



IUPUC Board of Advisors

February 10, 2016



Ms. Brenda Vogel

**Development and
External Affairs**



IU Bicentennial Campaign For All Transformational Gifts

- No matter the size, one common tie:
IMPACT
- Capacity to **ALTER** programs, perceptions
and the future of IUPUC
- Ultimately **CHANGE** the culture



IU Bicentennial Campaign For All Transformational Gifts

What if...

- Money was readily available, all we needed
- You could jump right into your dreams
- The perfect job was simply saying “Here I am!”
- We had a place for all students to gather, meet, do group work, and simply ‘be’ between classes
- There was no charge...

What if ...



IU Bicentennial Campaign For All Matching Gifts

Endowed Scholarships

- All new endowed scholarships \geq \$50,000
- Once the gift is fully funded and generating spendable income, an IU match equal to 4.5 percent of the original gift amount will be provided annually.
- \$50,000 minimum for new endowed; \$5 million maximum



FOR

ALL

The Indiana University
Bicentennial Campaign



Questions?
Comments?



Enrollment Overview

- Mission: Bachelor's and selected Master's degrees
- Regional accessibility & affordability
- Enrollment growth = Financial viability
- Where can future growth be found?



Two Student Populations

Traditional:

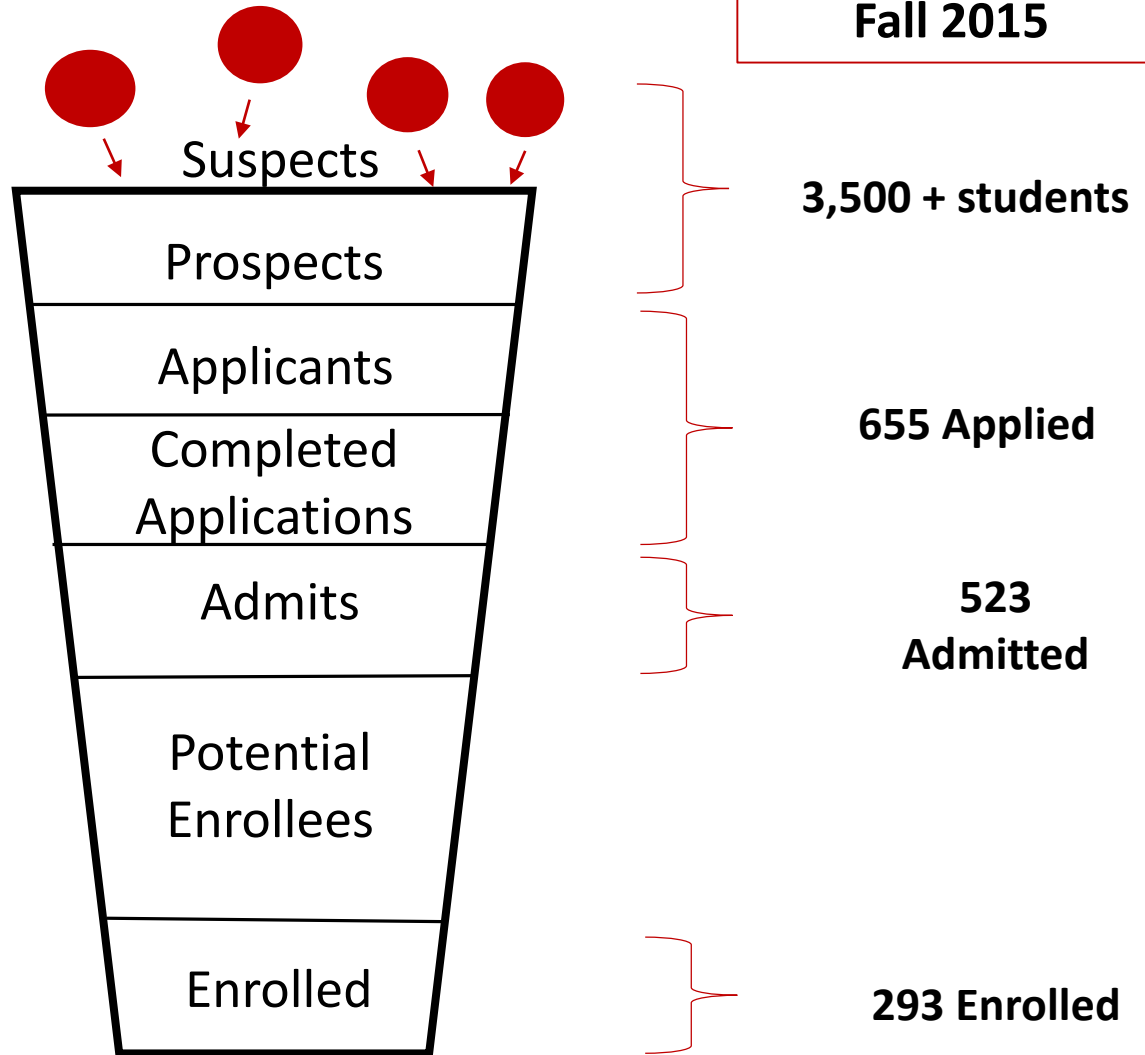
- Direct-from-high-school (or recent)
- Full-time
- Top priority—education

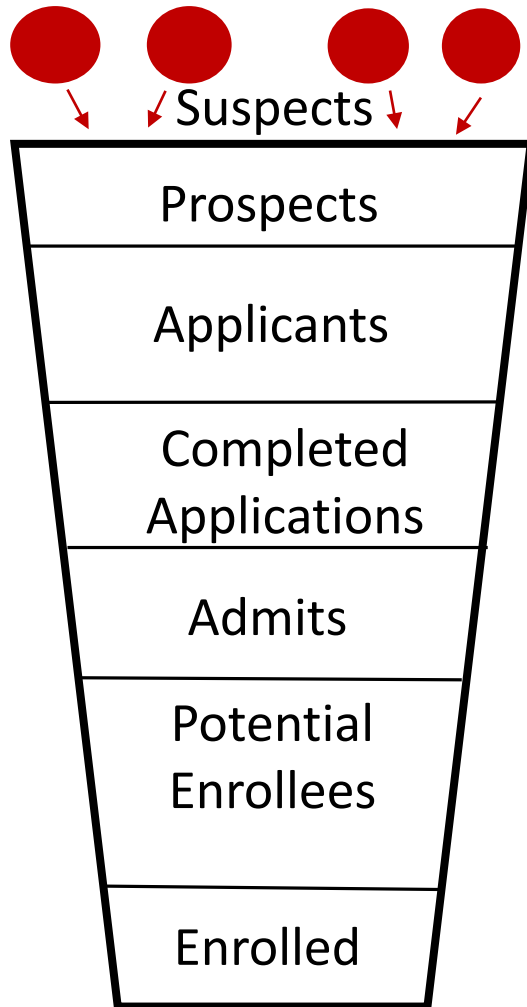
Non-traditional:

- Transfer
- Working adult, part-time
- Trying to fit education into life



The IUPUC Enrollment Funnel





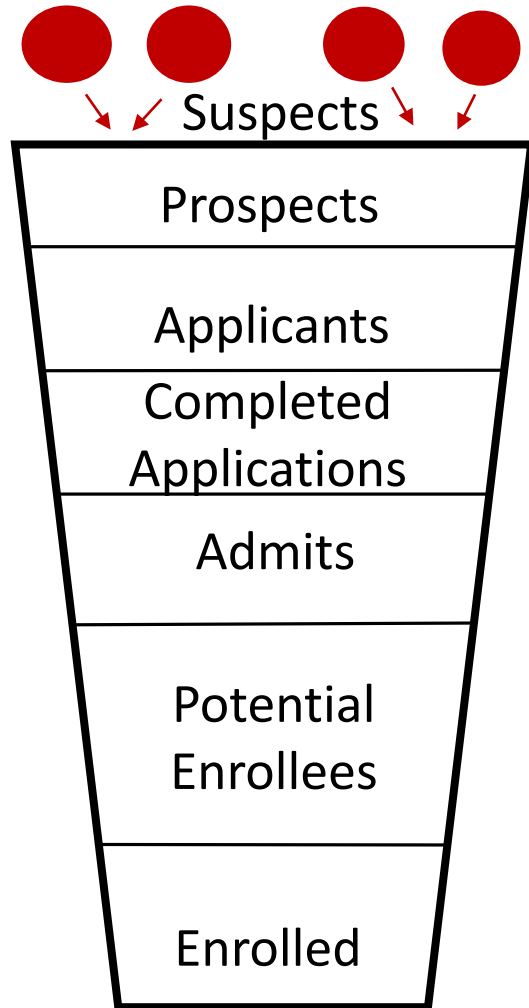
What we do...

- ➔ Suggest applying, visits, academic messaging, scholarships, career outcomes, affordability, etc.
- ➔ Suggest visits, academic messaging, application completion, scholarships, etc.
- ➔ Review completed files, keep suggesting visits, scholarships, FAFSA, affordability, send decision letter, etc.
- ➔ Send welcome packet, divisional contact, scholarships, FAFSA, etc.
- ➔ Send an enrollment packet with an enrollment checklist for placement tests, orientation, advising and registration, academic messages, etc.
- ➔ Thank you for completing enrollment, info on Pride Friday, etc.



Challenges....

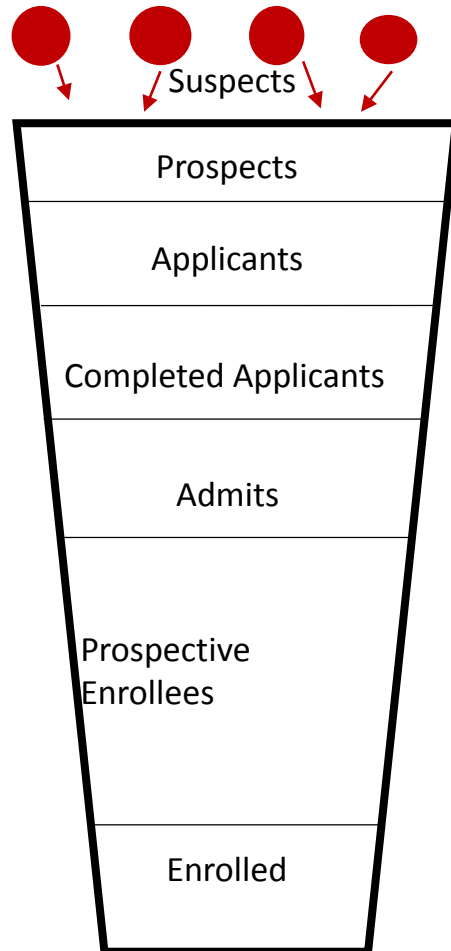
- Number of students at top
- Food at visit days
- Responsive Print Pieces
- Visit Day Assistance
- Outcome Stories
- Budget/ Staff Limits
- Connections to Columbus
- Admit to Enroll Yield
- Special Events
- Brand awareness
- Technology
- Staff/ Budget Limits
- Checklist Brochure
- Orientation Participation
- Overall Communication Plan
- Continued engagement
- Special Event
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- Pride Friday Participation





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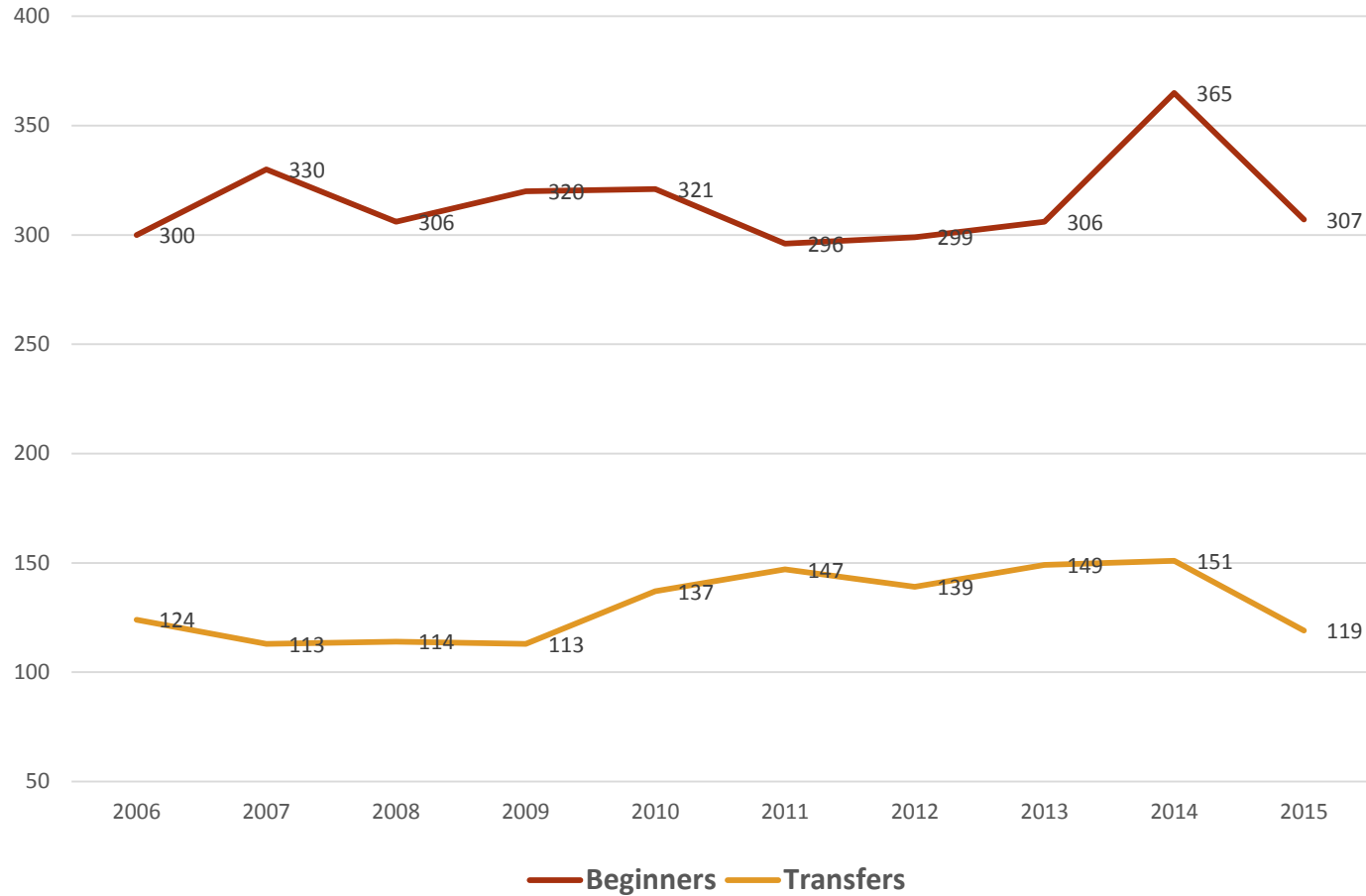


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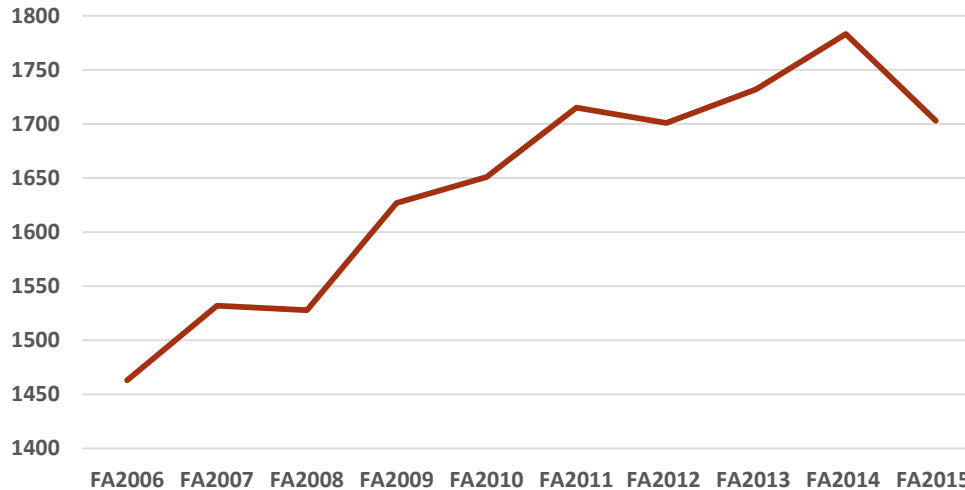
New Student Enrollment Trends 2006 – 2015



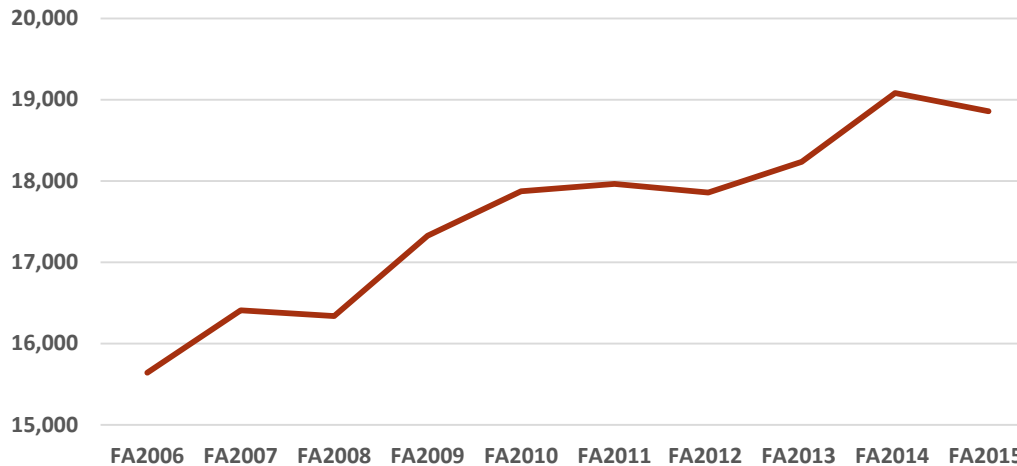


Overall Enrollment Trends 2006 - 2015

Fall Enrollment



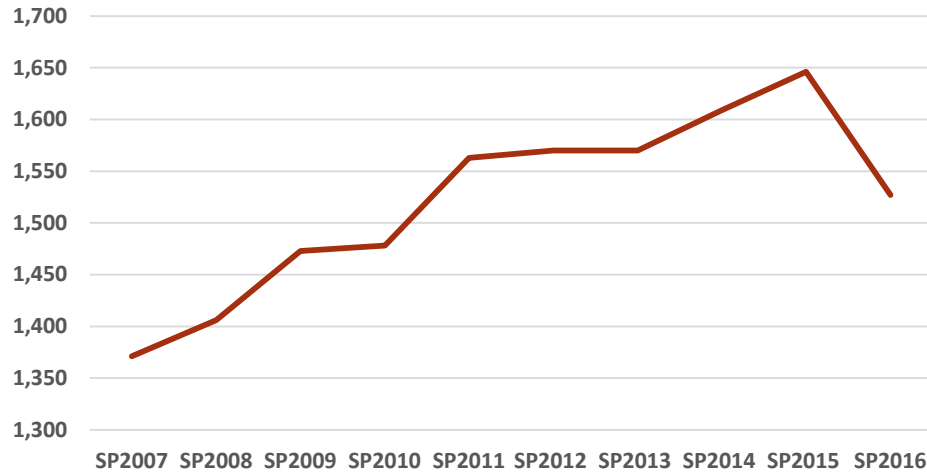
Fall Credit Hours



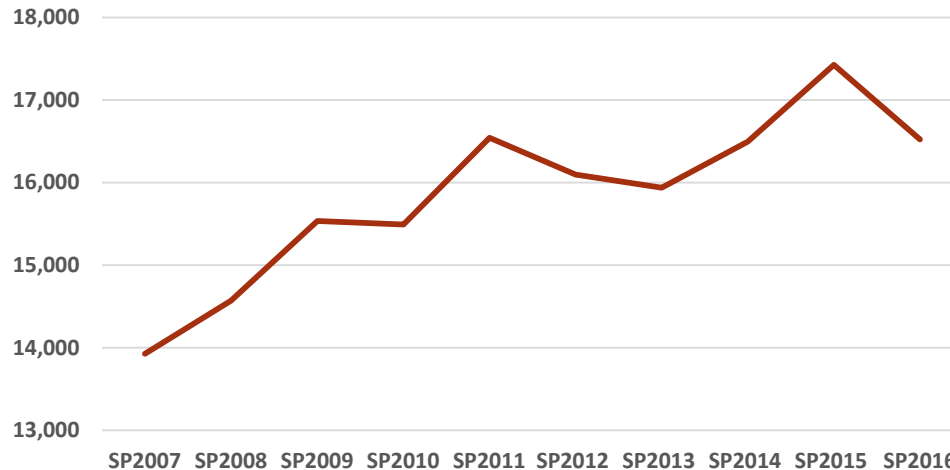


Overall Enrollment Trends 2007 - 2016

Spring Enrollment



Spring Credit Hours





Future Enrollments: Assumptions

- Same mission: bachelor's & master's degrees
- The two populations: traditional and non-traditional
- Small increments vs. big shifts
- Minimal, if any, upfront investment



Traditional, Direct-from-High-School Students

- First-choice, destination
- Attract away from other 4-year options
- Examples:
 - Student Center
 - New programs
 - Image-building



Non-traditional, Working Adult Students

- Convenience, flexibility
- The IU brand
- Examples:
 - Packaged, cohort programs
 - Online delivery
 - Employer supported



Bottom Line: Growth!!

Questions for Discussion:

1. What are the prospects of IUPUC becoming competitive with traditional four-year institutions as it tries to attract more high school students? Student Center? Athletics? Other?
2. Is there sufficient interest among employers within IUPUC's region to support degree completion of working adults? Cohort programs? Online delivery? Other?