



Enrollment Management Update, Fall 2011

OFFICE OF ENROLLMENT MANAGEMENT, MIAMI UNIVERSITY

Dear Colleagues,

It is with great excitement that I share our first in a series of periodic newsletters with the Miami University community. With these newsletters we will be communicating the Office of Enrollment Management's (OEM) progress towards meeting the goals outlined in the University's Strategic Priorities, while providing full transparency to the campus community on the entering class profile and other key enrollment metrics.

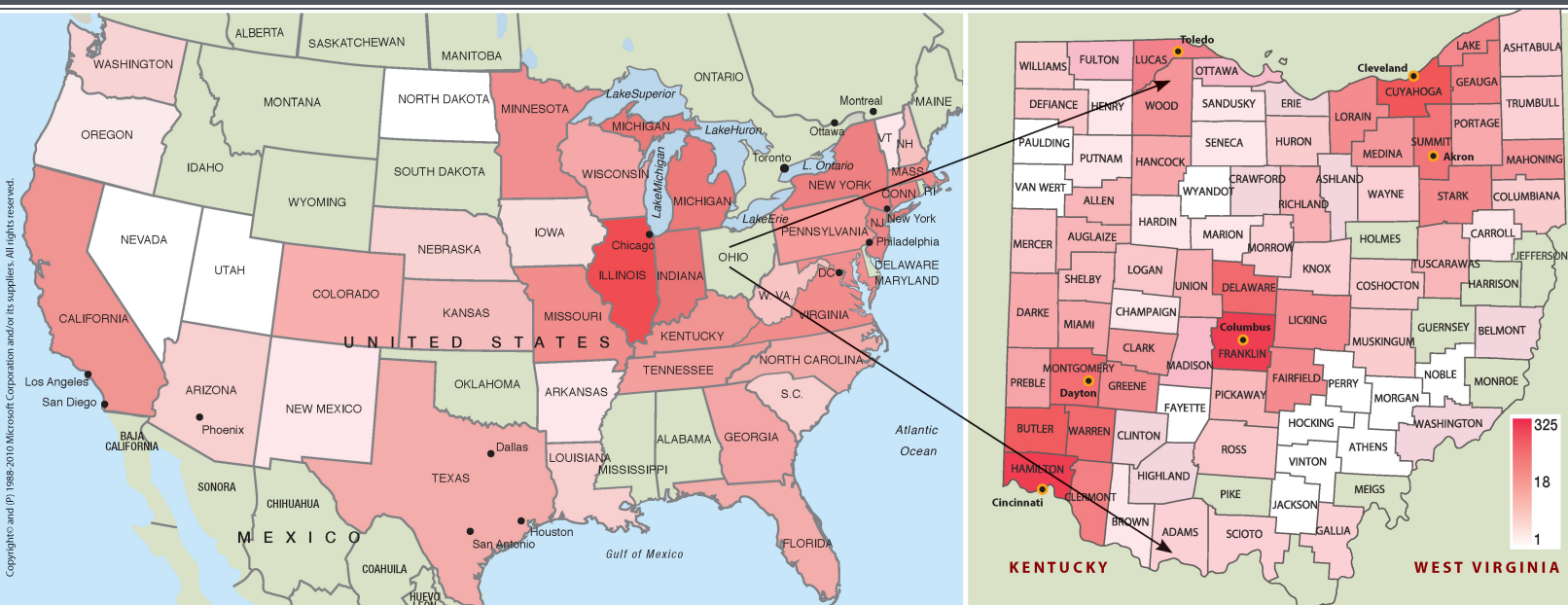
For 2011-2012 OEM will:

- Build an enrollment management identity, organization, and culture at Miami while enhancing admission, financial aid, and registrar office functions to meet the University's Strategic Priorities
- Proactively manage undergraduate enrollment size and composition
- Enhance and integrate Miami's state, regional, national, and international marketing and communication efforts to proactively promote the University to prospective students, parents, and other key influencers
- Develop a long-term institutional need-based and merit-based financial aid strategy

We look forward to working with faculty and staff across the campus to recruit, enroll, serve, and retain the best, brightest, and most diverse student body from Ohio, across the United States, and around the globe.

Michael S. Kabbaz
Associate Vice President for Enrollment Management

Where Did Miami's 2011 Matriculants Come From?

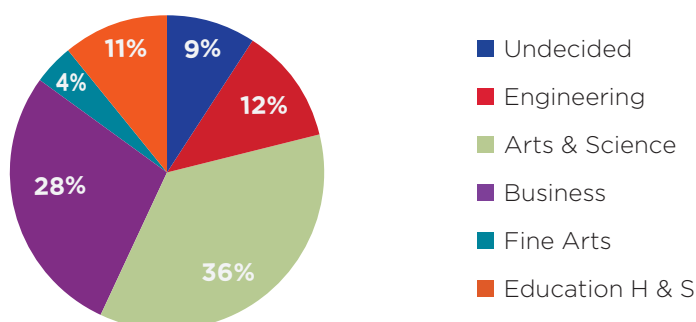


Characteristics of the 2011 First-Year Class

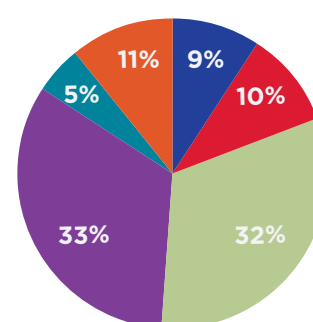
Profile Trends in the Enrolled Class

	2005	2006	2007	2008	2009	2010	2011
ACT Best Average	26.7	26.5	26.2	26.2	26.1	26.1	26.4
GPA Average	3.69	3.66	3.65	3.63	3.65	3.62	3.65
Percent Ohio Resident	67.8%	65.1%	63.6%	64.7%	68.1%	67.3%	62.5%
Percent Male	45.8%	44.5%	45.1%	45.7%	46.0%	45.6%	48.0%

2011 APPLICANT PROFILE BY DIVISION



2011 MATRICULANT PROFILE BY DIVISION



Division	Count	Average of ACT Best	Average of GPA	Percent Ohio Resident	Percent Male
Arts & Science	6,583	26.8	3.61	47.1%	37.4%
Business	5,173	26.5	3.52	34.9%	61.5%
Education H & S	2,035	25.2	3.59	57.4%	25.0%
Engineering	2,269	27.4	3.65	56.9%	71.4%
Fine Arts	828	25.8	3.56	50.0%	37.3%
Undecided	1,597	25.6	3.54	55.2%	39.9%
Grand Total	18,485	26.4	3.58	46.9%	47.1%

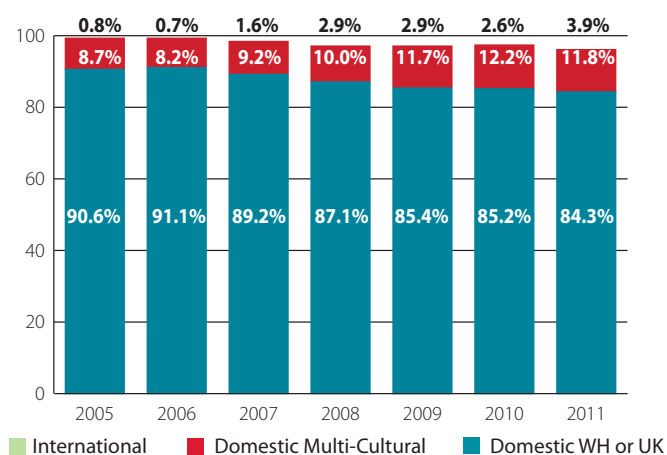
Division	Count	Average of ACT Best	Average of GPA	Percent Ohio Resident	Percent Male
Arts & Science	1,132	26.5	3.68	64.2%	37.3%
Business	1,185	26.5	3.60	52.3%	63.1%
Education H & S	413	25.6	3.71	72.2%	22.3%
Engineering	352	27.0	3.66	74.7%	73.6%
Fine Arts	179	26.3	3.67	63.1%	36.9%
Undecided	320	25.7	3.62	67.8%	41.6%
Grand Total	3,581	26.4	3.65	62.5%	48.0%

HIGH SCHOOL AP CREDIT ACCEPTED BY MIAMI

On average, a Miami first-year student brought in 1.6 Advanced Placement (AP) credit hours in 2011. The maximum number of hours was 61; the minimum was 0. Engineering students had the highest average with 1.9 AP credit hours per student. The most common AP credits in 2011 were History and English, with Math a distant third.

Division	Average AP Credit Hours Per Student
Arts & Science/Undecided	1.7
Business	1.7
Education H & S	1.0
Engineering	1.9
Fine Arts	1.6
Overall Average	1.6

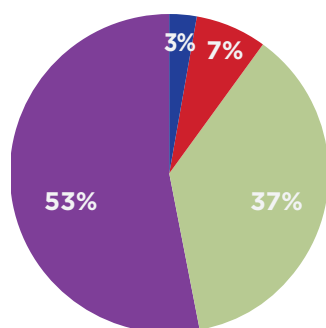
COMPOSITION OF THE FIRST-YEAR CLASS



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

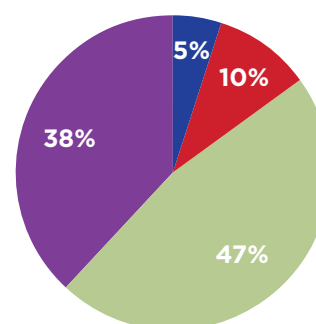
Recruiting the Class

2011 Applicants



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

2011 Matriculants



WHERE DID MIAMI'S MATRICULANTS COME FROM?

Top Ohio Feeder Schools

High School	Number of Matriculants
St. Xavier High School	49
William Mason High School	44
St. Ignatius High School	31
Talawanda High School	29
Sycamore High School	29
Dublin Jerome High School	29
Lakota West High School	29
Upper Arlington High School	28
Fairfield High School	27

Top Out-of-State Feeder Schools

High School	Number of Matriculants
New Trier High School, IL	23
Loyola Academy, IL	20
Hinsdale Central High School, IL	14
Lake Forest High School, IL	14
Deerfield High School, IL	13
Adlai E. Stevenson High School, IL	12
Barrington High School, IL	10
Glenbrook North High School, IL	10
Ridgefield High School, CT	9

UNIVERSITY/ADMISSION RECRUITMENT EFFORTS

Off-Campus Receptions	30
College Fairs	272
High School Visits	470
On-Campus Visitors	35,510
Recruitment E-mails	3,068,400

Last year's high-touch recruitment strategy included multi-channel communication campaigns, a vigorous travel schedule, and warmly welcoming more than 35,000 prospective students and parents to campus with the help of the entire Miami University community.

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), five **Transfer Visit Days**, eleven **Make It Miami** programs (for admitted students), and 68 **group visits**, as well as daily **information sessions** and **tours**.

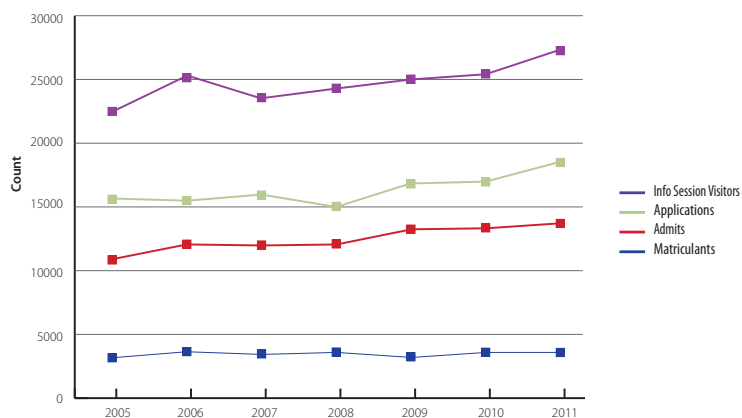
WHERE DID MIAMI'S FALL NON-MATRICULANTS GO?*

	Undecided	Engineering	Arts & Science	Business	Education H & S	Fine Arts	OVERALL
Ohio State University	14.3%	17.6%	12.5%	11.3%	11.8%	7.0%	12.7%
University of Dayton	4.1%	6.0%	3.2%	3.4%	5.7%	1.8%	3.9%
University of Cincinnati	2.7%	6.2%	2.6%	2.6%	3.7%	11.9%	3.6%
Indiana University	3.9%	0.8%	2.3%	6.9%	3.1%	1.1%	3.3%
Ohio University	4.3%	3.0%	3.1%	2.2%	5.7%	2.0%	3.2%
University of Michigan	1.4%	2.7%	2.0%	1.9%	1.0%	0.5%	1.8%
Pennsylvania State University	1.6%	1.7%	1.5%	2.3%	1.6%	1.4%	1.7%
University of Illinois	1.6%	1.2%	1.3%	1.9%	1.4%	1.8%	1.5%
University of Wisconsin	1.8%	0.5%	1.8%	1.5%	1.1%	0.2%	1.4%
Michigan State University	1.5%	0.8%	1.1%	1.7%	1.4%	0.7%	1.2%
Xavier University	1.4%	0.7%	1.3%	1.0%	1.9%	0.2%	1.2%
Purdue University	1.5%	3.0%	0.8%	0.6%	0.9%	1.1%	1.1%
Other	59.9%	55.8%	66.5%	62.8%	60.8%	70.3%	63.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*based on 2010 National Student Clearinghouse StudentTracker data

First Year Summary

FIRST-YEAR ADMISSION TRENDS



ADMISSION BASICS, FALL 2011

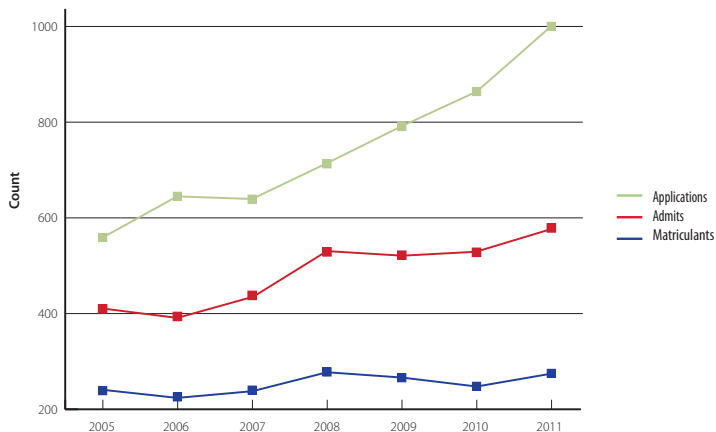
First-Year Applications	18,485
Offers of Admission	13,703
First-Year Matriculants	3,581

FIRST-YEAR CLASS MINI PROFILE

Male/Female	48% / 52%
Resident / Domestic Non-resident / International	62% / 34% / 4%
White / Domestic Students of Color / International	84% / 12% / 4%
Middle 50% SAT	1110 - 1260
Middle 50% ACT	24 - 29
Middle 50% HS GPA	3.36 - 3.92

Transfer Summary

TRANSFER ADMISSION TRENDS



TRANSFER BASICS, FALL 2011

Transfer Applications	1,000
Offers of Admission	579
Transfer Matriculants	275

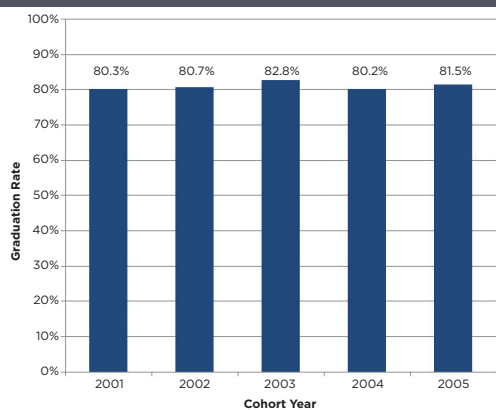
TRANSFER MINI PROFILE

Male/Female	49% / 51%
Resident / Domestic Non-resident / International	62% / 19% / 19%
White / Domestic Students of Color / International	65% / 16% / 19%
Middle 50% HS GPA	2.90-3.76
Middle 50% College GPA*	2.77-3.50
4-Year / 2-Year College	78%/22%

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

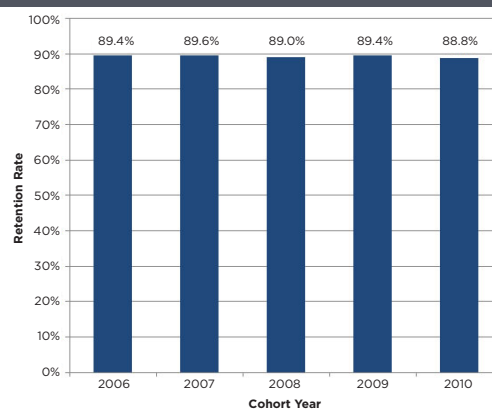
Retention Rates

GRADUATION RATES, OVERALL* (2001-2005 COHORTS)



* Consistent with IPEDS reporting, graduation rates are calculated using cohorts of first-time, full-time, degree-seeking undergraduates and refer to the percentage of students who complete a degree within 6 years.

RETENTION RATES, OVERALL* (2006-2010 COHORTS)



* Retention rates reflect the number of first-time, full-time degree-seeking undergraduates who are enrolled at Miami University one year later (i.e., freshman to sophomore year).