

Indiana University of Pennsylvania
2007-2008 Enrollment Management Action Plan

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A. FALL 2008 UNIVERSITY-WIDE EM TACTICS

- 1. Implement a university-wide, holistic approach to enrollment management by enhancing the enrollment management culture, which engages all members of the university community.**

**KSI: Enrollment Management Council formed and 2007-2012 Plan developed and approved.
(President, Executive Team, AVPEM, and EMC)**

Action Steps:

a.

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- 3. Increase the number of applications and matriculated students from new markets and out-of-state students and increase new out-of-state students from 126 to 156. (AVPEM, Admissions out-of-state recruiters)**

KSI: Increase the number of matriculants from non-Pennsylvania states by 12%, from 126 to 156. (AVPEM, Admissions Director, Admissions out-of-state recruiters)

Action Steps:

- a. Boost visibility in the following out-of-state markets:
Incorporate the tuition differential message in all out-of-state ads/publications.
Conduct high school visits in the following states:
- | | |
|-----------------|------------------|
| 1. Pennsylvania | 7. Virginia |
| 2. Michigan | 8. DC |
| 3. Maryland | 9. West Virginia |
| 4. Ohio | 10. New York |
| 5. Indiana | 11. New Jersey |
| 6. Maryland | |
- Participate in college fairs in the following states:
- | | |
|-----------------|------------------|
| 1. Pennsylvania | 6. Virginia |
| 2. Michigan | 7. DC |
| 3. Maryland | 8. West Virginia |
| 4. Ohio | 9. New Jersey |
| 5. Maryland | |
- Conduct community college visits in the following states:
1. Pennsylvania
 2. New Jersey
 3. Washington DC
- Conduct 6 crimson showcase events in the following metropolitan areas, in close collaboration with Alumni Affairs:
- | | |
|---------------|------------------------|
| 1. Pittsburgh | 4. Baltimore |
| 2. Detroit | 5. Washington, DC |
| 3. Cleveland | 6. New York/New Jersey |
- Build a relationship with Interlochen Arts Academy:
1. July and August visits by Dr. Luckey
 2. Spring visits by faculty in the College of Fine Arts.
- b. Promote the tuition differential plans through:
- Letter to all Faculty and Staff about tuition differential plans.
 - Advertisement in IUP Magazine.
 - E-mail communication with alumni.
 - Outreach from Athletic Coaches to out-of-state students for sports with particular capacity needs.
- c. Identify students that have a Hot Prospect Score (HPS) greater than or equal to "1".
- HPS = 1, focus on letter communications and "programs of distinction".
 - HPS > 1 and <= 3, letter communications and "programs of distinction" brochure, telecounseling, and Admission Counselor Calls.
 - HPS >= 4, Letter communications and "programs of distinction". Admission Counselor Calls, Faculty Calls, Utilize Ambassadors and Athletic Coach Connections.
- Calls will begin February 1, 2008 and will be ongoing.

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- 7. Increase the number of applications from existing markets to 11,129.** (AVPEM, AVPIM, Admissions)

