

Fall 2012

Enrollment Management Update

OFFICE OF ENROLLMENT MANAGEMENT, MIAMI UNIVERSITY

Dear Colleagues,

I am pleased to share the annual fall Enrollment Management Update. This update provides information regarding the entering class profile and other key enrollment metrics. During the 2011-12 application cycle, we received a record 20,300 applications, with an overall 10% increase in total applications and a 96% increase in Early Decision applications.

For 2012-13 the Office of Enrollment Management will:

- Continue to advance Enrollment Management's functional identity, organization, and culture at Miami.
- Proactively manage undergraduate enrollment size and composition.
- Enhance and integrate Miami's state, regional, national, and international marketing and communication efforts to increase interest from prospective students, parents, and other key influencers.
- Develop and implement a multi-year institutional aid strategy plan.

We are looking forward to another great year working with faculty and staff across 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

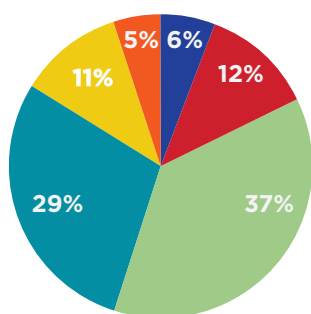
Academic Characteristics of the First-Year Class

Profile Trends of the Enrolled First-Year Class

| | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012* |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|
| ACT Best Average | 26.5 | 26.2 | 26.2 | 26.1 | 26.1 | 26.4 | 26.5 |
| GPA Average | 3.66 | 3.65 | 3.63 | 3.65 | 3.62 | 3.65 | 3.63 |
| Percent Ohio Resident | 65.1% | 63.6% | 64.7% | 68.1% | 67.3% | 62.5% | 61.4% |
| Percent Male | 44.5% | 45.1% | 45.7% | 46.0% | 45.6% | 48.0% | 47.7% |

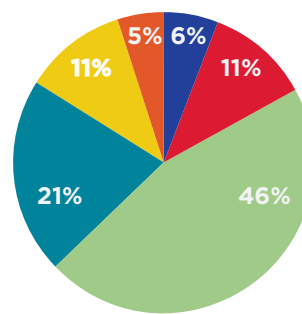
*2012 data is as of August 13; other years are end-of-cycle.

2012* APPLICANT PROFILE BY DIVISION



- Arts & Science**
- Business**
- Creative Arts
- Education H & S
- Engineering & AS
- Undecided

2012* MATRICULANT PROFILE BY DIVISION



| Division | Student Count | Average of ACT Best | Average GPA | Percent Ohio Resident | Percent Male |
|--------------------|---------------|---------------------|-------------|-----------------------|--------------|
| Arts & Science | 7,563 | 26.7 | 3.61 | 44.9% | 36.8% |
| Business | 5,897 | 26.3 | 3.51 | 36.5% | 62.8% |
| Creative Arts | 906 | 25.9 | 3.59 | 48.6% | 35.4% |
| Education H & S | 2,151 | 25.0 | 3.56 | 54.6% | 24.6% |
| Engineering & AS | 2,486 | 27.4 | 3.64 | 55.5% | 76.1% |
| Undecided | 1,311 | 25.7 | 3.55 | 49.4% | 37.5% |
| Grand Total | 20,314 | 26.4 | 3.57 | 45.2% | 47.9% |

* As of August 13

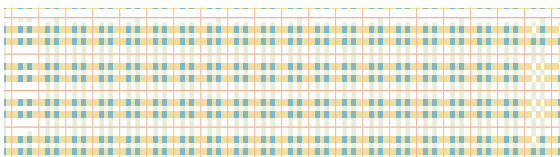
| Division | Student Count | Average of ACT Best | Average GPA | Percent Ohio Resident | Percent Male |
|--------------------|---------------|---------------------|-------------|-----------------------|--------------|
| Arts & Science** | 1,738 | 26.1 | 3.58 | 61.2% | 43.9% |
| Business** | 810 | 27.9 | 3.70 | 51.2% | 64.0% |
| Creative Arts | 199 | 26.2 | 3.64 | 62.8% | 32.7% |
| Education H & S | 421 | 25.3 | 3.66 | 72.7% | 20.4% |
| Engineering & AS | 403 | 27.3 | 3.66 | 67.2% | 75.9% |
| Undecided | 233 | 25.7 | 3.60 | 67.0% | 33.5% |
| Grand Total | 3,804 | 26.5 | 3.63 | 61.4% | 47.7% |

* As of August 13

** Note: Beginning in 2012, students not directly admitted to FSB were placed in Arts and Science in University Studies.

HIGH SCHOOL AP CREDIT AWARDED BY MIAMI

The most common AP credits in 2012 were History, English, and Math. The most AP credits brought in by a single student was 55.



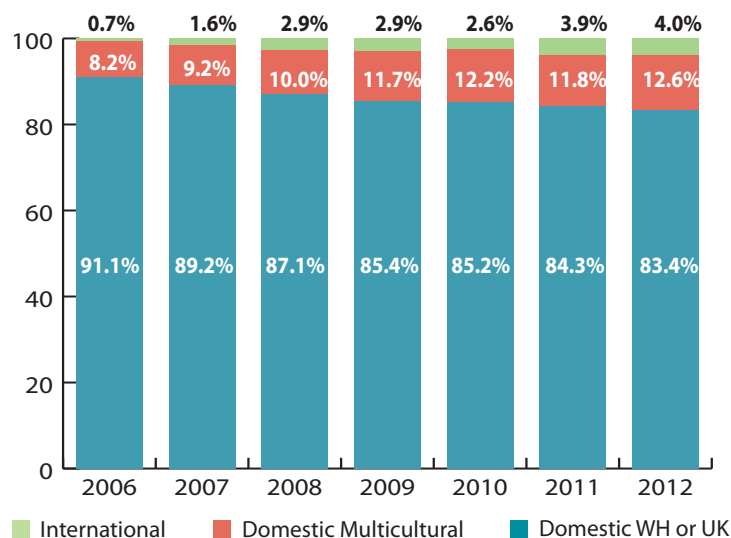
| Division | Percentage Bringing AP Credit | Average AP Credit Hours Per Student* |
|------------------|-------------------------------|--------------------------------------|
| Arts & Science** | 38.6% | 12.7 |
| Business** | 49.1% | 12.6 |
| Creative Arts | 38.7% | 11.5 |
| Education H & S | 35.6% | 9.9 |
| Engineering & AS | 45.9% | 14.4 |
| Undecided | 24.5% | 10.2 |
| Overall | 40.4% | 12.5 |

* Average taken over those who awarded AP credit

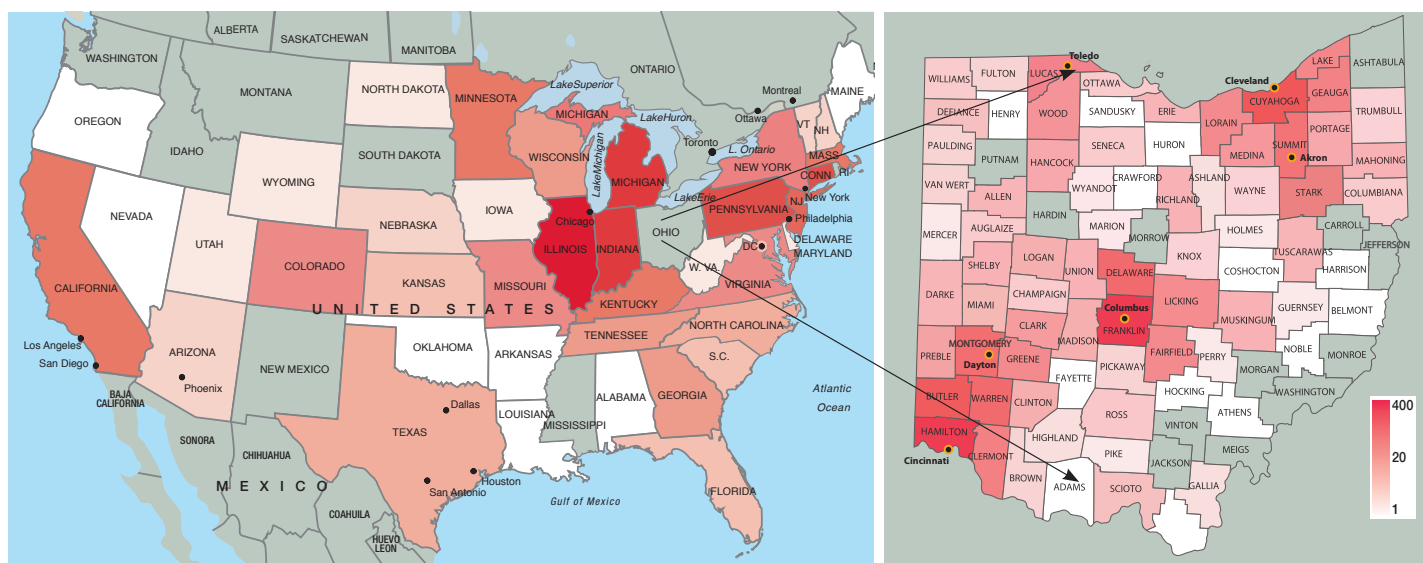
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Composition of the First-Year Class

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

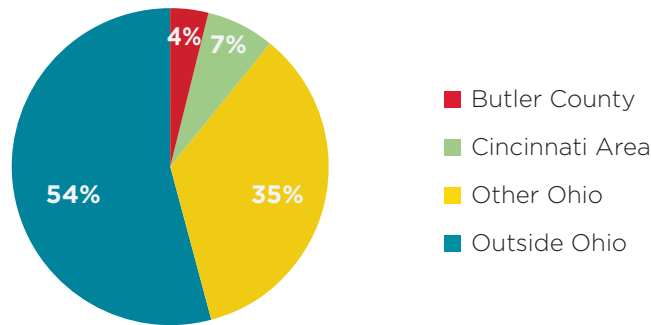


From Where Did Miami's 2012 Matriculants Come?



Recruiting the First-Year Class

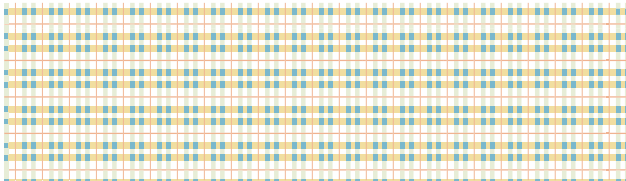
2012 Applicants



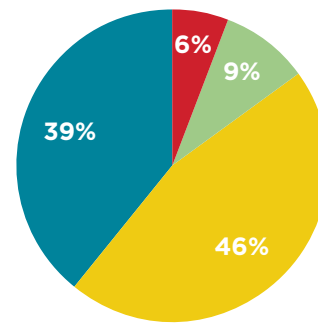
UNIVERSITY/ADMISSION RECRUITMENT EFFORTS

| | |
|-----------------------|-----------|
| Off-Campus Receptions | 59 |
| College Fairs | 284 |
| High School Visits | 609 |
| On-Campus Visitors | 40,803 |
| Recruitment E-mails | 3,215,063 |

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.



2012 Matriculants



WHERE DID MIAMI'S MATRICULANTS COME FROM?

| Top Ohio Feeder Schools | |
|-----------------------------|----------|
| High School | Enrolled |
| William Mason High School | 44 |
| Upper Arlington High School | 39 |
| Talawanda High School | 38 |
| Lakota West High School | 38 |
| St. Xavier High School | 37 |
| Sycamore High School | 34 |
| Centerville High School | 33 |
| Dublin Coffman High School | 30 |
| Olentangy High School | 30 |

| Top Out-of-State Feeder Schools | |
|--------------------------------------|----------|
| High School | Enrolled |
| New Trier High School, IL | 23 |
| Benet Academy, IL | 18 |
| Adlai E. Stevenson High School, IL | 14 |
| Barrington High School, IL | 14 |
| Loyola Academy, IL | 13 |
| Grosse Pointe South High School, MI | 13 |
| York Community High School, IL | 11 |
| Lake Forest High School, IL | 11 |
| Lyons Township High School North, IL | 11 |
| Deerfield High School, IL | 11 |

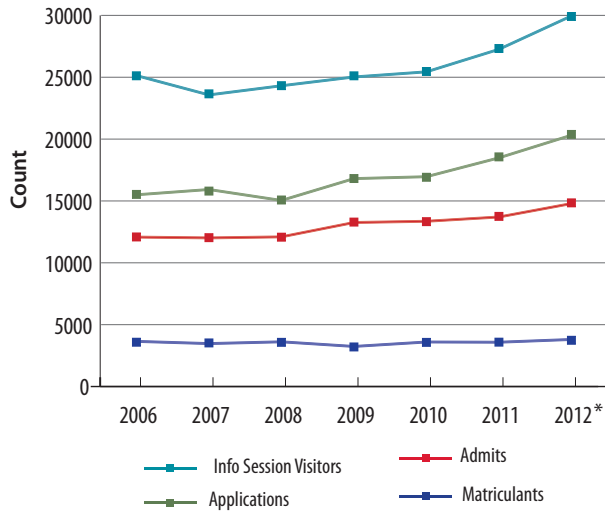
WHERE DO MIAMI'S NON-MATRICULANTS GO?*

| | Undecided | Engineering | Arts & Science | Business | Education H & S | Creative Arts | OVERALL |
|-------------------------------|---------------|---------------|----------------|---------------|-----------------|---------------|---------------|
| Ohio State University | 16.6% | 21.4% | 13.7% | 11.6% | 10.3% | 8.2% | 13.8% |
| Indiana University | 3.5% | 1.3% | 3.5% | 8.7% | 3.3% | 2.6% | 4.4% |
| University of Cincinnati | 3.4% | 7.5% | 2.6% | 2.7% | 4.2% | 11.3% | 3.9% |
| University of Dayton | 4.3% | 5.5% | 2.5% | 3.5% | 7.1% | 2.1% | 3.8% |
| Ohio University | 4.7% | 2.9% | 3.4% | 2.1% | 4.1% | 2.8% | 3.2% |
| University of Michigan | 1.5% | 2.3% | 2.4% | 2.8% | 1.3% | 3.3% | 2.3% |
| University of Illinois | 2.2% | 1.4% | 2.1% | 3.1% | 2.0% | 2.1% | 2.2% |
| Purdue University | 1.4% | 4.1% | 1.8% | 2.2% | 1.7% | 1.0% | 2.1% |
| Pennsylvania State University | 2.4% | 1.6% | 1.4% | 2.4% | 1.1% | 2.1% | 1.7% |
| Michigan State University | 1.7% | 1.0% | 1.3% | 2.1% | 1.7% | 0.8% | 1.5% |
| Xavier University | 2.2% | 1.1% | 1.5% | 1.2% | 2.4% | 1.0% | 1.5% |
| University of Wisconsin | 1.4% | 1.1% | 1.2% | 2.1% | 0.8% | 0.8% | 1.4% |
| Other | 54.6% | 48.8% | 62.7% | 55.7% | 60.0% | 62.1% | 58.1% |
| TOTAL | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

*based on 2011 National Student Clearinghouse StudentTracker data

First Year Summary

FIRST-YEAR ADMISSION TRENDS



ADMISSION BASICS, FALL 2012*

| | |
|-------------------------|--------|
| First-Year Applications | 20,314 |
| Offers of Admission | 14,789 |
| First-Year Matriculants | 3,804 |

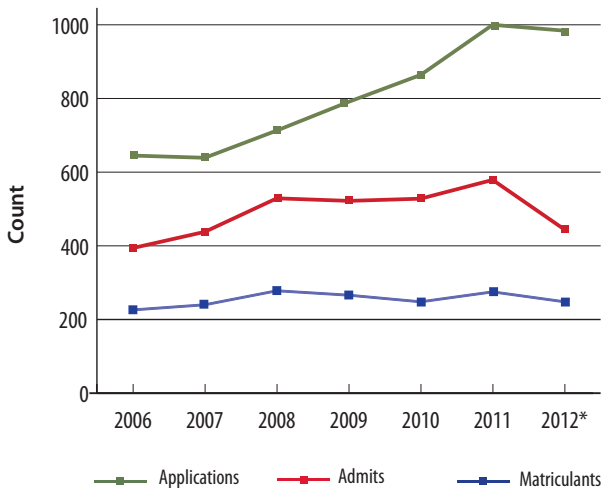
2012* FALL FIRST-YEAR MATRICULANTS MINI PROFILE

| | |
|--|----------------|
| Male/Female | 48% / 52% |
| Resident / Domestic Non-resident / International | 61% / 35% / 4% |
| White / Domestic Students of Color / International | 83% / 13% / 4% |
| Middle 50% SAT | 1100 - 1270 |
| Middle 50% ACT | 24 - 29 |
| Middle 50% HS GPA | 3.32 - 3.93 |

* As of August 13

Transfer Summary

TRANSFER ADMISSION TRENDS



TRANSFER BASICS, FALL 2012*

| | |
|-----------------------|-----|
| Transfer Applications | 984 |
| Offers of Admission | 444 |
| Transfer Matriculants | 248 |

2012* FALL TRANSFER MATRICULANTS MINI PROFILE

| | |
|--|----------------|
| Male/Female | 49% / 51% |
| Resident / Domestic Non-resident / International | 66% / 25% / 9% |
| White / Domestic Students of Color / International | 76% / 15% / 9% |
| Middle 50% HS GPA | 3.01 - 3.68 |
| Middle 50% College GPA** | 2.84 - 3.52 |
| 4-Year / 2-Year College | 75% / 25% |

* As of August 13.

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

Campus Visits

40,803

ADMISSION VISITORS 2011-2012

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 }

32% CONVERSION RATE TO BECOME AN APPLICANT

{ AFTER A CAMPUS VISIT }

64% CONVERSION RATE TO BECOME AN APPLICANT

{ SPECIAL EVENTS }

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), 26 **Transfer Preview Days**, ten **Make It Miami** programs (for admitted students), and 83 **group visits**, as well as daily **information sessions and tours**.

EVENTS 2011-2012 ATTENDANCE

| | Total Attendance | Student Attendance |
|---|------------------|--------------------|
| Special Events | | |
| Discover the Sciences, September | 237 | 92 |
| Discover the Sciences, April | 243 | 94 |
| Engineering Day | 80 | 42 |
| Fall Open House, October | 447 | 168 |
| Fall Open House, November | 417 | 164 |
| Cincy/ Dayton Receptions | 735 | 274 |
| Red Carpet Day | 319 | 144 |
| Spring Open House, March | 386 | 134 |
| Spring Open House, April | 355 | 135 |
| Yield Events | | |
| Make it Miami! Spring Events | 5,050 | 1,982 |
| Other visit opportunities | | |
| Group Visits | 2,000 | 2,000 |
| Transfer Fall | 120 | 61 |
| Transfer Spring | 96 | 47 |
| Bridges | 363 | 363 |
| Information Sessions & Tours | 29,955 | |
| Total Admission Visitors 2011-2012 | 40,803 | |

Outcomes

EDUCATIONAL OUTCOMES

3,795

BACHELOR'S DEGREES AWARDED

85%

SENIORS WHO WOULD
ATTEND MIAMI AGAIN

Source: 2011 National Survey
of Student Engagement

DEGREES AWARDED AT MIAMI IN 2011-2012

| | |
|--------------|--------------|
| Associate's | 252 |
| Bachelor's | 3,795 |
| Master's | 614 |
| Doctoral | 46 |
| Total | 4,707 |

AREAS OF STUDY WITH LARGEST NUMBER OF BACHELOR'S DEGREES AWARDED IN 2011-12

| | |
|------------|----|
| Accounting | 5% |
| Finance | 5% |
| Marketing | 5% |
| Zoology | 5% |
| Psychology | 5% |

Source: University Registrar as of August 31, 2012

FUTURE PLANS OF GRADUATING SENIORS

74%

EMPLOYMENT

25%

GRADUATE SCHOOL

Source: 2011-2012 Graduation Survey