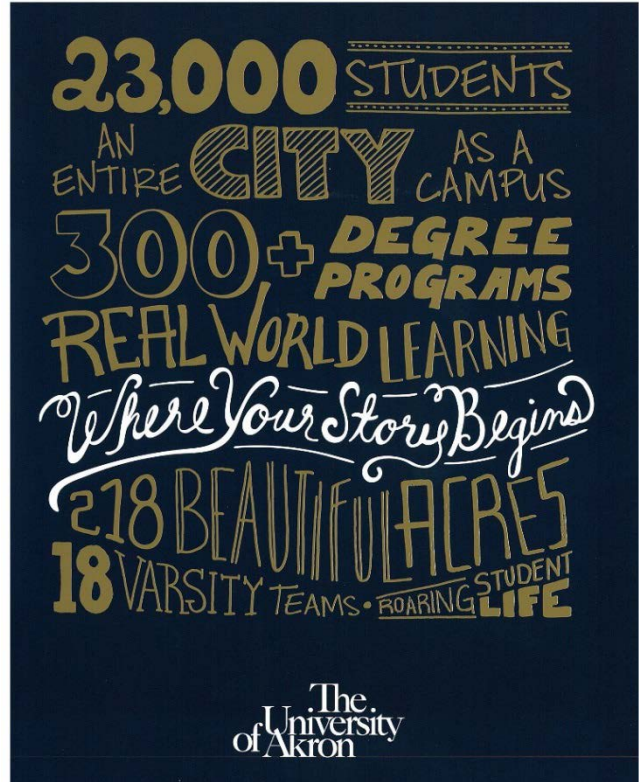


ENROLLMENT MANAGEMENT

2018 FALL RECRUITMENT

- Visits to 713 high schools are scheduled for this fall, and an additional 30 to 50 visits are being confirmed.
- The majority of the high school visits are within Ohio. We also are conducting visits to high schools in Pennsylvania, New York, Illinois, Michigan, Indiana, and Maryland.
- Admissions officers are representing UA at 155 college fairs in Ohio, Pennsylvania, New York, Illinois, Michigan, Indiana, Maryland, D.C., Kentucky, and West Virginia.
- Four high school guidance counselor programs are scheduled including the UA program here plus off-campus programs in Columbus, Cleveland/Lorain, and Toledo.
- Bus trips to UA by 15 high schools are currently scheduled to bring groups of students to campus for an information session, campus tour and lunch in Rob’s Café.
- At least nine high schools are being visited to promote the President’s Speakers Team.
- President Wilson is once again visiting numerous local high schools.



Event	(Primarily attended by) Fall 2015 & Fall 2016 Entering Class	(Primarily attended by) Fall 2016 & Fall 2017 Entering Classes	(Primarily attended by) Fall 2017 & Fall 2018 Entering Classes
Engineering Visit Day	191	213	205
August Visit Day	311	303	274
July Visit Day	471	401	314
June Visit Day	413	297	324
April Visit Day	239	585	581
Daily Information Sessions <i>(10:00 & 2:00, Monday through Friday)</i> January through August	1,728	1,412	1,476

ENROLLMENT MANAGEMENT

Follow-up on “Rebuilding Entering Undergraduate Enrollment for Fall 2017”

Charges	Outcomes
Increase Personal Engagement	<ul style="list-style-type: none"> • Doubled freshman and transfer recruitment team • Increased student tour guides to assist with large events and daily information sessions • President Wilson visited 79 high schools in principal meetings in our primary NE Ohio service market. • Expanded outreach from faculty/colleges and alumni • Significant personalized outreach promoting Akron Guarantee Scholarship
Enhance Diversity Recruitment	<ul style="list-style-type: none"> • Expanded diversity outreach in terms of adding recruiters • Increased messaging and programs for diverse populations
Target Primary, Secondary, Tertiary Markets	<ul style="list-style-type: none"> • Strategically increased outreach with roll out of Common App in conjunction with our Royall application for admission • Increased purchase of names outside immediate service region to increase yield from outside saturated market • With addition of new recruiters, additional outreach was facilitated combined with greater student visits to campus
Improve Technology, Operations, & Systems	<p>New hires to support migration away from Royall & Co. and convert to TargetX applications and Salesforce CRM:</p> <ul style="list-style-type: none"> • CRM Coordinator (Feb. 2017) • Communications & Data Lead (May 2017) • Business Systems Analyst (Aug. 2017) • Data & Systems Administrator (Sept. 2017) <p>Hobson’s Naviance Recruitment Campaign – increased outreach/enhancements for fall 2018</p> <p>Streamlined financial aid verification process (review of income), including eliminating unnecessary requests, simplifying forms, and improving the correction processing that enabled faster awards. The new Prior/Prior Year process was seamlessly implemented with first admitted student award packages released mid-December 2016 and on consistently rolling basis throughout the year.</p>
Provide Enhanced Services, Continued Blended Recruitment Approach	<ul style="list-style-type: none"> • Increased personalized outreach from the enrollment team occurred via: bus trips to campus, receptions, lunch at Rob’s for large and small groups. • Enhanced awareness/branding with UCM via: Twitter, Instagram, SnapChat, Schools App, electronic bulletin board, electronic and hard-copy mailers

ENROLLMENT MANAGEMENT

Summary Enrollment Results



- As we aim to restore entering enrollment to the robust fall 2015 freshman class with nearly 4,300 students, the fall 2017 freshman class of 3,722 reflects an 8.1 percent increase over fall 2016 of 3,442.
- The fall 2017 entering freshman class official cohort has an average high school GPA of 3.48, which is the highest in UA history. The average ACT of 23.1 is down slightly from last year's 23.3 average.
- The fall 2017 entering freshman class has increased diversity at 28.6 percent compared to 25.1 percent last year.
- Total enrollment in the Williams Honors College increased by 228 students to a record 2,235. Entering freshmen in the Williams Honors College reported the highest average GPA in UA history at 4.04, while the average ACT for entering Honors College students declined slightly, from 28.0 to 27.9.

ENROLLMENT MANAGEMENT

Fall 2017 Enrollment Gains: Supporting Data

Changes among 79 high schools in primary service region, which President Wilson also visited: *(includes traditional, direct-from-high-school entering fall; excludes other freshman types and excludes freshman who first enrolled summer or fall, admitted summer or previous terms)*

Entering Fall Freshman Class Category	Fall 2015	Fall 2016	Fall 2017
Applications	5,390	4,792 <i>(-598 or -11% from 2015)</i>	4,995 <i>(+203 or +4% from 2016)</i>
Admission Offers	4,498	3,920 <i>(-578 or -13% from 2015)</i>	4,107 <i>(+187 +5% from 2016)</i>
Confirmation Fee Paid	2,141	1,615 <i>(-526 or 25% from 2015)</i>	1,746 <i>(+131 or +8% from 2016)</i>
Enrolled as of CENSUS	1,873	1,407 <i>(-466 or 25% from 2015)</i>	1,543 <i>(+136 or +10% from 2016)</i>