

Fall 2013

# *Enrollment Management Update*

OFFICE OF ENROLLMENT MANAGEMENT, MIAMI UNIVERSITY

Dear Colleagues,

It is my pleasure to present the third annual fall Enrollment Management Update, which contains some impressive characteristics regarding the entering class profile as well as other key enrollment metrics. More than 22,500 students applied for fall 2013 admission, up nearly 11 percent from the previous year. The most impressive fact regarding this year's class is that it is the most academically accomplished and diverse class in University history.

While overseeing the Office of Admission, the Office of Enrollment Management (OEM) also provides leadership to the Bursar, Enrollment Operations and Communications, Enrollment Research and Analysis, University Registrar, and Student Financial Assistance, who also play key roles in supporting current students, faculty, and staff. Accordingly, OEM has adopted the following mission statement and another set of ambitious goals for 2013-14.

**Mission Statement:**

OEM is committed to creating and sustaining a culture of engaged University-wide partnerships to facilitate the design, implementation, and support of highly effective student-centric services. OEM embraces data-driven decision-making to strategically lead and support the full student lifecycle from recruitment through graduation and beyond while optimizing University resources.

**Goals:**

- Continue to advance enrollment management's functional identity, organization, and culture at Miami.
- Provide high quality services that are efficient, effective, and user-friendly and support the University community and beyond.
- Proactively manage undergraduate enrollment size and composition.
- Enhance Miami's state, regional, national, and international reputation through expanded and integrated marketing and communication efforts to prospective audiences.

We thank you for your continued support and look forward to continuing to partner with the University community as we implement the Miami 2020 Plan this fall.

Sincerely,



**Michael S. Kabbaz**

Associate Vice President for Enrollment Management

MiamiOH.edu/oem

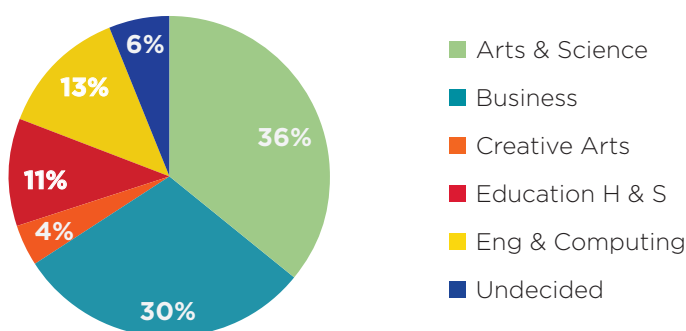
# Academic Characteristics of the First-Year Class

## Profile Trends of the Enrolled First-Year Class

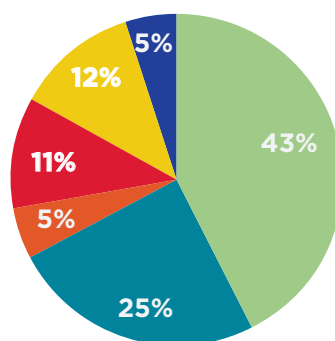
	2007	2008	2009	2010	2011	2012	2013*
ACT Best Average	26.5	26.2	26.2	26.1	26.1	26.5	27.5
GPA Average	3.66	3.65	3.63	3.65	3.62	3.63	3.72
Percent Ohio Resident	65.1%	63.6%	64.7%	68.1%	67.3%	62.0%	60.4%
Percent Male	44.5%	45.1%	45.7%	46.0%	45.6%	47.6%	48.0%

\*2013 data is as of August 6; other years are end-of-cycle.

### 2013\* APPLICANT PROFILE BY DIVISION



### 2013\* MATRICULANT PROFILE BY DIVISION



Division	Student Count	Average of ACT Best	Average GPA	Percent Ohio Resident	Percent Male
Arts & Science	8166	26.9	3.65	45.7%	37.6%
Business	6826	26.8	3.58	37.2%	61.5%
Creative Arts	913	26.1	3.60	50.3%	35.3%
Education H & S	2391	25.1	3.58	55.9%	25.6%
Eng & Computing	2983	27.8	3.69	56.1%	74.7%
Undecided	1242	25.9	3.52	46.7%	36.1%
<b>Grand Total</b>	<b>22521</b>	<b>26.7</b>	<b>3.62</b>	<b>45.8%</b>	<b>48.3%</b>

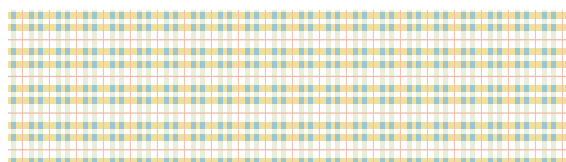
\* As of August 6.

Division	Student Count	Average of ACT Best	Average GPA	Percent Ohio Resident	Percent Male
Arts & Science	1608	27.1	3.67	60.9%	43.4%
Business	926	28.4	3.78	52.4%	61.3%
Creative Arts	177	27.2	3.73	61.6%	32.8%
Education H & S	406	26.0	3.68	71.4%	19.0%
Eng & Computing	438	28.7	3.77	63.5%	76.7%
Undecided	170	26.9	3.67	62.9%	30.0%
<b>Grand Total</b>	<b>3725</b>	<b>27.5</b>	<b>3.72</b>	<b>60.4%</b>	<b>48.0%</b>

\* As of August 6.

## HIGH SCHOOL AP CREDIT AWARDED BY MIAMI

The most common AP credits in 2013 were History, English and Math. The most AP credits brought in by a single student was 73.

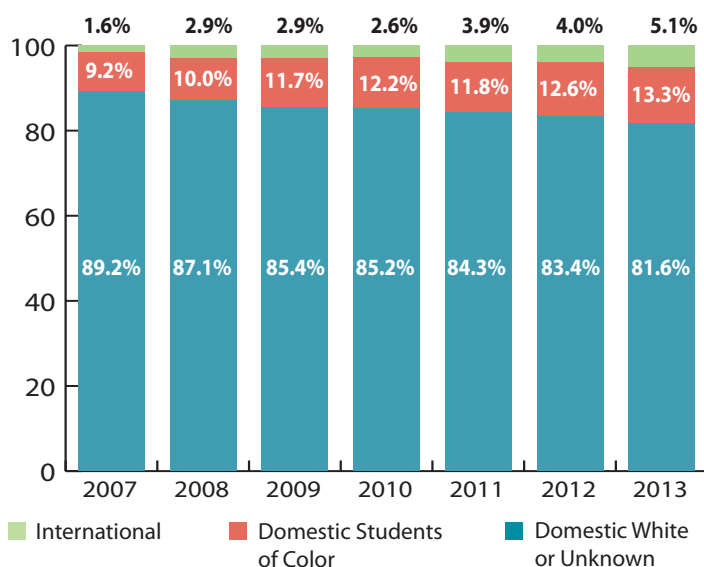


Division	Percentage Bringing AP Credit	Average AP Credit Hours Per Student*
Arts & Science	45.5%	15.4
Business	57.7%	14.9
Creative Arts	49.7%	14.6
Education H & S	42.6%	11.8
Eng & Computing	54.5%	18.8
Undecided	43.7%	14.2
<b>Overall</b>	<b>49.3%</b>	<b>15.3</b>

\* Average taken over those who awarded AP credit.

# Composition of the First-Year Class

Miami's classes have become increasingly more diverse over the years as both domestic students of color and international student populations are growing.



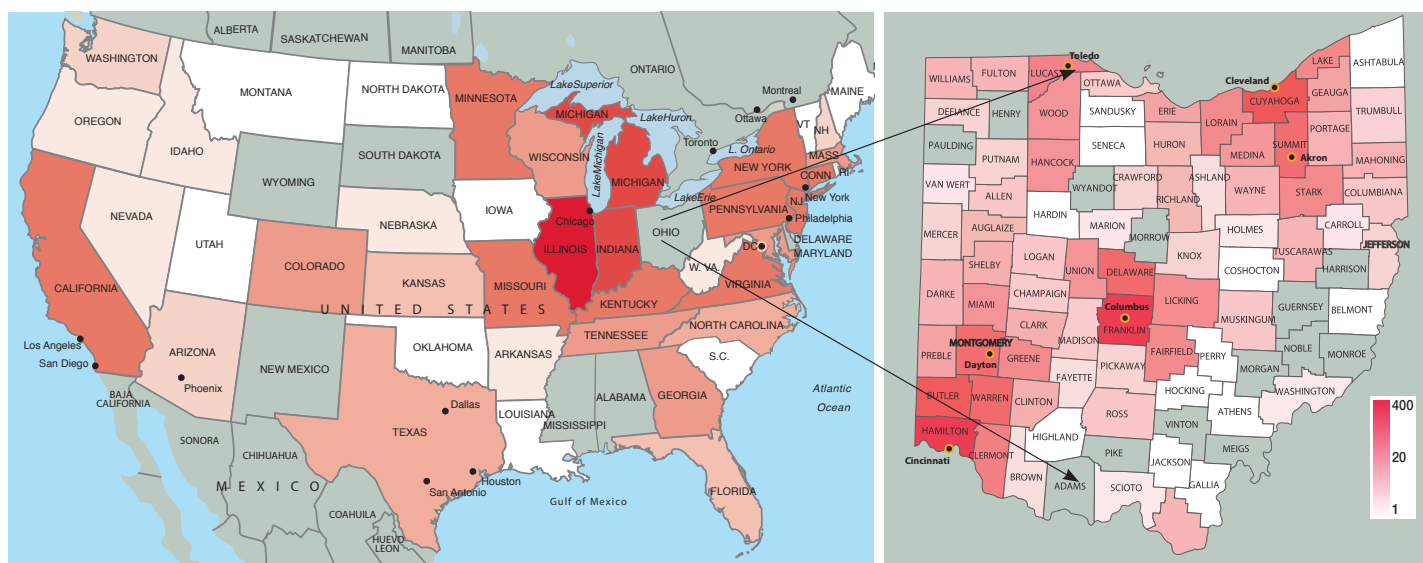
## 108

ACE  
(AMERICAN CULTURE  
AND ENGLISH)  
FALL 2013 ENROLLMENT

## 26

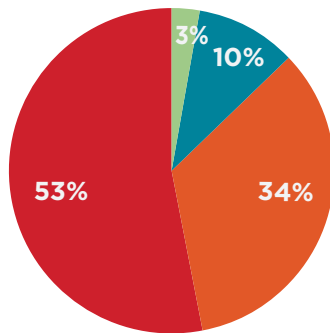
NUMBER OF COUNTRIES  
REPRESENTED IN THE  
ENROLLING CLASS

## Geographic Breakdown of the Entering Class



# Recruiting the First-Year Class

## 2013 Applicants

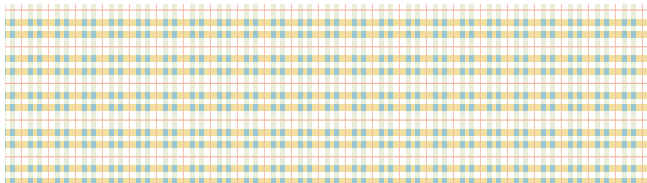


■ Butler County  
■ Cincinnati Area  
■ Other Ohio  
■ Outside Ohio

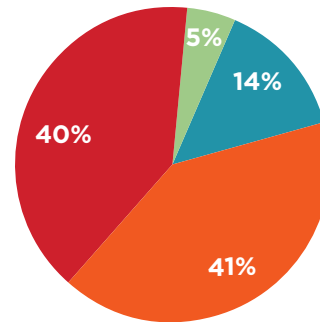
### UNIVERSITY/ADMISSION RECRUITMENT EFFORTS

Off-Campus Receptions	44
College Fairs	321
High School Visits	982
On-Campus Visitors	42,415
Recruitment Emails	3,049,564

Last year's high-touch recruitment strategy included multi-channel communication campaigns, a vigorous travel schedule, and warmly welcoming more than 40,000 prospective students and parents to campus with the help of the entire Miami University community.



## 2013 Matriculants



### FEEDER HIGH SCHOOLS

Top Ohio Feeder Schools	
High School	Enrolled
William Mason High School	57
Talawanda High School	45
Lakota West High School	38
Dublin Jerome High School	36
Centerville High School	34
St. Xavier High School	32
Solon High School	31
Archbishop Moeller High School	28
Upper Arlington High School	28
Top Out-of-State Feeder Schools	
High School	Enrolled
Hinsdale Central High School, IL	23
New Trier High School, IL	21
Lake Forest High School, IL	16
Adlai E. Stevenson High School, IL	14
Barrington High School, IL	14
Benet Academy, IL	13
Wheaton Warrenville South HS, IL	11
Libertyville High School, IL	11
Glenbard West High School, IL	11
Loyola Academy, IL	11

### WHERE DO MIAMI'S NON-MATRICULANTS GO?\*

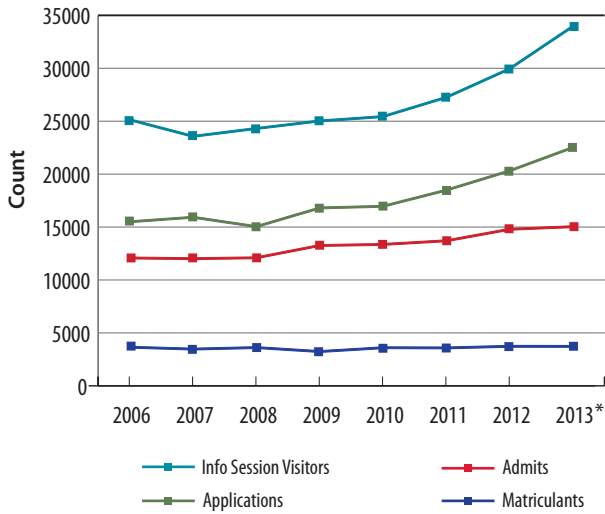
	Undecided	Engineering	Arts & Science	Business	Education H & S	Creative Arts	OVERALL
THE OHIO STATE UNIVERSITY	18.6%	20.9%	12.5%	14.7%	8.7%	7.6%	<b>13.7%</b>
INDIANA UNIVERSITY BLOOMINGTON	5.5%	0.6%	4.6%	11.0%	3.3%	2.4%	<b>5.2%</b>
UNIVERSITY OF DAYTON	3.2%	6.5%	3.6%	3.1%	7.1%	1.2%	<b>4.1%</b>
UNIVERSITY OF CINCINNATI	3.9%	7.2%	3.0%	2.1%	3.9%	13.5%	<b>4.0%</b>
OHIO UNIVERSITY	2.8%	3.1%	2.9%	1.9%	5.4%	2.6%	<b>3.0%</b>
UNIVERSITY OF MICHIGAN	1.4%	1.7%	2.2%	3.5%	2.2%	1.7%	<b>2.3%</b>
UNIVERSITY OF ILLINOIS @ URBANA	2.5%	2.3%	1.9%	3.6%	1.2%	3.8%	<b>2.3%</b>
MICHIGAN STATE UNIVERSITY	2.0%	1.9%	1.8%	2.0%	1.8%	1.2%	<b>1.8%</b>
PURDUE UNIVERSITY - WEST LAFAYETTE	0.7%	3.8%	1.4%	1.9%	1.4%	1.4%	<b>1.8%</b>
PENNSYLVANIA STATE UNIVERSITY	3.2%	1.4%	1.1%	3.0%	1.2%	0.5%	<b>1.6%</b>
UNIVERSITY OF KENTUCKY	1.6%	1.9%	1.4%	0.7%	3.0%	1.2%	<b>1.5%</b>
UNIVERSITY OF WISCONSIN - MADISON	2.0%	0.9%	1.3%	2.3%	1.2%	0.5%	<b>1.4%</b>
XAVIER UNIVERSITY	2.0%	0.6%	1.4%	1.0%	1.9%	0.7%	<b>1.3%</b>
MARQUETTE UNIVERSITY	1.1%	1.0%	1.2%	0.6%	1.4%	0.2%	<b>1.1%</b>
Other	49.6%	46.2%	59.7%	48.5%	56.1%	61.6%	<b>55.0%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

\* Based on 2012 National Student Clearinghouse StudentTracker Data



# First Year Summary

## FIRST-YEAR ADMISSION TRENDS



## ADMISSION BASICS, FALL 2013

First-Year Applications	22,521
Offers of Admission	15,035
First-Year Matriculants	3,725

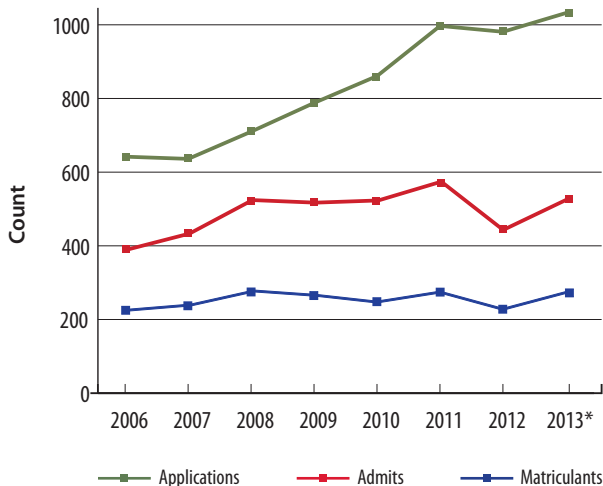
## 2013 FALL FIRST-YEAR MATRICULANTS PROFILE

Male/Female	48% / 52%
Resident / Domestic Non-resident / International	60% / 35% / 5%
White / Domestic Students of Color / International	82% / 13% / 5%
Middle 50% SAT	1130 - 1310
Middle 50% ACT	25 - 30
Middle 50% HS GPA	3.43 - 4.00

\* As of August 6.

# Transfer Summary

## TRANSFER ADMISSION TRENDS



## TRANSFER BASICS, FALL 2013

Transfer Applications	1,035
Offers of Admission	531
Transfer Matriculants	276

## 2013 FALL TRANSFER MATRICULANTS PROFILE

Male/Female	57%/43%
Resident / Domestic Non-resident / International	63% / 29% / 8%
White / Domestic Students of Color / International	76% / 16% / 8%
Middle 50% HS GPA	2.87 - 3.70
Middle 50% College GPA**	2.81 - 3.58
4-Year / 2-Year College	73% / 27%

\* As of August 6.

\*\* College GPA is a requirement of transfer admission; it is not transcribed on a transfer student's academic record at Miami University.

# Campus Visits

# 42,415

ADMISSION VISITORS 2012-2013

Statistics show that once prospective students visit campus, they are much more likely to apply. More visitors will result in more applications, so the impact of the campus visit experience is extremely critical.

{ WITHOUT A CAMPUS VISIT }

37% CONVERSION RATE TO BECOME AN APPLICANT

{ WITH A CAMPUS VISIT }

66% CONVERSION RATE TO BECOME AN APPLICANT

{ WITH A HIGH ABILITY EVENT }

89% CONVERSION RATE TO BECOME AN APPLICANT  
(RED CARPET DAY)

Prospective students and their families were drawn to Miami by well-planned events such as **Red Carpet Day** (for high-achieving students), three **Bridges** weekends (diversity-themed events), two **Cincinnati-Dayton** receptions (for local students), 21 **Transfer Preview Days**, ten **Make It Miami** programs (for admitted students), and 54 **group visits**, as well as daily **information sessions and tours**.

## EVENTS 2012-2013 ATTENDANCE

	Total Attendance	Student Attendance
<b>Special Events</b>		
Discover the Sciences	542	196
Discover the World	121	50
Engineering Day	69	29
Fall Open Houses	390	146
Fall Preview Days	1,071	864
Cincy/Dayton Receptions	687	245
Red Carpet Day	352	160
Spring Preview, March	357	146
Spring Preview, April	711	288
CEHS Open House	80	37
Day of Champions	136	50
Arts Day	399	150
<b>Yield Events</b>		
Make it Miami! Spring Events	5,056	2,044
Diversity Overnight	22	22
<b>Other visit opportunities</b>		
Group Visits	2,294	2,294
Transfer Preview Day, Fall	94	55
Transfer Preview Day, Spring	118	62
Bridges	461	461
<b>Information Sessions &amp; Tours</b>	29,455	11,473
<b>Total Admission Visitors 2012-2013</b>	<b>42,415</b>	

# Enrollment Management by the Numbers

# 3,049,564

RECRUITMENT EMAILS SENT

Enrollment Operations  
and Communications

# 22,521

NUMBER OF ADMISSION  
APPLICATIONS RECEIVED

Office of Admission

# 76%

OXFORD STUDENTS RECEIVED  
FINANCIAL ASSISTANCE

Office of Student Financial Assistance

# 30,306

NUMBER OF TRANSCRIPTS  
SENT TO UNIVERSITIES,  
INDIVIDUALS, AND BUSINESSES

Office of the Registrar

# 77%

PAYMENTS PROCESSED  
ONLINE

Office of the Bursar