

**REPORT OF THE  
ENROLLMENT MANAGEMENT COMMITTEE  
COUNCIL OF TRUSTEES  
Indiana University of Pennsylvania  
Thursday, March 23, 2023**

**DISCUSSION**

Patricia McCarthy, vice president for Enrollment Management, opened the committee meeting by providing an update on admissions progress for fall 2023.

At this point, new undergraduate student admissions progress is encouraging for fall 2023. IUP has received close to 12 percent more admissions applications for new, first-time, undergraduate students; the number of students admitted is more than 7 percent higher; and students have submitted almost 22 percent more deposits than at this same point in time last year. The number of deposited students is higher than in any of the past four years, as is the yield from admitted to deposited.

IUP has received over 18 percent more applications from transfer students and has admitted over 31 percent more. Fifty-five percent more transfer students have submitted deposits. Similar to the new, first-time students, the number of transfer deposits is higher, and the yield from admitted to deposited exceeds any of the past four years.

For both new, first-time students and transfer students, IUP is seeing the increase in applications, admits, and deposits across all residencies—in state, out of state, and international. Specific to Pennsylvania, the market share of new, first-time student applications has already exceeded the final year-end market share in fall 2022 and fall 2021. Out-of-state, new, first-time undergraduate students are yielding from admit to net deposit at a higher rate than in any of the past four years.

Overall, the Academy of Culinary Arts is seeing an increase in applications and admitted students. However, at this point, the number of students who have submitted a deposit for fall 2023 enrollment is behind that of last fall.

The number of students applying for graduate studies at IUP for fall 2023 is greater than in both fall 2022 and fall 2021, and a higher number and percentage of students have been admitted. Much of the reason for the current level of applications is an increase in student interest in programs that are poised to increase enrollment. Programs that are not showing an increase in applications and/or admits compared to last year are those that historically have met their admissions goals and typically receive more applicants than they are able to enroll.

Amber Dworek, director of Graduate Admissions; Paula Stossel, associate vice president for Enrollment Management; and Hilliary Creely, dean of the School of Graduate Studies and Research, presented "Maximizing Outcomes through School of Graduate Studies and Research and Graduate Enrollment Management Collaborations."

In their presentation, they reported that in the fall of 2020, IUP embarked on the Strategic Enrollment Planning (SEP) process. Under this initiative, there was an action plan to grow and institutionalize graduate enrollment. The team leading these discussions was made up of members of Enrollment Management, the School of Graduate Studies and Research (SGSR), and the faculty. This collaboration led to open discussions regarding opportunities for growth, and final goals and new strategic initiatives were developed.

The first goal is to provide faculty and staff alignment with their areas of expertise, optimizing the recruitment and retention of graduate students. The first initiative under this goal was to supplement the one professional staff person in Graduate Admissions with two admissions counselors who could provide specialized program and college-level recruitment support and optimize the level of support for all prospective IUP graduate students through increased events, outreach, and funding awareness. Progress to date was provided, showing significant and impactful outcomes.

The next initiative in this goal was to institutionally redefine and review the role of the graduate coordinator. The focus in this area was to improve the recruitment and retention of students and strengthen the programs through various activities. This included providing an alternative workload assignment to program coordinators.

The second goal was to align program demand and capacity with enrollment goals and strategic student funding by creating a stronger and more structured collaboration between Enrollment Management and Academic Affairs. This heightened collaboration began with a discussion during a deans' retreat in summer 2022 and was followed by meetings with program coordinators and individual deans.

Finally, the group concluded the presentation with other notable items and future plans that are either in progress or in the planning phase.

This concludes my report.

Mrs. Joyce Fairman, Chair  
Enrollment Management Committee