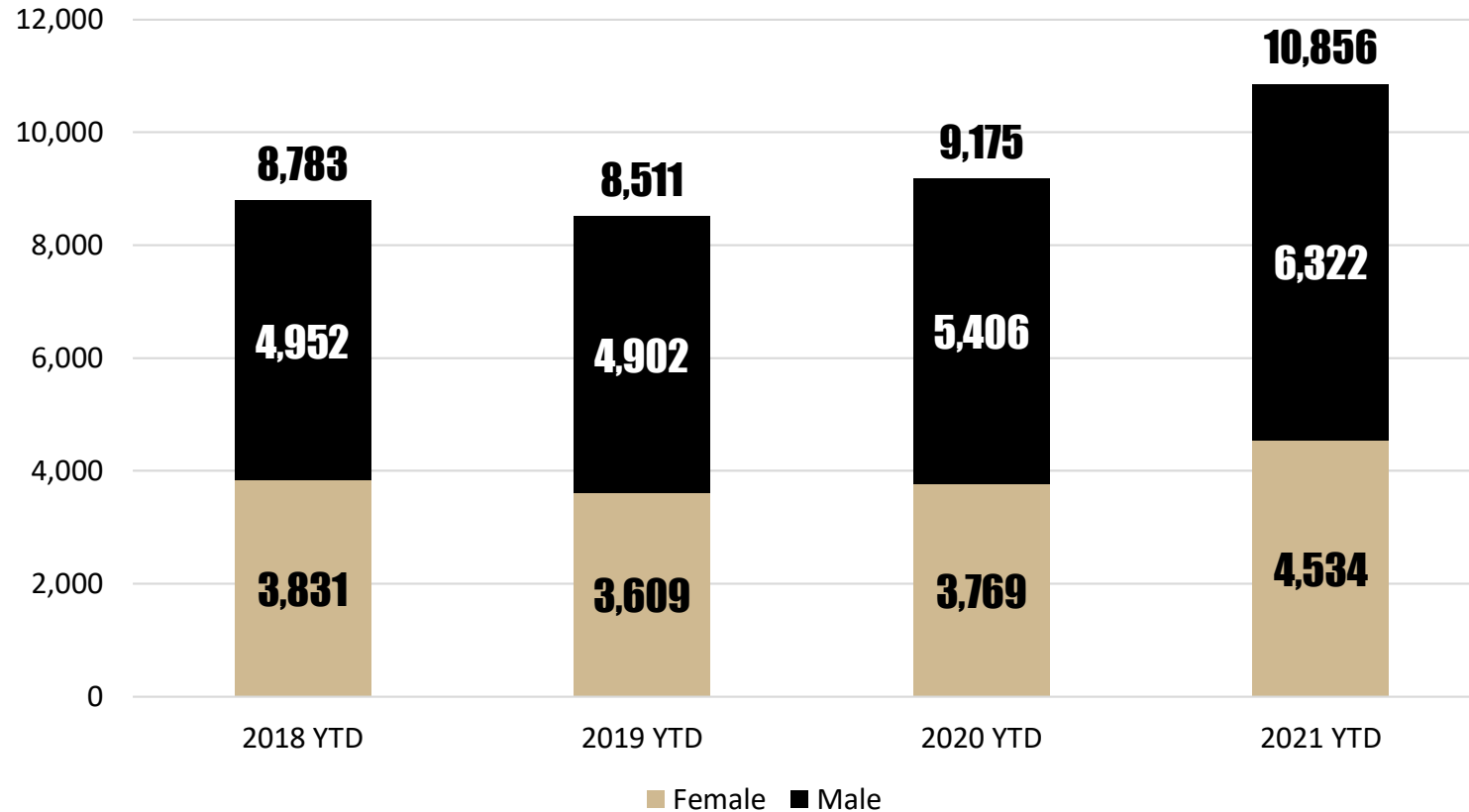
# Test Score Submissions

## West Lafayette - Year-to-Date SAT or ACT Test Score Submission Rates

	SAT or ACT Test Submission Status	
	Summer & Fall 2021, by Residency, YTD Data	
	Submitted	Not Submitted
<b>Applicants</b>		
Resident	76.5%	23.5%
Non-Resident	71.3%	28.7%
International	46.9%	53.1%
<b>Admits</b>		
Resident	80.1%	19.9%
Non-Resident	73.6%	26.5%
International	56.4%	43.6%
<b>Accepts</b>		
Resident	83.8%	16.2%
Non-Resident	72.5%	27.5%
International	58.2%	41.8%

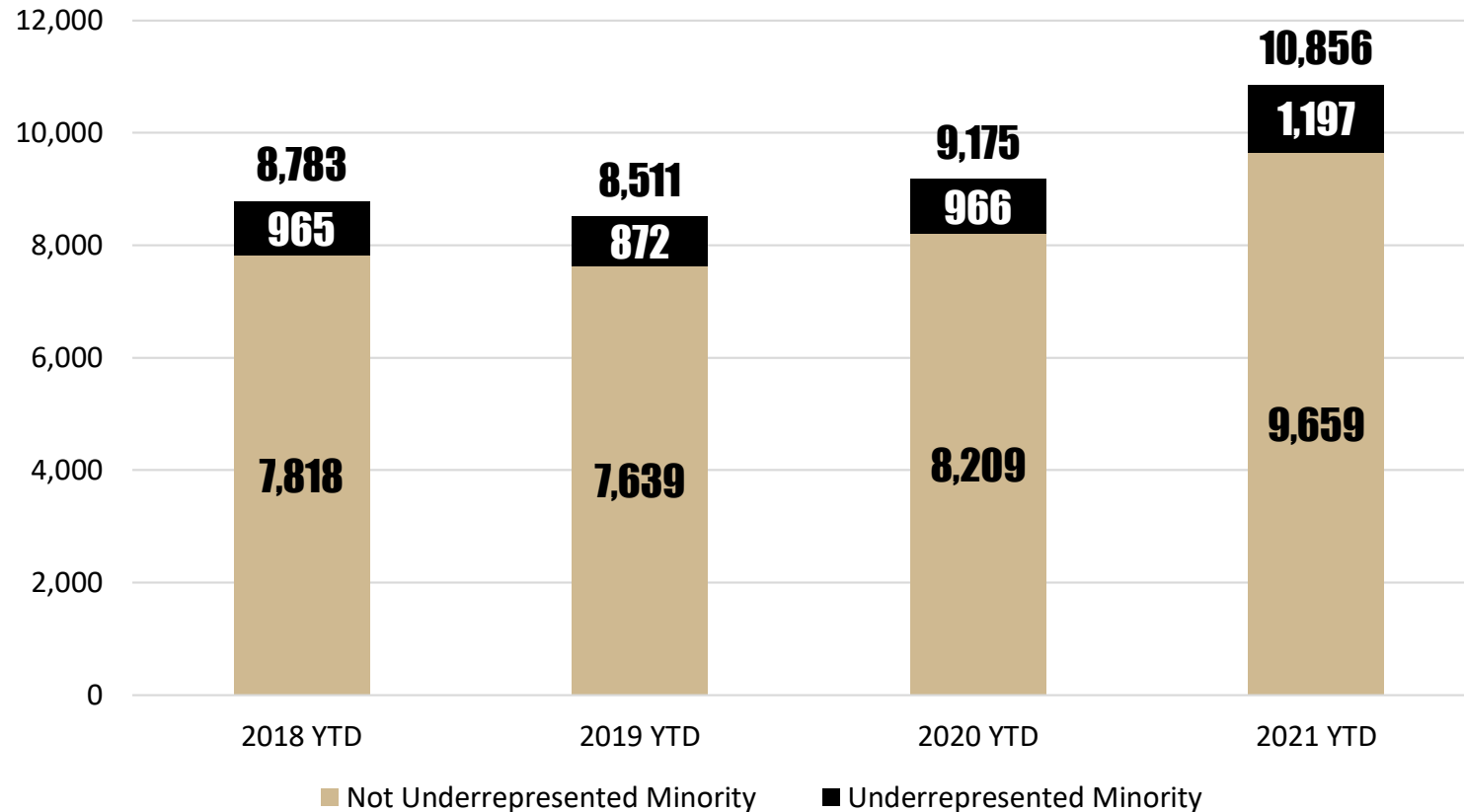
# YTD New Beginner Accepts by Gender

West Lafayette - 41.8% Female New Freshman Accepts as of Early May



# YTD New Beginner Accepts by URM

West Lafayette - 11% URM New Freshman Accepts as of Early May



# Domestic Non-Resident Accept Rates by Select States

	Accept Rates [%] YTD, Summer & Fall			
	2018	2019	2020	2021
California	18.5	15.4	14.9	19.6
Florida	16.8	13.8	15.0	17.0
Illinois	16.9	16.2	15.6	18.8
Maryland	15.9	9.9	15.2	18.0
Massachusetts	21.2	20.2	19.0	25.4
Michigan	18.5	13.1	12.3	16.5
New Jersey	22.7	20.5	17.8	24.4
New York	17.9	19.2	16.9	19.4
Ohio	15.2	13.7	12.3	17.3
Texas	17.2	15.5	15.6	19.0
Virginia	23.3	20.1	18.5	25.5
Washington	18.3	17.6	13.6	21.9
Wisconsin	15.5	12.7	13.3	19.1

# *Student Recruitment during COVID*

## Virtual Programming Participation and Expansion

- National Outreach
  - Joint programming with national and local organizations/associations
    - College Board
    - Big 10 Academic Alliance
    - NACAC and state-level associations
  - Virtual high school visits, panels, and workshops
- Office of Admissions Offerings
  - Virtual Daily Visits
  - Virtual Campus Tours
  - Inside Admissions Youtube Series
  - Student Panels
  - Limited capacity in-person campus tours
- Academic Colleges and Student Services Virtual Programs

# *Student Recruitment during COVID*

## Policies and Practices

- Test Flexible
  - Full admission and merit scholarship consideration
  - Extended to Fall 2022
- Proof of English Proficiency
  - Duolingo added to list of acceptable proficiency exams for international applicants
- Application Review Considerations
  - Impact of online learning
  - Limited extracurricular activities
  - Old test scores
  - COVID-19 hardships/obstacles



Office of Enrollment Management