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
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.
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
• 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.