



# Enrollment Update – 2019-2020

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# Fall Recap 2019

- ▶ College Fairs:
  - ▶ 174 (Total) - 144 (Staff), 30 (APART)
- ▶ High School Visits:
  - ▶ 876
- ▶ Off-campus interviews:
  - ▶ 47
- ▶ 28 States (including DC), 11 Countries (including the United States)
- ▶ Total Students met with:
  - ▶ 2,077
- ▶ Senior Visitors (Individual visits, three on-campus events)
  - ▶ 460 (Aug 1-Nov 15)

# Admission Stats to Date (Jan 6, 2020)

## 2020

- ▶ Total Applications: 2711
- ▶ Completed Applications: 2180
- ▶ Students admitted: 1748
- ▶ Average SAT/ACT: 1234/26
- ▶ Average GPA: 3.74
- ▶ Number Enrolled: 56

## 2019

- ▶ Total Applications: 3001
- ▶ Completed Applications: 2303
- ▶ Students admitted: 1834
- ▶ Average SAT/ACT: 1246/26
- ▶ Average GPA: 3.71
- ▶ Number Enrolled: 31

# 2019-20 Strategic Enrollment Goals

- ▶ Begin admitting students in October (vs. December) - regardless of the admission plan under which they apply - to be more competitive with peers that share early admission decisions
- ▶ Introduce pre-read process for athletics
- ▶ Introduce and implement new rating system for student athletes
- ▶ Increase A/PART involvement in recruitment activities, include attendance at college fairs, conducting interviews, connecting with prospective parents, hosting/attending receptions, etc.

# 2019-20 Strategic Enrollment Goals

- ▶ Better coordinated Student Search process – partner with EnrollmentFUEL
- ▶ Enhance digital marketing presence through Gateway Media partnership
- ▶ Earlier and more personal communication efforts with juniors
- ▶ Continued engagement with students and families in a very personal to ensure they feel they have an advocate for them in the admission process, and a resource from which they can learn more directly about OWU

# 2019-20 Strategic Enrollment Goals

- ▶ Implement YouVisit and Custom Viewbook as new tools in our communication strategy
- ▶ Hire a regional recruiter for Chicago
- ▶ Enhance recruitment efforts in Nashville, Houston and Denver
- ▶ Hire a transfer coordinator
- ▶ Promote longevity among admission staff members

Questions?

