

Goal 4: Enhancement of the Resource Base

C. Additional Students

Bachelor's degree students

Certain departments can probably handle the extra students with existing resources. May need help in recruitment.

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Current Status

- Under the auspices of the Enrollment Management Council, the schools have reviewed enrollment and related data and developed enrollment projections through 2010. The projections include the estimated capacity for the number of individual majors by department and school, as well as the school's desired number of majors.

Recommendations

- The Office of Admissions should continue to recruit broadly for qualified students for all programs, rather than recruiting for specific majors.
- University marketing efforts should focus on individual schools in a rotation to help highlight the breadth of available IUPUI programs.
- External recruiting initiatives by individual schools should be coordinated with the Office of Admissions to ensure consistency of information and appropriate referrals and to lessen duplication of effort.
- IUPUI schools need to do a better job of recruiting majors from within University College.
- University College should make every effort to move qualified students to their desired schools as soon as possible.
- Additional study of programs that identified rate-limiting factors, such as limited laboratory space or advising capacity, is needed. The latter is especially important in University College, as this is a potential chokepoint for the campus.

Implementation

- Develop successful methods of recruiting from within University College. Academic units share successful methods already in place (list generation, mailings, receptions, and so on).
- As part of the campus marketing program, promote individual schools in a rotation through print and Web.

(Revised August 10, 2007)