



Annual Report 2020

ENROLLMENT MANAGEMENT



INDIANA STATE
UNIVERSITY

Dear colleagues and friends,

The 2020 Fall Enrollment Report embodies the unique challenges Indiana State University encountered over the past academic year. Institutional transformations in marketing, admissions, and financial aid propelled significant growth in applicants, admits, and FAFSA completers. Although regional and national demographics continued to decline, the institution established a strong position within the market, heading into the Spring semester.

As the COVID-19 pandemic spread across the world, Indiana State quickly shifted efforts to attract, educate, and graduate students in an online environment. For example, instead of traditional yield events, the University launched free 1-credit courses and virtual visits. Advising sessions, financial aid appointments, and new student orientations utilized state-of-the-art technologies and enhanced student processes. Our staff conducted aggressive outreach and communication, and newly-formed



24/7 response teams provided quick student contact.

At the start of the Fall semester, Indiana State's first-year enrollment slipped by 6 percent. This drop remains notably better than the national average of a 14 percent decline among public universities. Furthermore, Indiana State's proactive outreach, policy adjustments, and process refinements resulted in significant improvements to student success outcomes.

1. Indiana State's first-year retention rate climbed another three percentage points, to improve by seven percentage points over the past two years.
2. Indiana State's 4-year graduation rate increased by four percentage points.
3. Employers, professions, and industries place a high value on an Indiana State education. This past year 99 percent of all graduates are employed or pursuing graduate education within six months of graduation.

4. The average salary of those graduating earned \$57,593. A degree from Indiana State remains an incredible value. Our teams are energized and optimistic, heading into the future.
Go Sycamores!

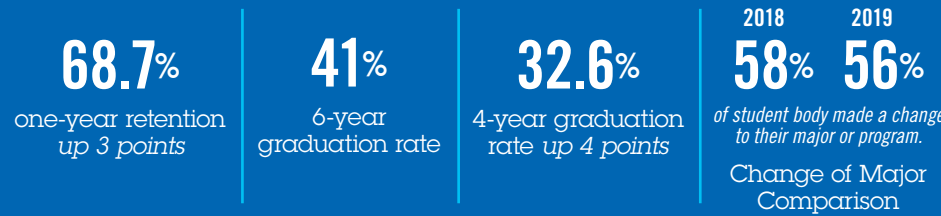
A handwritten signature in blue ink that reads "Jason D. Trainer".

Dr. Jason Trainer
Vice Provost for Enrollment
Management



RETENTION UP 7% in the last 2 years

244 students that are not registered for spring or fall have immunization holds. Immunizations holds for Fall 2019 and Spring 2020 students were removed due to the pandemic so students could register. An exception to the policy was also made for Fall 2020 students, due to the pandemic.



VIRTUAL ACTIVITIES & MARKETING



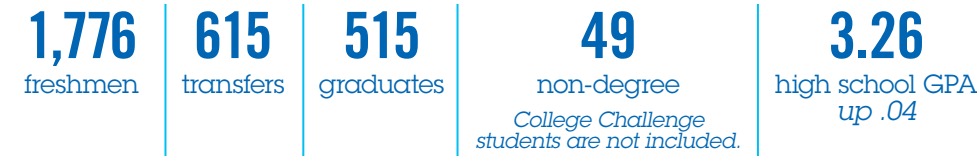
ADMISSIONS & RECRUITMENT



10,830

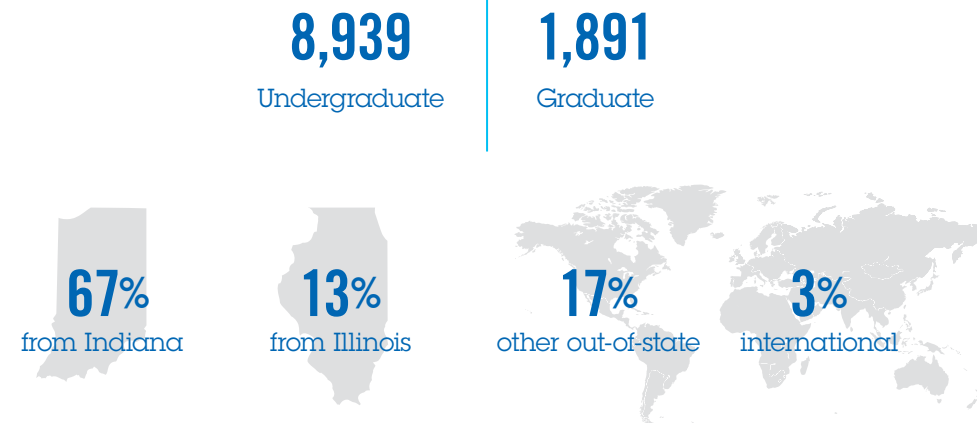
Total fall enrollment

NEW STUDENTS

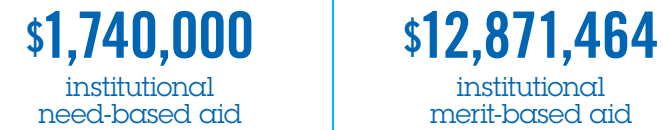


23+ events and numerous orientation programs in summer, fall and spring.

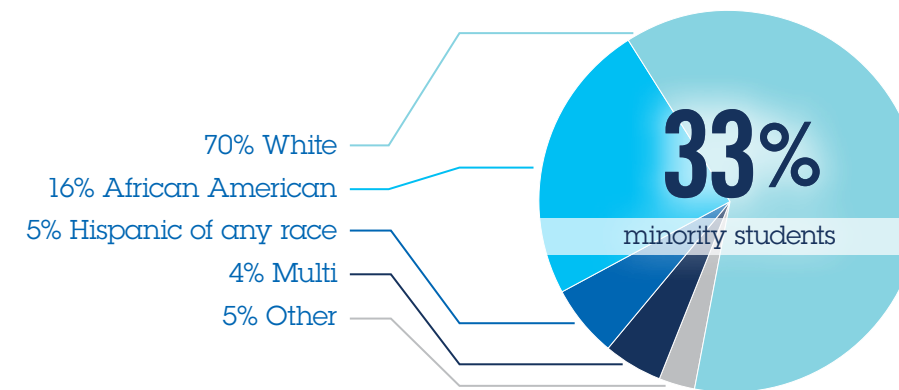
ALL STUDENTS



FINANCIAL AID



RACE/ETHNICITY



INITIATIVES

Strategic enrollment planning is collaborative, data-informed, and focused on building stronger pathways toward and through Indiana State. To engage the broader campus community, the institution has endorsed a process that places the Strategic Enrollment Management (SEM) Council in the center of the planning process to develop enrollment initiatives at the institutional, college, and departmental levels. To move the enrollment needles, the Working Groups and Committees were tasked with creating and completing projects:



WORK GROUPS

Teams have been tasked with strengthening foundational and enterprise-wide enrollment management activities in the following key areas:

RECRUITMENT:	RETENTION:	AID LEVERAGING:	PROCESS IMPROVEMENT:	ANALYTICS/FORECASTING:
Create and improve institutional recruitment efforts to attract new students.	Develop and strengthen institutional strategies to ensure students persist and graduate.	Evaluate and optimize financial aid and scholarship spending for effective enrollment outcomes.	Leverage technology and workflow processes to efficiently move students through the enrollment funnel.	Collect and interpret data to inform decisions on the best deployment of institutional resources.

ENROLLMENT MANAGEMENT AWARD RECIPIENTS 2019-20

SERVICE EXCELLENCE AWARD
Carrie Lutz, *University Marketing*

THE SERVICE EXCELLENCE AWARD RECOGNIZES A STAFF MEMBER WHO PROVIDES EXCELLENT SERVICE TO OUR MANY STAKEHOLDERS, AND WHO HAS A COMMITMENT TO THE ENROLLMENT MANAGEMENT DIVISION'S DIRECTIONS AND GOALS.

INNOVATION AWARD
Wyatt Lawson, *Admissions*

THE INNOVATION AWARD RECOGNIZES A STAFF MEMBER, TEAM OR PROJECT GROUP WHO DEMONSTRATES OUTSTANDING CREATIVITY WHEN CONFRONTED WITH CHALLENGES, ISSUES, OR OPPORTUNITIES FOR IMPROVEMENT AND WHOSE RESULTS ARE DATA DRIVEN.

LIVING BLUE AWARD
Brenda Hall, *Financial Aid* and Regina Atkins, *Admissions*

THE LIVING BLUE AWARD RECOGNIZES A STAFF MEMBER OR TEAM THAT BEST EXEMPLIFIES LIVING THE CULTURE OF STATE AND ENROLLMENT MANAGEMENT. THEIR "SPIRIT" IS DEMONSTRATED THROUGH A POSITIVE ATTITUDE, ACTS OF LOYALTY, TEAMWORK, CREATIVITY, AND COOPERATION. THEY SERVE AS THE HEART OF THE EM DIVISION.



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Enrollment Management
Terre Haute, Indiana 47809