



## 2016 FALL TRAVEL GOALS

For the Fall 2016 recruitment season, Admission team members committed to:

- » Expand Miami's reach in primary, secondary, tertiary, and emerging markets through increased travel efforts both by Oxford- and regionally-based recruitment staff to exceed more than 1,650 high school visits.
- » Use a data-driven approach to make smart and efficient travel decisions.
- » Generate tremendous energy with prospective students, parents, and alumni.
- » Share a consistent and exciting message about the Miami experience.
- » Build strong relationships with counselors, community colleges, and community-based organizations.
- » Encourage students and families to attend a campus visit.
- » Leverage the Early Decision (ED) application where appropriate.
- » Increase overall application numbers, and enhance Miami's student profile.

**2,020**  
EVENTS  
ATTENDED BY  
RECRUITERS

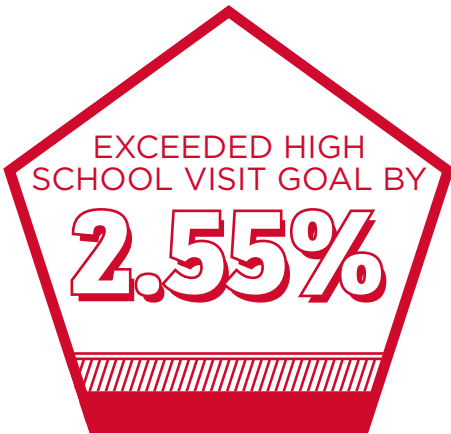
**1,692**  
HIGH  
SCHOOL  
VISITS

**15,736**  
INFORMATION  
CARDS COLLECTED  
AT OFF-CAMPUS  
RECRUITMENT  
EVENTS

TRAVEL STATISTICS

OVERALL TRAVEL NUMBERS

	COLLEGE FAIRS	COUNSELOR PROGRAMS	HIGH SCHOOL VISITS	HS WORKSHOPS, PROGRAMS, PANELS & PRESENTATIONS	PROSPECTIVE STUDENT RECEPTIONS	TOTAL
OHIO	79	8	346	26	0	459
OUT-OF-STATE	147	7	1,109	37	8	1,308
INTERNATIONAL	13	0	237	3	0	253
TOTAL	239	15	1,692	66	8	2,020

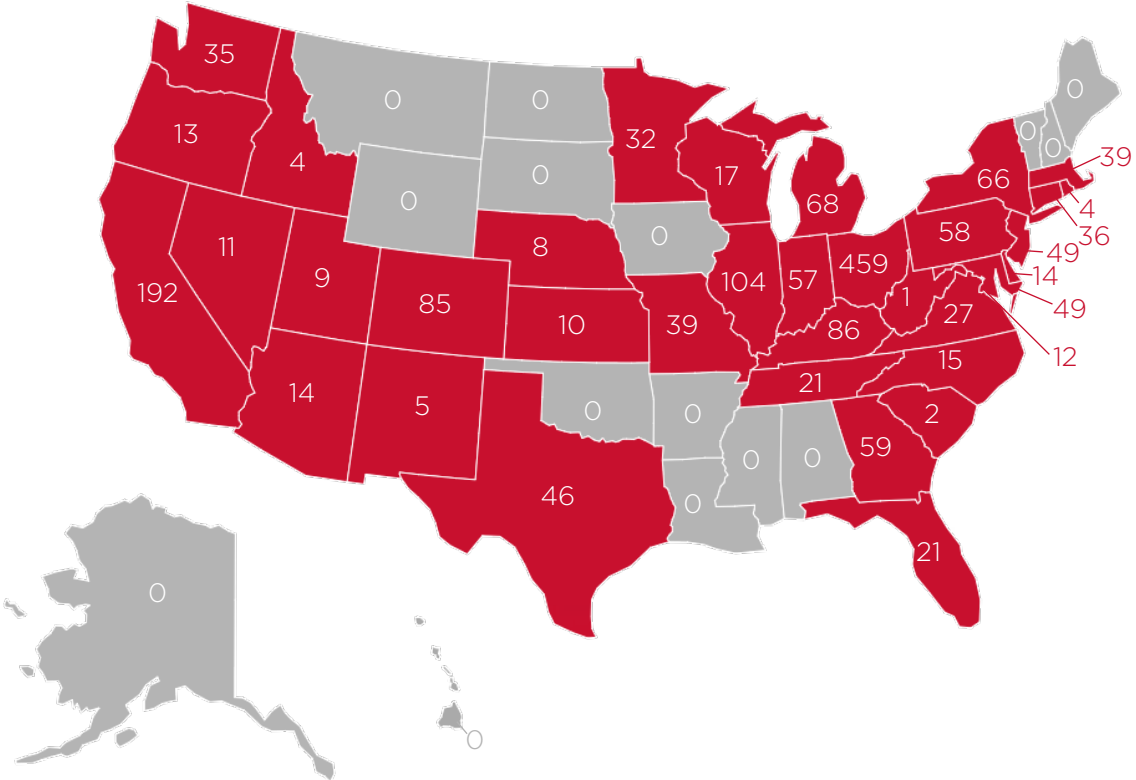


1ST TIME IN MIAMI  
ADMISSION HISTORY  
TO CONDUCT  
**MORE THAN 2,000**  
OFF-CAMPUS  
RECRUITMENT EVENTS



GEOGRAPHIC BREAKDOWN

TRAVEL EVENTS BY STATE



OHIO

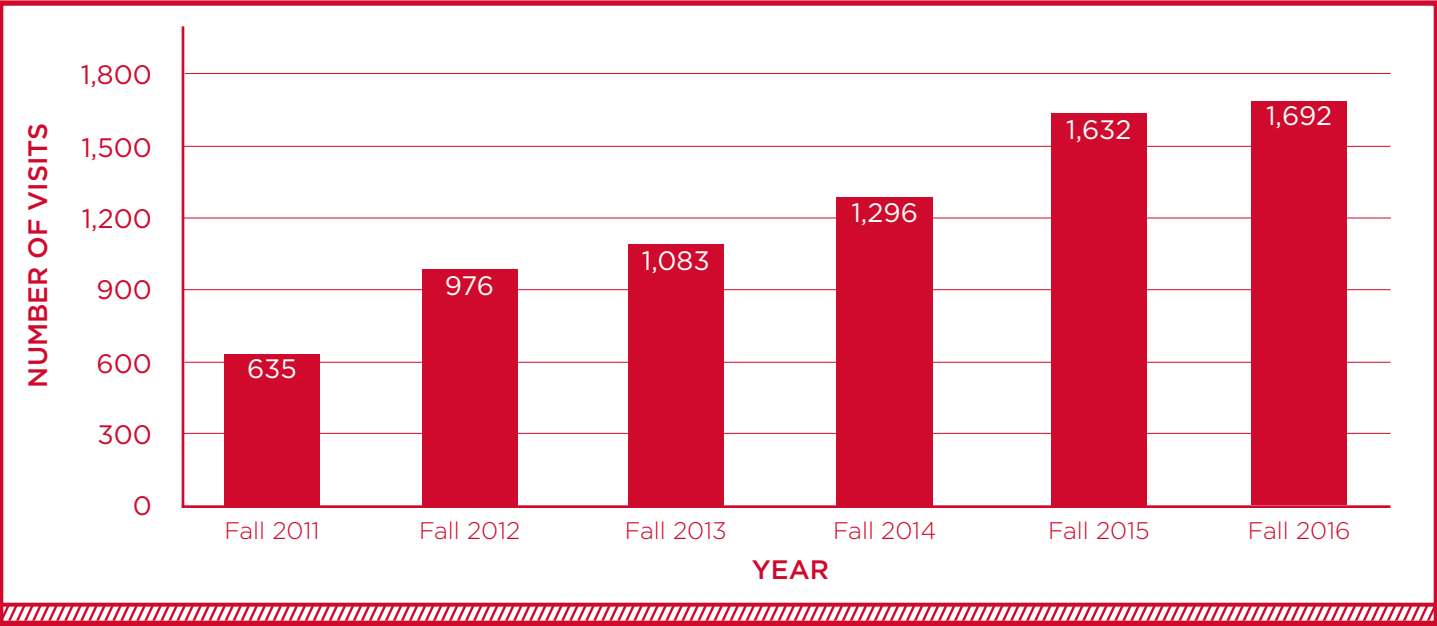
Akron: 55	Cleveland: 85	Dayton: 87	Toledo: 40
Cincinnati: 83	Columbus: 78	Southeast Ohio: 31	

OUT-OF-STATE

Alabama: 0	Hawaii: 0	Massachusetts: 39	New Mexico: 5	Tennessee: 21
Alaska: 0	Idaho: 4	Michigan: 68	New York: 66	Texas: 46
Arizona: 14	Illinois: 104	Minnesota: 32	North Carolina: 15	Utah: 9
Arkansas: 0	Indiana: 57	Mississippi: 0	North Dakota: 0	Vermont: 0
California: 192	Iowa: 0	Missouri: 39	Oklahoma: 0	Virginia: 27
Colorado: 85	Kansas: 10	Montana: 0	Oregon: 13	Washington: 35
Connecticut: 36	Kentucky: 86	Nebraska: 8	Pennsylvania: 58	West Virginia: 1
Delaware: 14	Louisiana: 0	Nevada: 11	Rhode Island: 4	Wisconsin: 17
Florida: 21	Maine: 0	New Hampshire: 0	South Carolina: 2	Wyoming: 0
Georgia: 59	Maryland: 49	New Jersey: 49	South Dakota: 0	DC: 12

# FIRST-YEAR DOMESTIC RECRUITMENT

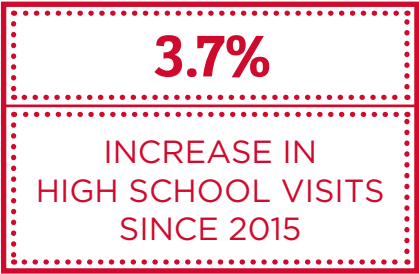
## HIGH SCHOOL VISITS SINCE 2011



## TOP ATTENDED DOMESTIC HIGH SCHOOL VISITS\*

1. Kettering Fairmont High School, Kettering, OH	98
2. Springfield High School, Springfield, OH	61
3. Saint Ignatius High School, Cleveland, OH	57
4. Shroder Padeia High School, Cincinnati, OH	52
5. Fairborn High School, Fairborn, OH	50
6. Taylor High School, Cleves, OH	47
7. Olentangy Orange High School, Lewis Center, OH	44
T8. Northmont High School, Clayton, OH	43
T8. Bishop Watterson High School, Columbus, OH	43
10. Sacred Heart Academy High School, Louisville, KY	42

\*Note: All attendance figures used throughout this report, including event rankings, are based on the number of information cards collected.



# FIRST-YEAR DOMESTIC RECRUITMENT

## DIVERSE STUDENT RECRUITMENT TRAVEL

Statistics in this section are based on schools that generate the highest number of diverse students for Miami University.



## COLLEGE FAIRS

### TOP ATTENDED DOMESTIC COLLEGE FAIRS\*

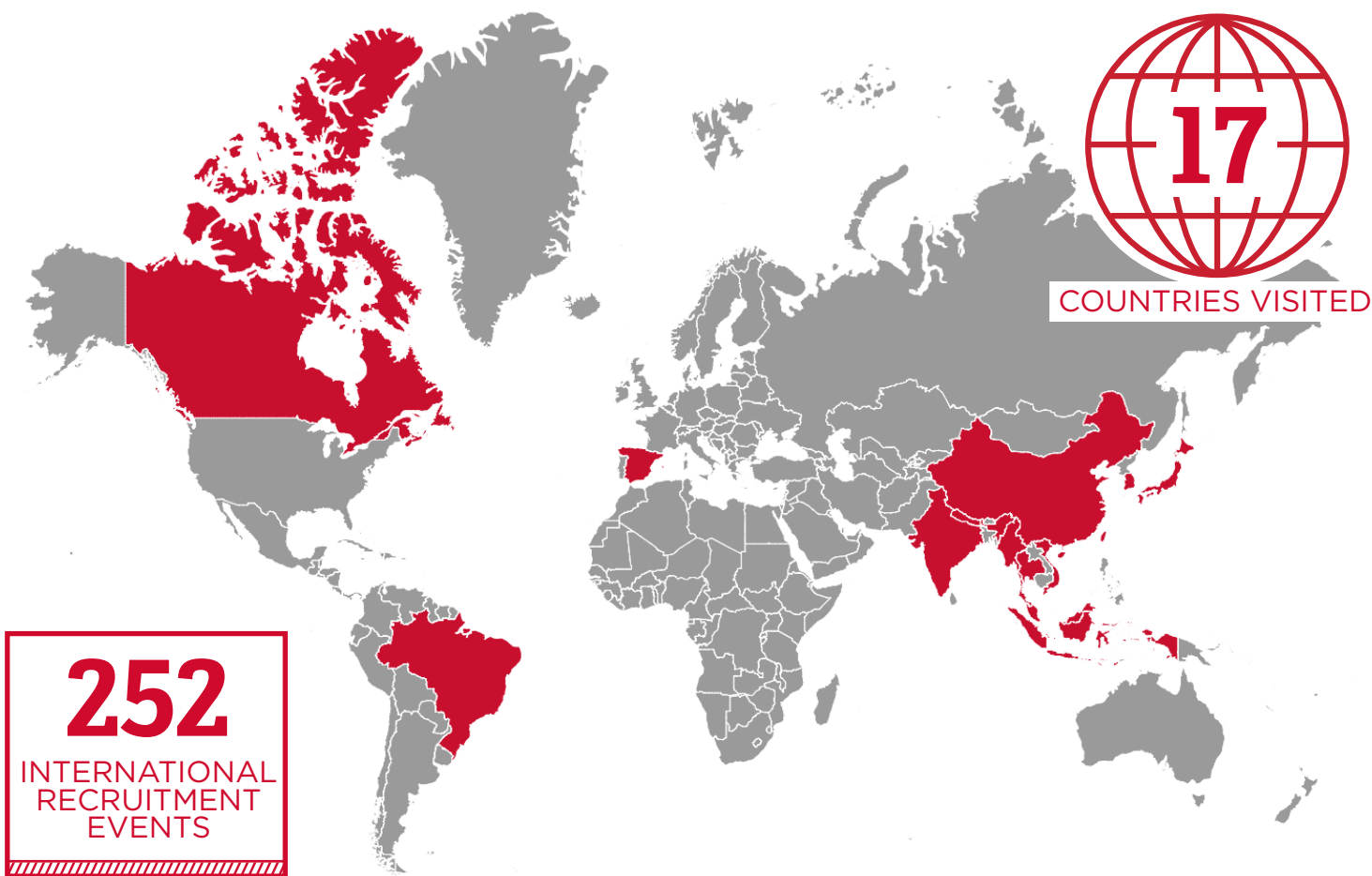
1. Cincinnati National College Fair (NACAC), Cincinnati, OH	250
2. Baltimore National College Fair (NACAC), Baltimore, MD	235
3. Minnesota National College Fair (NACAC), Minneapolis, MN	206
4. Columbus Suburban College Fair, Westerville, OH	188
5. Indianapolis National College Fair (NACAC), Indianapolis, IN	148
6. Greater Phoenix National College Fair (NACAC), Phoenix, AZ	89
7. St. Xavier Mini College Fair, Cincinnati, OH	88
8. Philadelphia National College Fair (NACAC), Philadelphia, PA	82
9. Seattle National College Fair (NACAC), Seattle, WA	79
10. Archbishop McNicholas College Fair, Cincinnati, OH	76

\*Note: All attendance figures used throughout this report, including event rankings, are based on the number of information cards collected.



STRATEGIC RECRUITMENT INITIATIVES

INTERNATIONAL RECRUITMENT TRAVEL

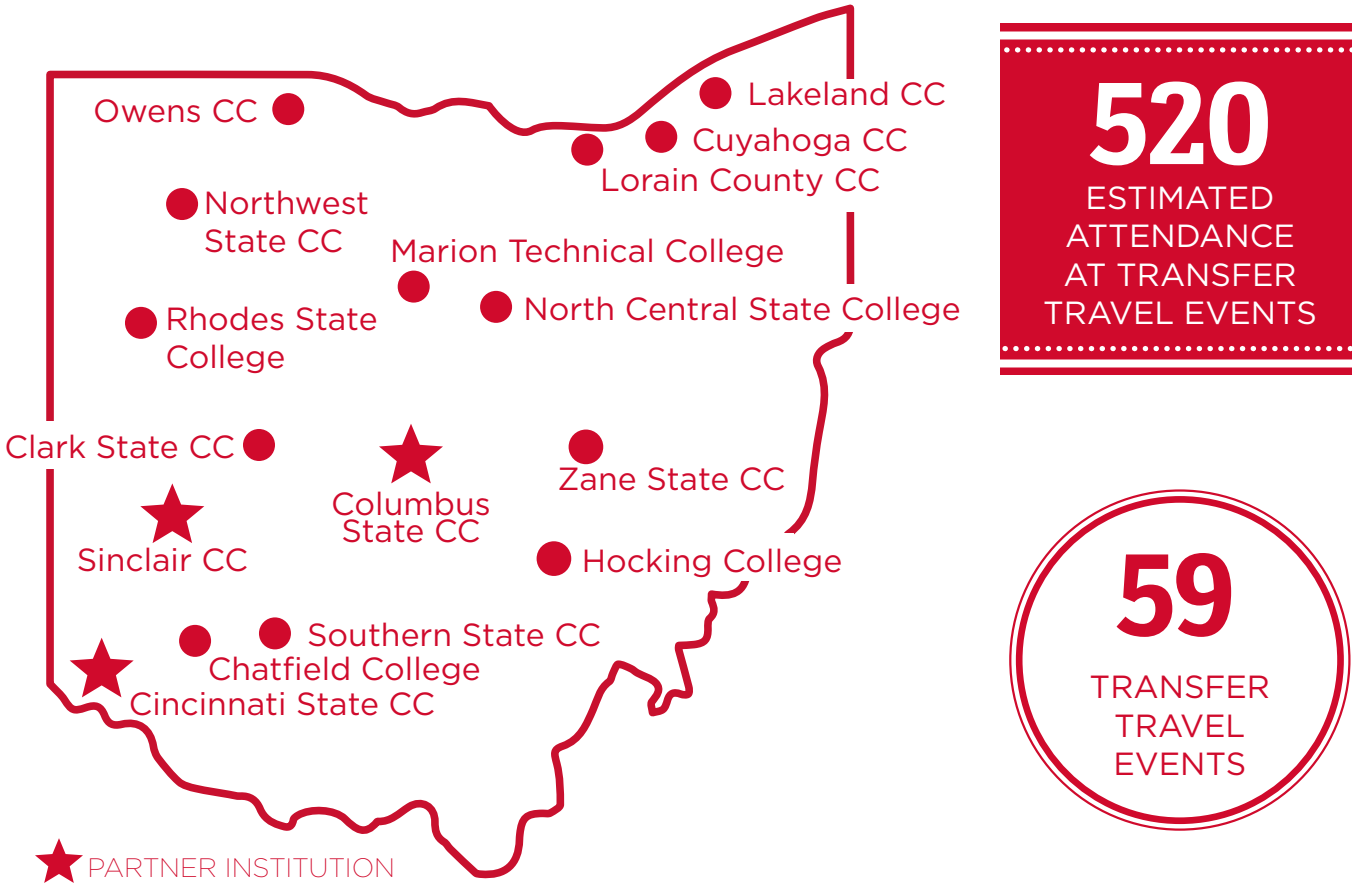


COUNTRIES VISITED		
BRAZIL	JAPAN	SINGAPORE
CANADA	MACAU S.A.R.	SOUTH KOREA
CHINA	MALAYSIA	SPAIN
HONG KONG S.A.R.	MYANMAR	TAIWAN
INDIA	NEPAL	THAILAND
INDONESIA		VIETNAM

STRATEGIC RECRUITMENT INITIATIVES

TRANSFER RECRUITMENT TRAVEL

COMMUNITY COLLEGES VISITED	
CHATFIELD COLLEGE	MARION TECHNICAL COLLEGE
CINCINNATI STATE TECHNICAL AND COMMUNITY COLLEGE	NORTH CENTRAL STATE COLLEGE
CLARK STATE COMMUNITY COLLEGE	NORTHWEST STATE COMMUNITY COLLEGE
COLUMBUS STATE COMMUNITY COLLEGE (2 CAMPUSES)	OWENS COMMUNITY COLLEGE
CUYAHOGA COMMUNITY COLLEGE (6 CAMPUSES)	RHODES STATE COLLEGE
HOCKING COLLEGE	SINCLAIR COMMUNITY COLLEGE
LAKELAND COMMUNITY COLLEGE	SOUTHERN STATE COMMUNITY COLLEGE
LORAIN COUNTY COMMUNITY COLLEGE	ZANE STATE COLLEGE



# HIGH SCHOOL COUNSELOR EVENTS

## HIGH SCHOOL COUNSELOR EVENTS BY LOCATION



### OHIO

Akron  
Cincinnati  
Cleveland (Beachwood)  
Cleveland (Westlake)  
Columbus  
Dayton  
Portsmouth  
Toledo



### OUT-OF-STATE

Wilmington, DE  
Chicago, IL  
Indianapolis, IN  
Baltimore, MD  
Detroit, MI  
Minneapolis, MN  
St. Louis, MO

**510** COUNSELORS ATTENDED A COUNSELOR EVENT

