



# Annual Report 2021

ENROLLMENT MANAGEMENT



INDIANA STATE  
UNIVERSITY

Dear colleagues and friends,

This past year has been a challenge for many institutions in higher education, including Indiana State. A few primary factors are impacting enrollments.

**1. There are fewer college-bound students.**

The college-going rate in Indiana continues to drop. The state has experienced declines of six percentage points over the past five years. Significant enrollment gaps across the state exist for low-income, minority, rural, and male student segments.

**2. The large public institutions admitted more students.**

These institutions experienced record enrollments by waiving test-score requirements and limiting or eliminating waitlists. Additionally, the reduction of international students during the pandemic created pressure for many large institutions to admit more in-state students that historically enrolled at institutions like Indiana State.



**3. The pandemic has negatively impacted retention.**

Across the U.S., higher education faced historic drops in college persistence and retention rates. Institutions historically serving greater numbers of underrepresented students experienced the greatest decline. This pattern has been frustrating for Indiana State, as we've experienced tremendous improvements in student success rates in recent years.

As the institution moves forward, it is critical that the institution aggressively positions the value of an Indiana State education. Our Strategic Enrollment Management Plan, a Vision for 2023 & Beyond, outlines goals and strategies to diversify our new students' segments, achieve unprecedented student success metrics, and strengthen the brand value of Indiana State across the region.

As part of these strategic efforts, we have created the Indiana State

Advantage. A three prong approach to ensuring a world-class education is in the reach for all students. We remain energized and optimistic heading into the future.

Go Sycamores!

A handwritten signature in blue ink that reads "Jason D. Trainer". The signature is fluid and cursive, with a large initial "J" and "T".

Dr. Jason Trainer  
Vice Provost for Enrollment Management

## 3.29 GPA

This new freshmen class has the highest ever average High School GPA (3.29).

60.5%

one-year retention down 8 points

41%

6-year graduation rate

30.0%

4-year graduation rate down 3 points

## ACTIVITIES & MARKETING

1,375

first-year students attended a State Start-Up session in June or August

160

produced videos

17.9M

website pageviews

5,213,033

total social reach

154

transfer students attended a State Start-Up in session in July or August

23 international students attended (this includes FY and transfer)

## ADMISSIONS & RECRUITMENT

20,899

apps processed

2,338

admitted 21st Century Scholars

4,043

admitted minority students

11,792

freshmen admits

1,458

transfer admits

920

graduate admits

9,459  
Total fall enrollment

### NEW STUDENTS

1,434

freshmen

621

transfers

471

graduates

3.29

high school GPA up .03

### ALL STUDENTS

7,704

Undergraduate

1,755

Graduate

68%  
from Indiana

13%  
from Illinois

17%  
other out-of-state

3%  
international

### FINANCIAL AID

2.1%

decrease in Loan Cohort Default Rate

\$26,212.26

average debt of undergrad graduate

45%

with a FAFSA are Pell eligible

1,243

Virtual NSO Financial Aid appointments

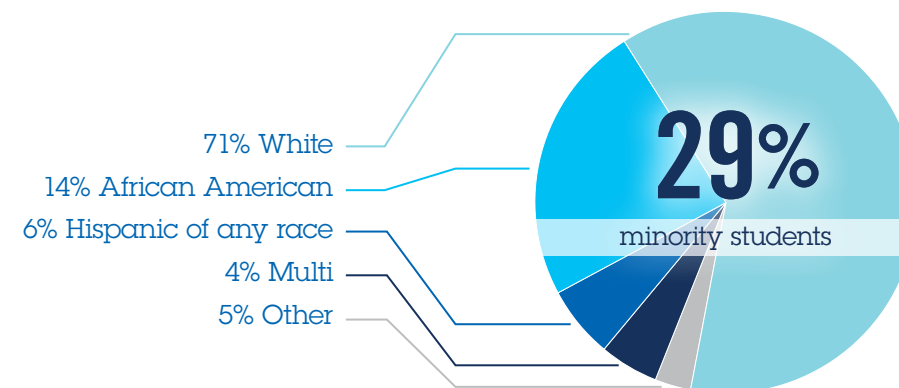
\$1,732,434

institutional need-based aid

\$12,866,465

institutional merit-based aid

### RACE/ETHNICITY



## WHAT IS THE INDIANA STATE ADVANTAGE?



Affordable Education  
Four years tuition-free  
(for Pell-eligible Indiana students)\*



World-Class Experiences  
Out-of-classroom experience grant worth up to \$3,000.



Four-Year Guarantee  
Remaining tuition covered if you don't graduate in four years.\*

## ENROLLMENT MANAGEMENT AWARD RECIPIENTS

SPRING AND FALL 2021

### SERVICE EXCELLENCE AWARD

Lisa Stein, *Extended Learning (Spring 2021)*  
Kimberly Lund, *Admissions (Fall 2021)*

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.

### LIVING BLUE AWARD

Randa Wells, *Enrollment Management (Spring 2021)*  
Donna Simmonds, *Financial Aid (Fall 2021)*

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.

### INNOVATION AWARD

John Gettemeyer and Debbie Barber, *New Student Transition Programs (Spring 2021)*  
Lisa Mosely, *Admissions (Fall 2021)*

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.



**INDIANA STATE  
UNIVERSITY**

Enrollment Management  
Terre Haute, Indiana 47809