STRATEGIES FOR RECRUITING STUDENTS

An Inside Higher Ed webinar
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Presenters

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Best, Brightest and Rejected: Elite Colleges Turn Away Up to 95%

ADMISSIONS DATA

7 of 8 Ivy League Schools Report Lower Acceptance Rates
By TANYA ABRAMS  MARCH 28, 2013 6:25 PM

9:12 a.m. | Updated This post has been updated to include admission statistics from Dartmouth College.


<table>
<thead>
<tr>
<th>College / University</th>
<th>Overall Admit Rate</th>
<th>Total Applicants</th>
<th>Accepted</th>
<th>Wait-Listed</th>
<th>Regular Admit Rate</th>
<th>Early Admit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brown</td>
<td>9.15%</td>
<td>26,519</td>
<td>2,549</td>
<td>N/A</td>
<td>8.07%</td>
<td>10.54%</td>
</tr>
<tr>
<td>Columbia</td>
<td>6.93%</td>
<td>33,531</td>
<td>2,211</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Cornell</td>
<td>16.15%</td>
<td>40,006</td>
<td>6,062</td>
<td>1,142</td>
<td>N/A</td>
<td>26.50%</td>
</tr>
<tr>
<td>Dartmouth</td>
<td>16.06%</td>
<td>22,416</td>
<td>2,252</td>
<td>N/A</td>
<td>N/A</td>
<td>29.48%</td>
</tr>
<tr>
<td>Harvard</td>
<td>5.79%</td>
<td>35,023</td>
<td>2,029</td>
<td>N/A</td>
<td>N/A</td>
<td>18.43%</td>
</tr>
<tr>
<td>Princeton</td>
<td>7.29%</td>
<td>26,498</td>
<td>1,931</td>
<td>1,395</td>
<td>5.44%</td>
<td>18.30%</td>
</tr>
<tr>
<td>U. of Pennsylvania</td>
<td>12.10%</td>
<td>31,280</td>
<td>3,785</td>
<td>2,800</td>
<td>9.40%</td>
<td>24.85%</td>
</tr>
<tr>
<td>Yale</td>
<td>6.72%</td>
<td>25,610</td>
<td>1,991</td>
<td>1,601</td>
<td>N/A</td>
<td>14.36%</td>
</tr>
</tbody>
</table>

* Early admission applicants who were deferred and accepted in regular admission.

Updated March 29, 2013

Class of 2018 admit rates lowest in University history
By Alex Zirkovic | Desk Editor  March 28, 2014  13 Comments
Everyone Else: Fear, Anger and Uncertainty

From 2013 Inside Higher Ed survey of admissions directors:
– Just under 60 percent of admissions directors reported that they had not met their enrollment goals for fall 2013 by May 1 of that year.
– 46 percent reported that they were "very concerned" about meeting their targets this year, and another 30 percent were "moderately concerned."
– Per survey by NACAC, more than 250 colleges have openings for students for fall 2014.
– In 2013-14, many of the colleges that announced layoffs cited enrollment shortfalls.
Everyone Wants the Same Students

<table>
<thead>
<tr>
<th>Target</th>
<th>Public</th>
<th>Private</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students recruited with merit scholarships</td>
<td>53%</td>
<td>63%</td>
</tr>
<tr>
<td>International students</td>
<td>50%</td>
<td>61%</td>
</tr>
<tr>
<td>Transfer students</td>
<td>63%</td>
<td>71%</td>
</tr>
<tr>
<td>Out-of-state students</td>
<td>53%</td>
<td>65%</td>
</tr>
<tr>
<td>Full-pay students</td>
<td>42%</td>
<td>56%</td>
</tr>
</tbody>
</table>
Looming Challenges

- Changing demographics (fewer well prepared, well financed students)
- Potential end to or limits on affirmative action
- Upper limits of what students and families are willing to pay
- Obama ratings and other efforts may draw attention to college characteristics that not all colleges want to highlight
Strategy: Defining Enrollment Targets

- Total size
- New regions
- Demographics
- International
- Shrinking as a strategy
- Realism vs. optimism
Strategy: Expanding the Pool

- High school counseling
- The $6 solution
- More outreach, earlier outreach
- Better paths from community colleges to four-year institutions
Strategy: Branding Distinctiveness

WHEELOCK COLLEGE

WHY SHOULD I CHOOSE OBERLIN?
Because after you leave you’ll be so fascinated with, and want to learn about, every interesting thing.

Colleges that Change Lives
The book *Colleges that Change Lives* included Wheaton on this select list of 40 schools. Author Loren Pope said, "Wheaton is often called the Harvard of the evangelicals, but that moniker does not do it justice because it is head, shoulders, and heart above Harvard in its concern with good moral compasses and strong value systems, as well as in the percentage of future Ph.D.s it has turned out."
Strategy: Cutting (or Freezing) Tuition

ANNOUNCED CUT VS. ACTUAL SAVINGS:
Announced cuts and savings at Converse were...

43%, from sticker price of $29,000
to sticker price of $16,500 ....But, really, the average
students last year paid just over $17,000.
Strategy: Deeper Discounts

Average Tuition Discount Rate: First-Time, Full-Time Freshmen and All Undergraduates

Source: NACUBO

- First-Time, Full-Time Freshmen
- All Undergraduates
Strategy: Go International

• Recruiting international students
• Impact of new approach by NACAC, pathways programs
• Use of MOOCs
• Exporting courses
Strategy: Focus on Those Partway There
Strategy: Focus on (Post-Graduation) Jobs

• Branding about careers
• Statistics about jobs
• Services to help graduates find jobs
• Adding programs that are perceived to train students for jobs
Strategy: Amenities
Strategy: Different Approach to Summer

• Going after students well after May 1
• Adjustments in aid packages
• Fighting against ‘summer melt’
Resources


Question and Answers

- Your questions
- Your suggestions for future coverage
With thanks ...

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