
Office of Enrollment Management

2nd Annual Retreat

Friday, May 18, 2007

Woodburn Hall 100

8:00 a.m.

Presentation Overview

- Introduction
 - Organizational Principles
 - Accomplishments
 - The Year in Review
 - New Initiatives
 - Future Plans
 - Questions
 - Conclusion
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Organizational Principles

- Customer Focused
 - Flexible
 - Energetic
 - Strategic
 - Empowered
 - Team
 - Communication
 - Trust
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Organizational Principles

- These principles are the building blocks for our organization.
 - To maximize our full potential, we must create an organization which embraces and demonstrates these principles.
 - Within departments and across our organization we must develop these traits and principles.
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STUDENT LIFECYCLE



Organizational Principles

- It is everyone's job to recruit and retain students.
 - Every office and department in our organization plays a vital role in this process.
 - We are a service organization to students, parents, faculty, staff, alumni and others.
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Organizational Principles

- Recruitment Goals:
 - Increase the quality of the freshman class as measured by GPA and SAT score.
 - Increase the diversity of the freshman class as measured by ethnicity and social economic status.
 - Enhance our international presence.
 - Keep IU affordable to families, and specifically Indiana families.
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Accomplishments

- Increased freshman applications for the class of 2007 by 18%.
 - Enrolled the largest and most academically talented freshman class in the history of Indiana University.
 - Created and implemented a “New Student Service Day” as part of the orientation program.
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Accomplishments, Continued

- Enhanced our reporting environment, including the release of comparative and comprehensive enrollment reporting both in published paper form and web accessible form.
 - Developed a web-based delivery mechanism for final grades which replaced the need for mailing grade reports.
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Accomplishments, Continued

- Utilizing automated data entry systems, 1.5 million transactions were processed, compared to 650,000 a year ago, enabling quicker response time in OEM units.
 - Provided new data analysis for changing admissions standards.
 - Began podcasting valuable information related to financial aid for students and parents.
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Accomplishments, Continued

- Redesigned the Office of Student Financial Assistance web site resulting in a 62% increase in one year in student and parent traffic.
 - Created an online transcript ordering system for current students.
 - Created an OEM website and enhanced other websites in the organization to improve communication.
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Year in Review

- Update on our four primary recruitment goals:
 - The freshman class of 2007 will be the strongest class academically in the institution's history.
 - More students from under-represented populations will be admitted to IU than in prior years.
 - Applications from International students have increased again this year.
 - We have kept IU affordable by investing significant resources in new financial aid programs.
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Year in Review, Continued

- Our organization is in transition.
 - We have begun to think and dream about what our organization can become.
 - We have taken bold new steps and started initiatives which are exciting and future oriented.
 - We are beginning to build an organization which is self reflective and one that continually assesses, evaluates and modifies.
 - In the past ten months we have accomplished much more than what is reflected on these slides.
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New Initiatives

- Many could be cited, but two important initiatives require recognition.
 - Indiana University 21st Century Scholar Covenant
 - Indiana University Pell Promise

We have done our part to keep Indiana University affordable for Indiana families.

Future Plans

- Strategic Planning Process for OEM
 - Goals and Objectives
 - Measure our progress
 - Re-engineer where necessary
 - Assessment, evaluation, modification are critical
 - Participative in nature
 - Regular progress reports
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Future Plans, Continued

■ Facility Upgrades

- ❑ Admissions office will undergo significant remodeling to create an environment better designed to welcome students and parents.
 - ❑ Additional space in Franklin Hall has been obtained and will be remodeled to increase space available for OEM and to enhance services.
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Future Plans, Continued

- Facility Upgrades, Continued:
 - Student Services Administration Building
 - Task Force created
 - Final report submitted
 - President McRobbie will review
 - Anticipated decision, academic year 2007-08.
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Future Plans, Continued

- New Technology Initiatives:
 - Customer Relationship Management System
 - Corporate partner solutions have been researched
 - Request for Purchase (RFP) has been issued
 - Analysis of products and solutions will be evaluated this summer and early fall
 - Implementation of a new system is anticipated in spring 2008
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Future Plans, Continued

- New Technology Initiatives:
 - Scholarship System
 - Task Force report and recommendations
 - Task Force reconvened to consider solutions
 - Corporate partners and solutions researched
 - Anticipated implementation in summer 2008

 - Additionally, many of our team members will be involved in the PeopleSoft 9.0 implementation.
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Future Plans, Continued

- New Media Presence
 - Recruitment DVD
 - Comprehensive overview of IU in a DVD format
 - Distributed to high school students and families
 - Available August 2007
 - Features colleges/schools and other areas of IU
 - Packaging support, six panels
 - Showcase piece for recruitment
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Future Plans Continued

- The future is extremely bright!
 - We are building a future based on organizational principles.
 - Our strategic planning process will allow all members of our OEM team to contribute and build our future.
 - The greatest strength our organization has in building a strong future is YOU!
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Questions

Conclusion

“Remind yourself daily that general administration must be the servant, never the master, of the academic community. It is not an end unto itself and exists only to further the academic enterprise.”

Herman B Wells

Conclusion

- Our organization will set lofty goals and accomplish these goals.
 - We will build an efficient and effective team that will work together to serve our various constituents.
 - We will dream big dreams, and see these dreams fulfilled.
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Conclusion

- All of our goals, dreams, and aspirations for our organization will only be accomplished with your support.
 - There is no resource more valuable than our human resources.
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Conclusion

- Thank you for an outstanding year!
 - Your commitment to excellence is appreciated and commendable!
 - **THANK YOU!**
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