

REPORT OF THE  
ENROLLMENT MANAGEMENT COMMITTEE  
COUNCIL OF TRUSTEES  
Indiana University of Pennsylvania  
Thursday, March 23, 2023

DISCUSSION

Patricia McCreary, Vice President for Enrollment Management, opened the committee meeting by providing an update on admissions progress for fall 2023.

At this point, new undergraduate student admissions progress is encouraging for fall 2023. IUP has received close to 12 percent more admissions applications for new, first-time, undergraduate students; the number of students admitted is more than 7 percent higher; and students have submitted almost 22 percent more deposits than at this same point in time last year. The number of deposited students is higher than in any of the past four years, as is the yield from admitted to deposited.

IUP has received over 18 percent more applications from transfer students and has admitted over 31 percent more. **Fifty**-five percent more transfer students have submitted deposits. Similar to the new, first-time students, the number of transfer deposits is higher, and the yield from admitted to deposited exceeds any of the past four years.

For both new, first-time students and transfer students, IUP is seeing the increase in applications, admits, and deposits across all residencies—in state, out of state, and international. Spectre

In their presentation, they reported that in the fall of 2020, IUP embarked on the Strategic Enrollment Planning (SEP) process. Under this initiative, there was an action plan to grow and institutionalize graduate enrollment. The team leading these discussions was made up of members of Enrollment Management, the School of Graduate Studies and Research (SGSR), and the faculty. This collaboration led to open discussions regarding opportunities for growth, and final goals and new strategic initiatives were developed.

The first goal is to provide faculty and staff alignment with their areas of expertise, optimizing the recruitment and retention of graduate students. The first initiative under this goal was to supplement the one professional staff person in Graduate Admissions with two admissions counselors who could provide specialized program and college-level recruitment support and optimize the level of support for all prospective IUP graduate students through increased events, outreach, and funding awareness. Progress to date was provided, showing significant and impactful outcomes.

The next initiative in this goal was to institutionally redefine and review the role of the graduate coordinator. The focus in this area was to improve the recruitment and retention of students and strengthen the programs through various activities. This included providing an alternative workload assignment to program coordinators.

The second goal was to align program demand and capacity with enrollment goals and strategic student funding sources.