



Modernizing Enrollment Management

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Lynn U Sees Students, Not Numbers



--Lynn University

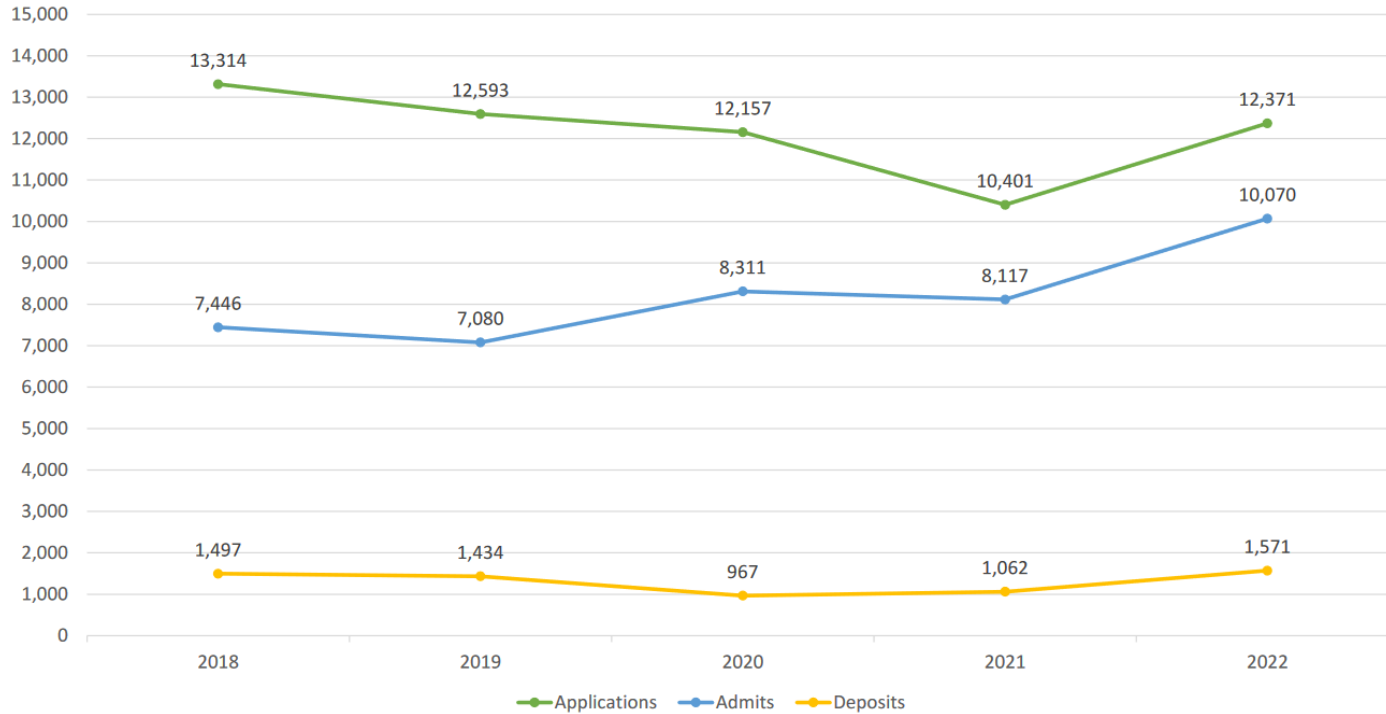
Trine U Tries to Recruit to Its Existing Campus and New Campuses



--Trine University

SUNY Oswego Focuses on Getting Students, Not Applicants

Fall Semester First-Year Applied, Admitted, Deposited
(as of May 11th each year)



At U of Wyoming, a Rural Focus



--University of Wyoming

How to Recruit (and How Not to Recruit) Minority Students



--Northwestern University

Affirmative Action



Getting Ready for Post-Affirmative Action World

- Emphasize class, not race and ethnicity.
- Using geography (creatively).
- 10% plans (in some cases).

Direct Admissions

- It's taken off among colleges that are not competitive in admissions.
- This is the first year in which it is fully in place (with several hundred colleges, several companies, etc.).
- While those participating are giving direct admissions rave reviews, others are skeptical.

Admissions by Major



--University of Illinois at Urbana-Champaign

Your Questions

Q&A

With Thanks

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