An Introduction to Undergraduate Recruitment & Admissions

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Division of Enrollment Services

- Undergraduate Admissions
- Registrar
- Student Financial Services
- Student Scholarships
- Diversity Access and Achievement
- Ivy Tech-IUPUI Office of Coordinated Programs (Passport)
Who do we recruit?

- High school students
- Students from 2 year colleges
- Adults who have stopped out of college
- Former IUPUI students
- Students from other institutions
What is Student Recruitment?

Recruitment is any activity that will impact a student’s decision on whether or not to enroll and persist at the university.

Recruiters include admissions professionals, but also current and future students, faculty, alumni and staff from around the university.

**Bottom Line:** Recruitment is about building your institution’s relationship with prospective students. Recruitment is a holistic, long-term endeavor.
Key Concept: The Enrollment Funnel

- Prospects
- Applicants
- Admitted
- Deposited
- Enrolled
- Alumni
- Donors
Market-Based Recruitment

Overlp is a match between the college and student. Student applies, is admitted and enrolls.

Colleges find and select students who meet their desired qualifications and characteristics.

Students find and select colleges which meet their desired qualifications and characteristics.

**Key Take-Away:** Recruitment is just as much about students finding and choosing colleges as it is about colleges finding and choosing students.
Recruitment Strategies

Personal Outreach
- High School Visits
- College Fairs

Communications
- Personalization
- Segmentation
- “Just-In-Time” Communications
- Mixing Electronic & Print
- Incorporate Parents
- Break Multiple Messages Up Into
- Smaller, More Digestible Bits

Social Media
- Facebook, Twitter
- Build relationships with Individuals
- Give “Friends” Reasons to
- Broadcast Your Message

Advertising
- Billboards (“Welcome to Indy”)
- Sporting Venues
- Feeder School Newspapers

On-Campus Events
- Counseling Sessions
- Campus Tours
- Program-specific Events (JagDays)
- Open Houses/Receptions

Scholarships
- Aligned With Enrollment Goals
- Admissions-Based
- Broadly Advertised

Strategic Processing
- Reduced Response Times
- Strategic Prioritization
Allocating Resources

Resources Devoted to Market

Emerging Markets

Growing Markets

Established Markets

Examples of Markets at IUPUI

- High Ability
  - Non-Resident

- Strong Ability
  - Non-Indy Indiana
  - Diversity
  - Homeschooled

- Indianapolis Area
- NW Indiana

Elements of a Decision

Public Colleges
- High School Grades
- Standardized Test Scores
- High School Rank
- High School Curriculum
- Residency

Private Colleges (and Some Direct Admission/Scholarship Consideration at Public Colleges)
- Letters of Recommendation
- Statements of Purpose
- Portfolios
- Auditions
- Interviews
- Religious Affiliation
- Academic Interests
- Co-Curricular Activities
- Volunteer Activities
- Work History
- Legacy Status
- Citizenship
- Immigration Status

... plus all of the items to the right
Developing Standards

**Enrollment Goals**
- Program Capacity (How many students do we need?)
- Attrition (How many will we lose?)
- Graduation (How many will complete?)
- Shaping (What types of students do we need?)
- Revenue

**Logistics/Resources**
- Recruitment Costs
- Processing Costs
- Market Availability & Research

**Prestige/Reputation**
- Rankings
- Community Relations
- Market Reputation
- Alumni & Faculty

**Access**
- Economic, Ethnic, & Regional Diversity
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