



THE ENROLLMENT MANAGEMENT TEAM

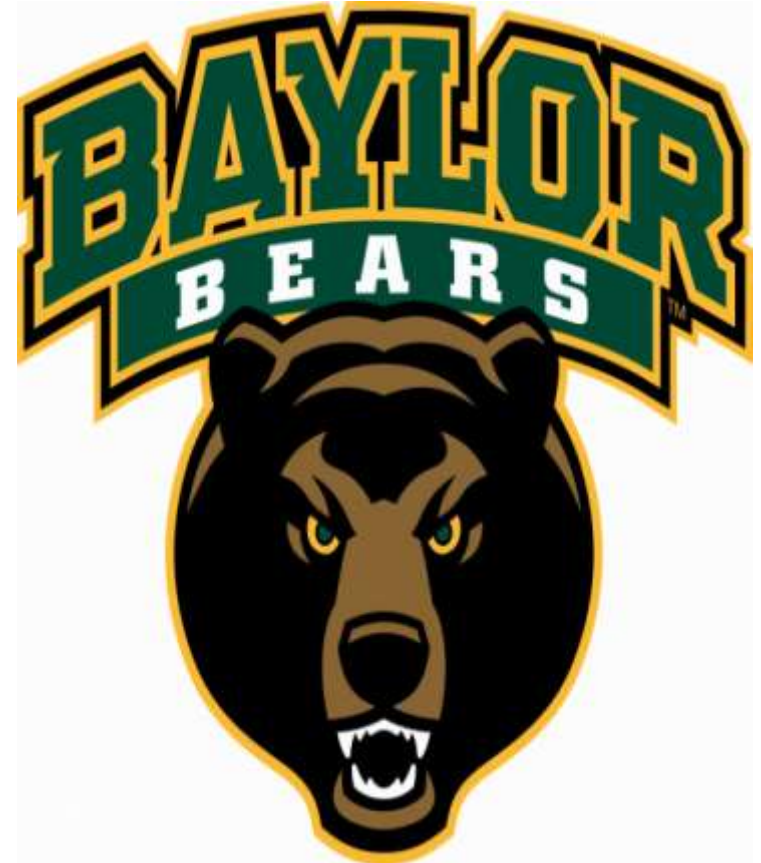
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Competition—the name of the game

- Only as good as our last season
- Can't seem to make all the fans happy
- Generating revenue a major priority
- March Madness to 12th class day





New Students - 2007



First-Year Students

- 2,732 enrolled
- Mean SAT: 1219, Mean ACT: 26
- 76% entering freshman were in top quartile of their graduating class

Transfer Students

- 452 enrolled
- 3.19 cumulative transfer grade point average



Retention and Graduation - 2007

Retention Rate

- 85.6% for 1st year students
- 88.0% for all undergrads

Graduation Rates

- 4 year 48%
- 5 year 69%
- 6 year 72%





Challenges

- Highly market sensitive
 - Dynamic nature of the economy
 - Financial and personal family circumstances
 - Keeping up with the world of 18-year-olds
 - Tomorrow's headlines
- Dealing with a changing population
 - Making access possible
 - Convincing students that education pays
 - Promoting the unique place Baylor has in higher education



Recalculating the GPS

- High ability students
- High touch initiatives
- Out-of-state recruiting
- Spanish communications
- Develop key programs
- Transfer students



Opportunities

- Connect students to their futures
- Help students navigate the college selection process
- Provide the tools they need to succeed
- Encourage them to graduate in a timely fashion





What Matters to Students

- Ranked by *Relevant* magazine as the #1 Christian university in America.
- *Kiplinger's* rated Baylor overall as the 38th "best value" among the nation's most prestigious private colleges.
- First-year and senior students scored higher on the National Survey of Student Engagement than all comparative groups on
 - Student-faculty Interactions
 - Enriching educational experiences
 - Supportive campus environment
- More than 50% of Baylor undergraduates pursue post-graduate degrees.



Five Key Messages

- Baylor is a place where each student is cared about as an individual.
- A strong Christian faith guides us.
- Baylor's vibrant, active campus offers a fun place to live and learn.
- Nationally-recognized academics prepare students for their future.
- Excellent academic resources enhance the learning environment for all students.



The Baylor Model

- **Campus Visits**
- **Admission Services**
- **Paul L. Foster Success Center**

Effective recruiting improves retention and retention success is the prerequisite for effective recruiting.



Campus Visits

- Premieres
- Sic 'Em Days
- Daily Visits
 - Tours
 - Attend class
 - Meet with faculty
- Know Where You Are Going Days





Admission Services

- Recruiting graduates-to-be, not just students-to-be
- Dated admissions for first-year students
 - Early Action
 - Regular Decision
- Early transfer decisions and orientation
- Scholarship calculator and financial aid estimator
- New Initiatives
 - Small group meetings
 - Secure links for recommendations
 - Text messaged acceptances
 - Scanned applications and documents
- May 1 Candidate Reply Date for first-year students



Paul L. Foster Success Center

- Now located in the heart of the campus
 - Academic Advisement
 - Academic Support Programs
 - Access and Accommodations
 - Career Counseling
 - Career Services
- Fostering student success
 - Increasing participation in PLFSC services by faculty, staff, and students.
 - On-going efforts
 - » Transfer transitions
 - » Financial counseling
 - » Internships



Shaping Baylor's Profile

- We are who we are because of who we attract and admit...and ultimately graduate.
- Thanks for the role you play as a member of the Board of Advocates.

