University Marketing:
How to increase enrollment at IUPUC

Jordan Jones

Dr. JK Lee, Mentor
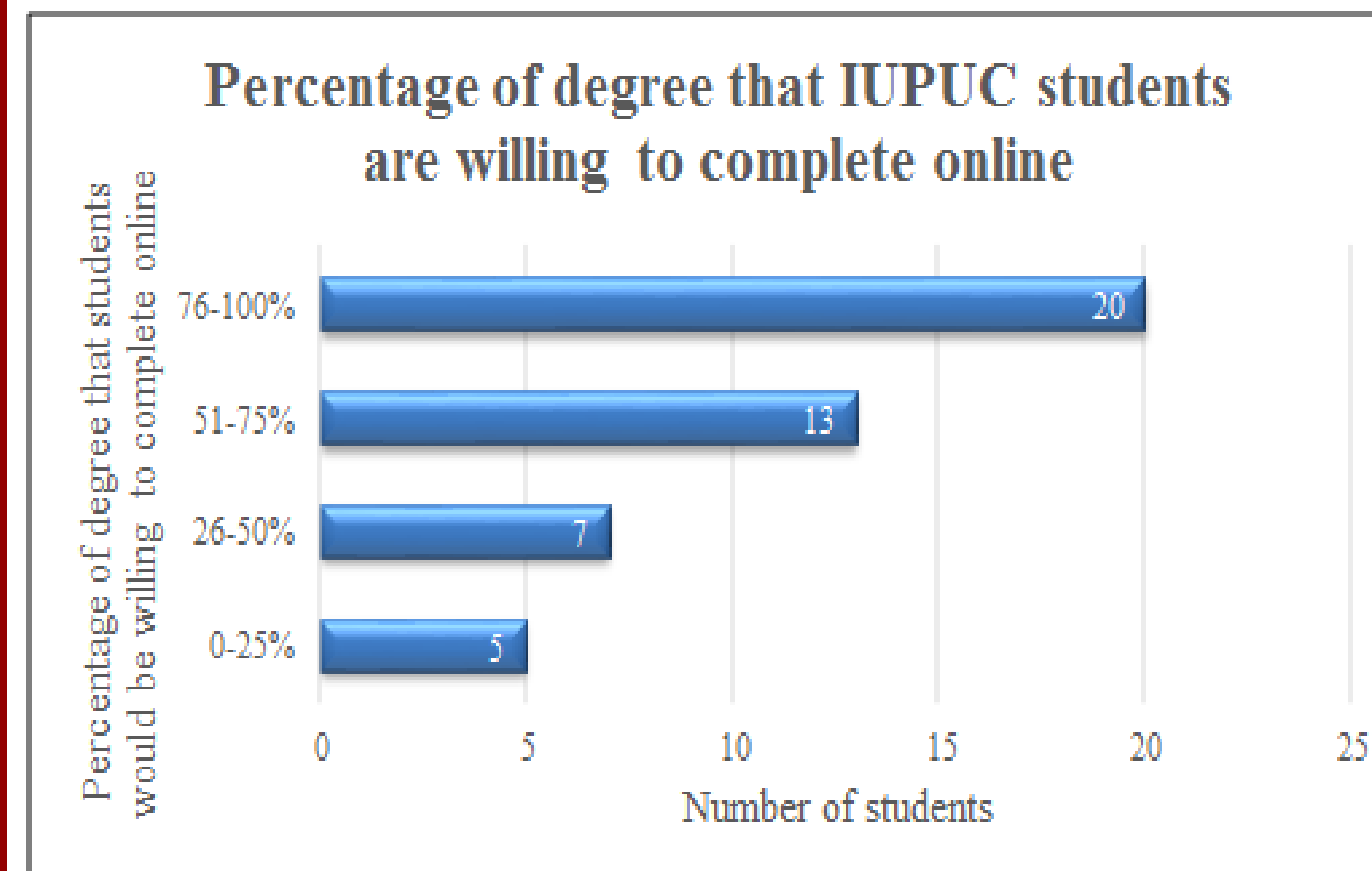
IUPUC
OFFICE OF STUDENT RESEARCH

Introduction

Enrollment is a key indicator of how a university is performing. Student enrollment at IUPUC dropped from 1,646 students in Spring 2015 to 1,430 students in Spring 2017. This drop of 15.1% over the span of two years is a very concerning sign and one that must be addressed. The purpose of this study is to develop a marketing strategy that will allow IUPUC to increase enrollment.
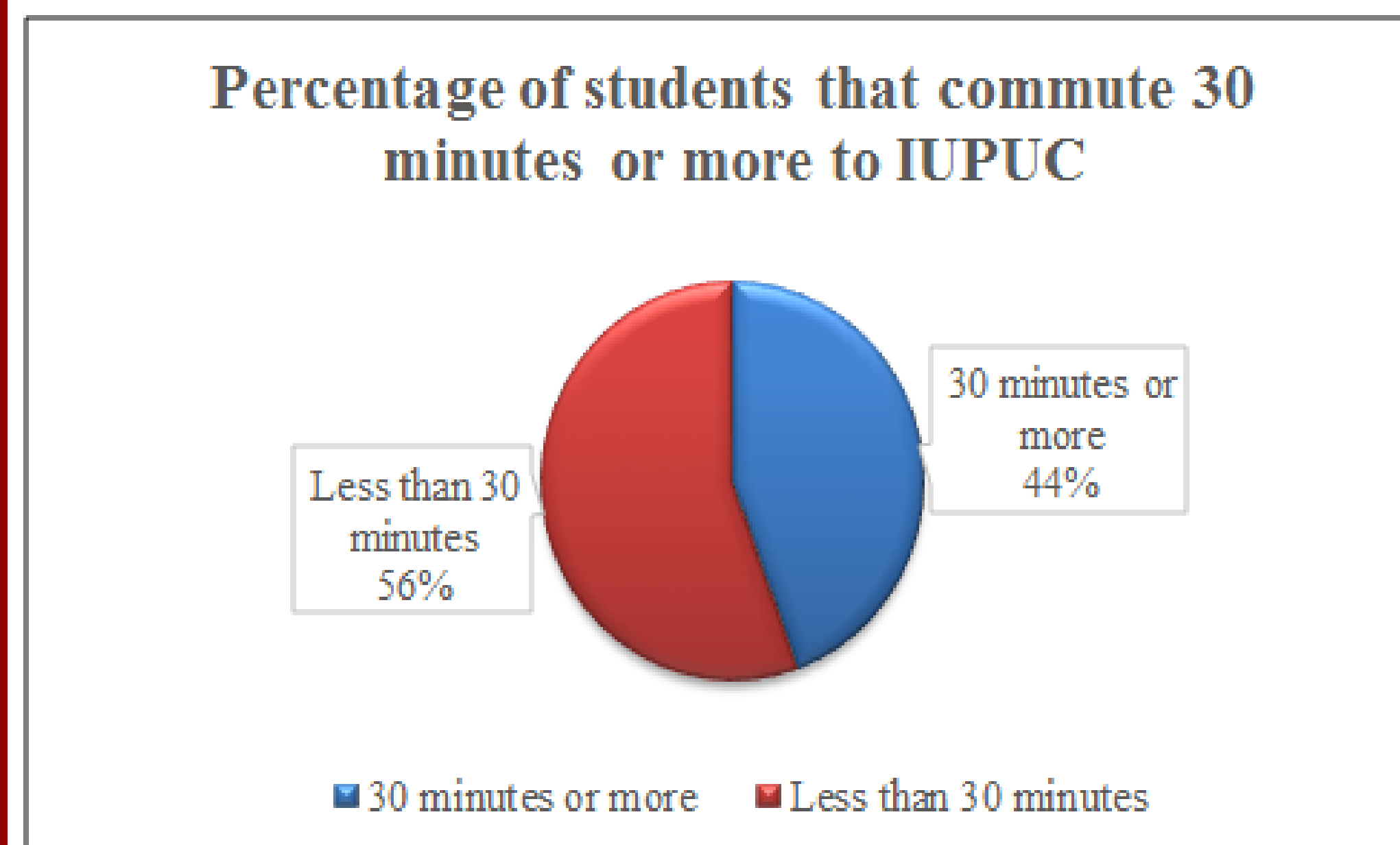
Objective and Method

-To identify the cause(s) for the decrease in student enrollment at IUPUC

-Create a SWOT analysis that enables the university to understand the position of IUPUC

-Utilize secondary research to identify trends in higher education as well as to gain a better understanding of IUPUC's target market

-Survey current IUPUC students to better understand who the students are and why they chose IUPUC

-Submit recommendations to the university as to what needs to be done in order to increase enrollment

Results

Percentage of degree that IUPUC students are willing to complete online

Percentage of degree that students would be willing to complete online	Number of students
76-100%	20
51-75%	13
26-50%	7
0-25%	5

-Cluster sampling was used to survey 45 students at IUPUC

-89% of respondents would be willing to complete at least a quarter of their degree online

-96% of respondents answered that they worked either full-time or part-time

Percentage of students that commute 30 minutes or more to IUPUC

- 30 minutes or more 44%
- Less than 30 minutes 56%

Conclusion

My recommendation that will increase enrollment immediately is to increase the number of online classes offered. Online classes offer an option that works better with the busy schedules of the typical IUPUC student. IUPUC's target market of both traditional and non-traditional students would be better satisfied with an education that fits around their schedule. For long-term growth in enrollment IUPUC should begin to offer more programs that can be completed fully or mostly through online courses. To begin this strategy IUPUC should create programs that can be completed 100% online for students transferring to IUPUC who already have an associates degree or students who have completed two years of a four year degree. This "soft" start to offering online degrees will allow   IUPUC to better understand the need for online classes and assess the results. The results from this initial offering can be used later implement a 100% online four year degree.

References

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