

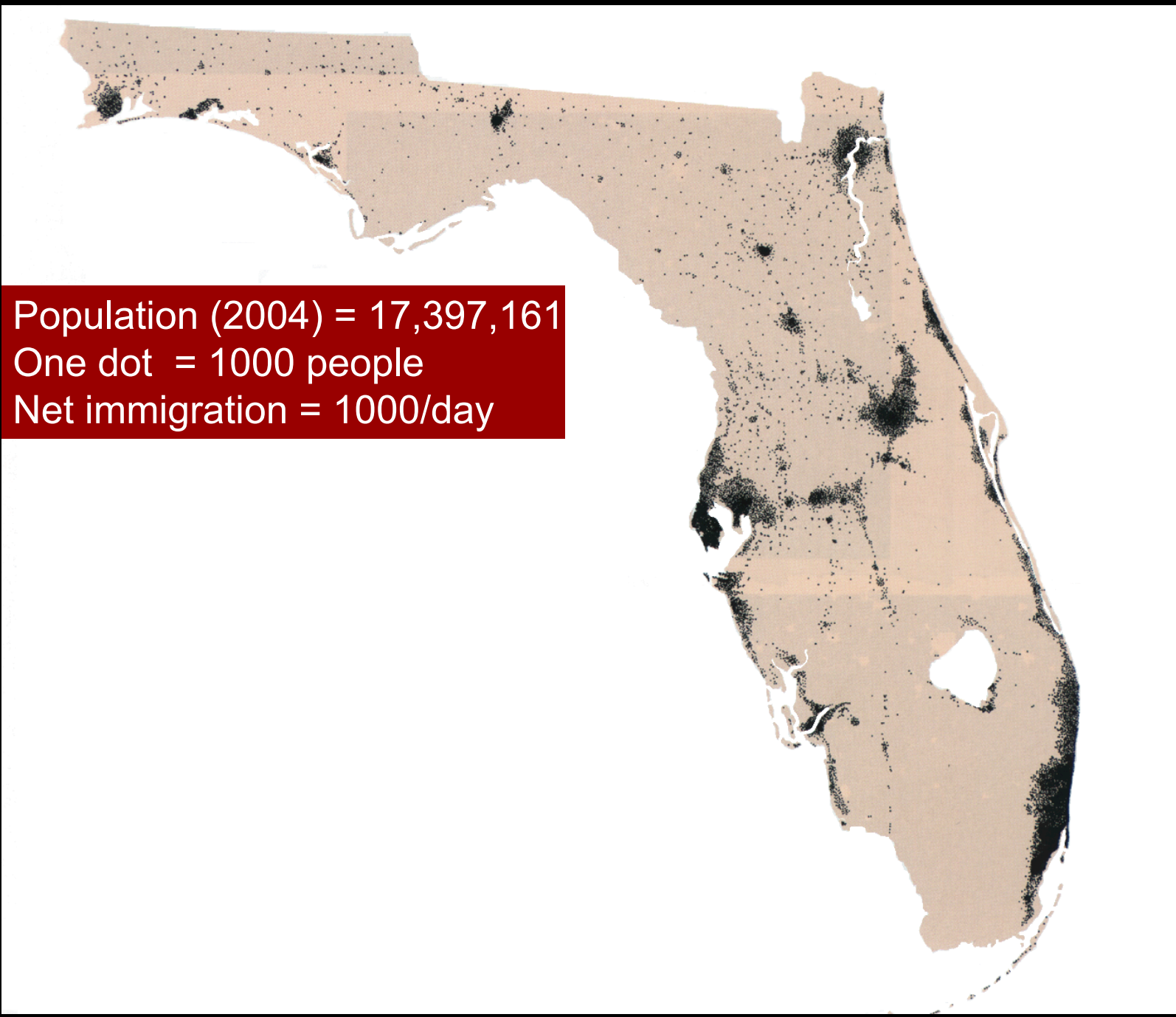
A Brief Look at Enrollment Management and Admissions

Enrollment Management

Undergraduates

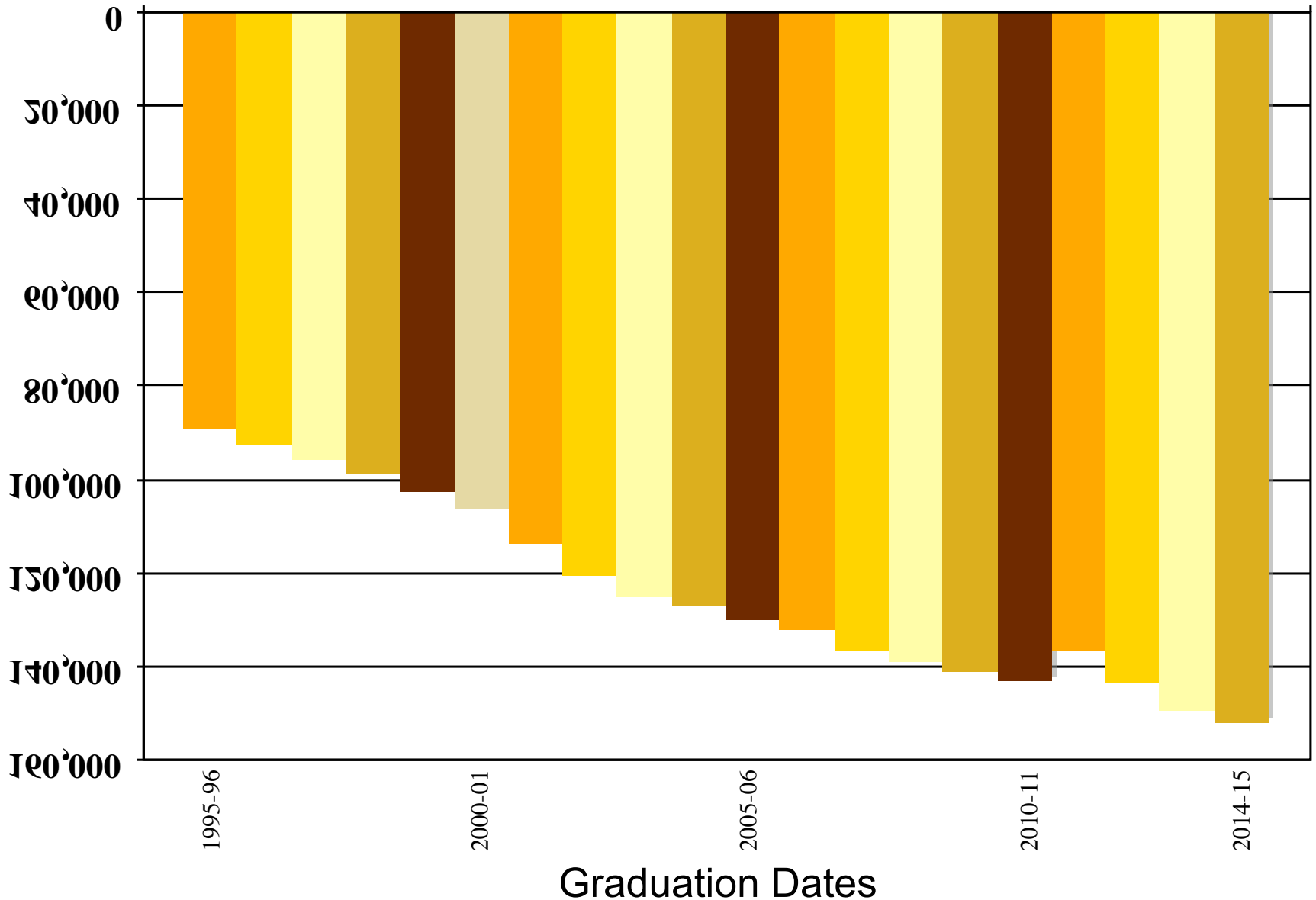
Graduates

- Recruitment
- Admissions
- Persistence
- Graduation

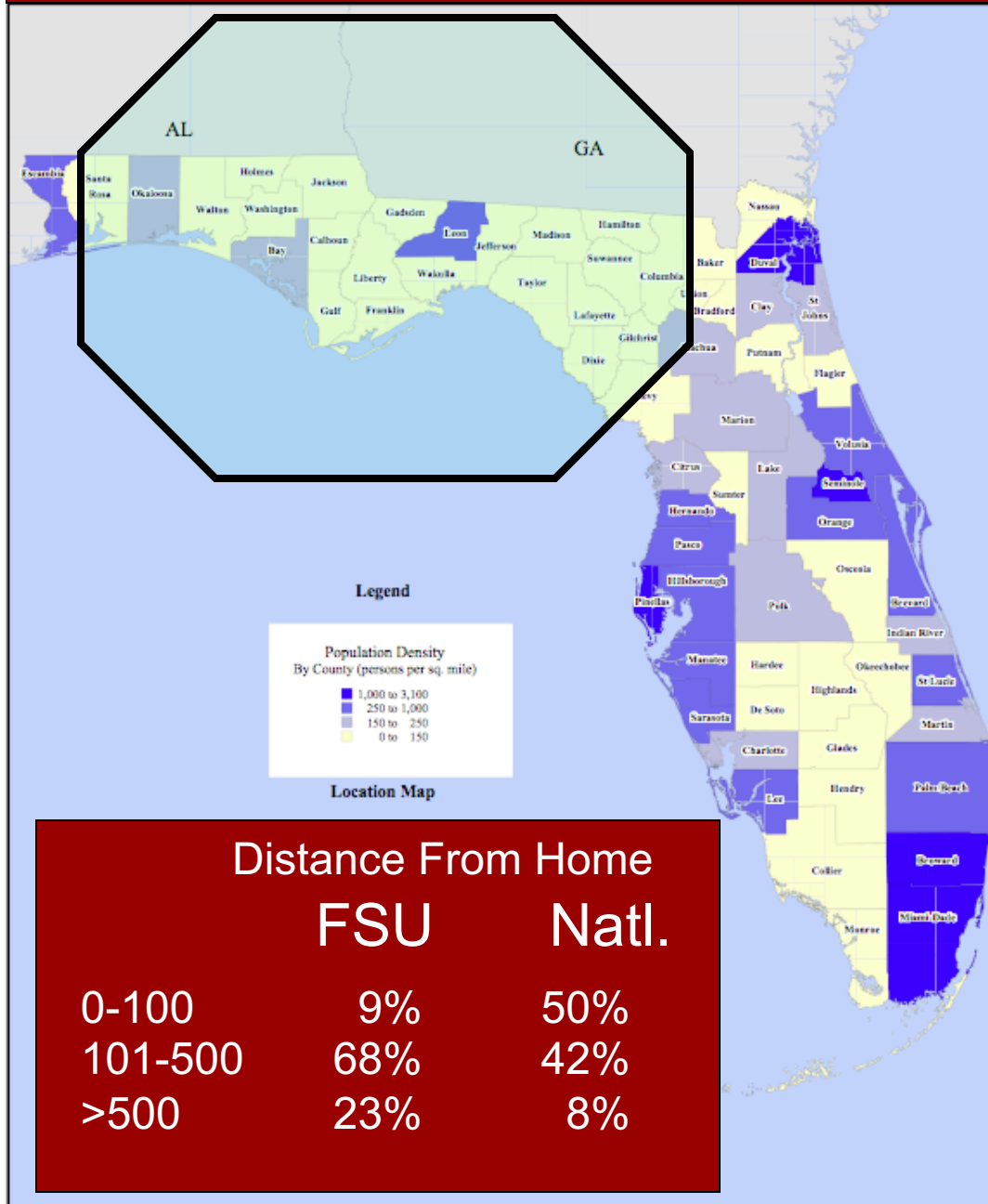


Population (2004) = 17,397,161
One dot = 1000 people
Net immigration = 1000/day

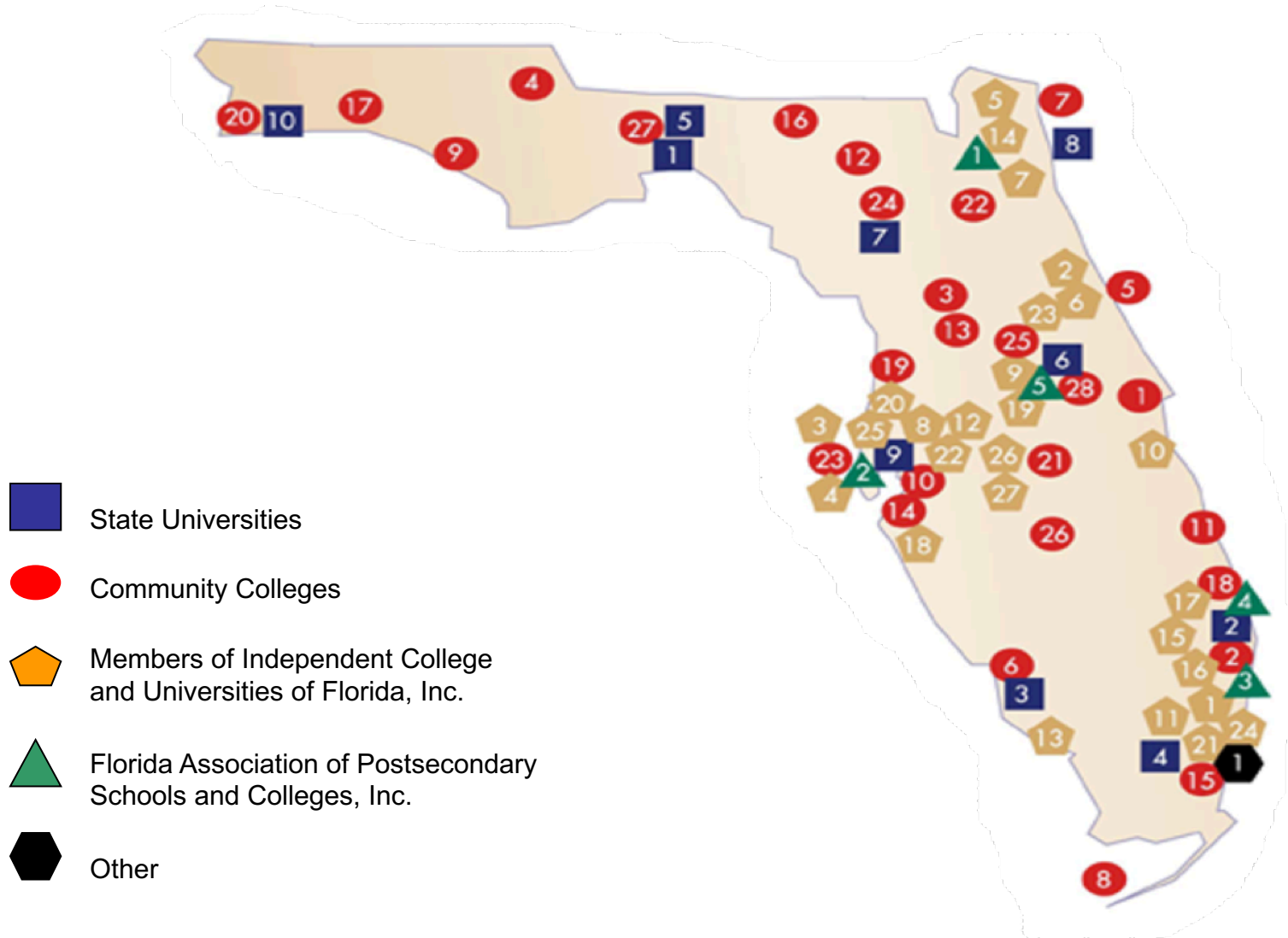
Number of Graduates – Florida Public High Schools



Distance From Home



Our students pass more than 45 other degree granting institutions on their way to us



Build the Pool of Students

- High School Visits
- State Department of Education Data
- Visitors Center Prospects
- Purchase Qualified Lists
- Preview [formal campus visit for accepted students]
- Preview for High School Counselors

Inducements

- Waivers
- Financial Aid
- Student Employment Opportunities
- Undergraduate Research Opportunities
- Leadership Opportunities
- Specialized Programs
 - CARE
 - Honors
 - Living Learning Communities
 - Freshmen Interest Groups
 - First Year Experience

Evaluate and Score Students

- Student Performance
 - High School courses
 - GPA
 - SAT or ACT
 - Essay
 - Points earned or lost
 - Score the data on a scale of 1 to 5

- Student Preference
 - Students list five universities in priority order that they would like to attend
 - Record the priority for FSU from 1 to 5

SAT/Grades

Four-year Degree Attainment Rates

Avg. HS Grades	SAT Verbal + Math Score						
	Less than 800	800 to 899	900 to 999	1000 to 1099	1100 to 1199	1200 to 1299	1300 or more
A, A+	27.4	41.4	42.0	54.1	59.5	63.2	68.9
A-	20.6	32.2	40.5	46.1	51.7	60.5	61.0
B+	21.7	24.6	33.7	39.2	42.5	47.5	50.8
B	21.0	20.1	23.2	32.5	33.6	27.6	36.4
B-	14.9	17.8	18.0	24.8	28.8	31.9	15.3
C+	15.5	13.0	14.6	16.3	19.6	12.2	
C or less	7.8	7.5	7.2	7.1	22.4		

Build the Contact List

- Tele-counselors call each student and build a database around the student's response.
- Students receive written material about every ten days.
- Students receive electronic communications regularly.

Fall 2005, Applicants and Enrollees Yield Rate

HS GPA	SAT Range	1110 - 1170		Yield
		APP	ENR	%
3.8 - 5.0	Other Minority	223	77	35.8
	Black	103	36	37.5
	White	781	323	43.1
	Total	1107	436	41.1
3.5 - 3.7	Other Minority	172	66	41
	Black	93	23	27.7
	White	633	283	48
	Total	898	372	44.6
3.3 - 3.4	Other Minority	105	39	39.4
	Black	53	17	35.4
	White	419	178	47.3
	Total	577	234	44.7
Totals	Other Minority	657	229	39.3
	Black	347	107	36.9
	White	2548	997	45
	Total	3552	1333	43.2

Build the Enrollment Assessment

- Weekly applications/admits
- Housing reservations
- Orientation reservations
- Diversity assessment (by ethnic group, race, socioeconomic status, gender, etc.)
- Tuition Deposit—best indicator

Admit X students to enroll Y

Summer

- CARE program
- Students who, for whatever reason, may benefit from starting early with fewer courses

Fall

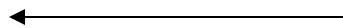
- Enroll a balance to allow for offering of all needed courses with priority to MAPPING students' majors

Build the Pool

High School visits
State data
Preview
Purchase lists

Student Performance

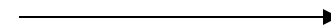
Courses
GPA
Sat or ACT
Other indicators



Probability Matrix

Student Preference

Where did FSU rank on
From 1-5 on student
choice



Enrollment Assessment

Assess Diversity



Admit X to enroll Y

What Makes the Graduate Process Different?

- Many similarities to the undergraduate process
- Much more focused on individual programs, faculty and departments
- Less centralized
- Relies more heavily on inducements in the recruitment process
- Requires a highly trained and dedicated faculty
- Less structured schedule of progression

Inducements/Challenges

- Waivers
- Stipends
- Health Insurance Subsidy
- Teaching Development Experiences