

Long Island University

Post Campus



Admissions

March 1, 2017

Strategic Planning & Analytics

1



Strategic Planning & Analytics

2

- The university analyzes trends in job opportunities and growth in job markets and, in turn, earmarks resources accordingly:
 - The student incubator and the inter-professional simulation center are two examples of how we react to these trends
- Enrollment targets and program goals have been an ongoing dialogue with administration, admissions and deans throughout the fall to date
- Admissions identifies three major recruitment markets:
 - freshmen
 - transfer
 - graduate
- Retention, establishment of new academic programs and University wide budgeting are all taken into consideration when monitoring enrollment strategy
- Admissions is collecting data on the effectiveness of our events, specifically the return on our Open Houses, Presidents dinners, specific program events, tours, etc. to assess for future planning and resource allocation

Strategic Planning & Analytics

3

- Institutionally, we organize and attend events in different areas locally, nationally, and internationally, and invite students and their parents to LIU Post campus for various events and tours
- Recruiters and faculty attend conferences, conventions and competitions for high school business programs as well as specific programs like music, theater, dance and athletics
- Importance of relationship management to improve enrollment, reduce the “melt” during summer leading into Fall establishing higher yield rates
- Numerous initiatives to increase applications for all markets
- **Up 20%** in recruitment activity this spring compared to last spring (spring 2016, we completed **244 recruitment events versus 294 recruitment events** on the 2017 spring calendar)
- Currently, for Fall 2017, we are trending higher in our **admits** for Freshmen, Graduate, and International Freshmen while remaining relatively flat on applications across all markets

Strategic Planning & Analytics

3

Top Undergraduate Programs by Admissions:

Business Administration BS
Undecided Majors
Nursing, BS
Health Sciences, BS
Criminal Justice, BA
Undecided Liberal Arts & Sciences
Psychology, BA
Accountancy, BS
Food, Nutrition & Wellness, BS
Theatre Arts, BFA
Digital Game Design/Dev, BFA
Undecided Business
Biology, BA and BS
Digital Arts and Design, BFA
Forensic Science

Top Graduate Programs by Admissions:

Educational Leadership, ADV CRT
Speech Language Pathology, MA
Business Administration, MBA
Library and Information Science, MS
Family Nurse Practitioner, MS
Educational Technology, MS
TESOL, MA
School Counselor, MS
Clinical Art Therapy & Counseling and Clinical
Art Therapy (*two plans combined*)
Interdisciplinary Educational Studies, Ed.D.
Dietetics (DI Internship) C.A.S.
Clinical Mental Health Counseling, MS
Childhood/Special Education, MS
Psychology – Clinical, Psy.D.

Strategic Planning & Analytics

4

Plan & Type **Post** **Fall 2015 | 03/02** **Fall 2016 | 03/01** **Fall 2017 | 02/28** **All Plans** **All Students**

All UGRD GRAD PROF DUAL Filter ▾

02/28/2017 Evening	Fall 2015						Fall 2016						Fall 2017					
STUDENT TYPE	*INQR	APPL	ADMT	DEIN	MATR	ENRL	*INQR	APPL	ADMT	DEIN	MATR	ENRL	*INQR	APPL	ADMT	DEIN	MATR	ENRL
Freshman	61553	6611	4251	19	1	0	25173	6355	3960	19	0	0	18346	6341	4528	47	112	0
Graduate	3051	1535	183	14	1	0	11883	1621	177	7	9	0	2407	1535	282	5	7	0
Transfer	2040	709	311	9	0	0	55710	727	299	6	0	0	1189	728	270	7	7	0
International Graduate	426	340	38	4	0	0	688	327	57	6	0	0	373	204	36	0	0	0
International Freshman	214	132	65	2	0	0	404	164	79	1	0	0	368	200	93	1	1	0
International Transfer	74	40	17	0	0	0	46	25	11	0	0	0	30	24	10	1	0	0
Transfer Post Baccalaureate	38	34	22	2	0	0	36	18	13	0	0	0	21	13	11	0	0	0
Internl Trans Post Bacc	0	2	1	0	0	0	1	2	2	0	0	0	1	1	1	0	0	0
Special	43	2	2	0	2	0	50	0	0	0	0	0	2	1	1	0	1	0
Readmit	15	0	2	1	0	0	15	0	1	0	0	0	1	0	0	0	0	0
Pre-Freshman	606	0	0	0	0	0	326	0	0	0	0	0	14	0	0	0	0	0
Visiting Student	5	0	0	0	0	0	68	0	0	0	0	0	9	0	0	0	0	0
Summary	68065	9405	4892	51	4	0	94400	9239	4599	39	9	0	22761	9047	5232	61	128	0

Recruiters

5

- We have **21** admission recruiters: **13** Freshman (including **4** of which are regional recruiters), **5** transfer and **3** graduate
- Recruiters from all markets attend visits at high schools/community colleges, college fairs, national fairs, as well as on-site admissions reviews
- Recruiters travel to high schools with specific classes, clubs, and activities, such as VEI, FBLA, fine arts, athletics, and other programs
- Our **4** national recruiters are visiting high schools in over **35** states and abroad including Norway, Sweden, England, Ireland, Turkey, India and Canada.
- Comprehensive training program occurs primarily each summer with staff, before the new recruitment cycle
- Additional training includes an ongoing discussions throughout the year with Deans, program chairs, as well as various administrative offices on campus (such as athletics, campus life, etc.), to discuss new programs, elevator pitches, statistics and general questions that arise

Marketing & Engagement

6

- **Marketing materials** are extensive, and information about the university is disseminated through many different vehicles including radio, social media, web pages, Google search and newspapers
- Recruitment efforts are rooted in Concierge approach where we communicate with students through various means that are personally requested by them
- The majority of our students request information via **email, social media, text messages and phone calls**
- Examples of timely follow up with prospective students include telephone calls, invitations to campus, email communications, return visits to their high schools, letters, notes and special cards from our counselors and others within the university

Honors College, Athletics, International

7

- The number of admitted, honors eligible students has increased **41%** from this point last year (**1068 students** vs. 756 students), reflecting the increase in the number of honors students applying
- The increase is due to our strategic targeting of **higher caliber high schools**, where we are connecting directly with honors programs.
- We've also used our **Summer Honors Institute** program to build a pipeline of honors students (attendance in this program has increased **313%** since its inception in 2013 – **51** attendees in 2013 vs. **211** attendees in 2016).
- Athletics implements **roster management** strategies that assist both effective use of scholarship funds with maintaining a competitive atmosphere, abiding by NCAA rules & regulations as well as assist a growing opportunity for enrollment

Honors College, Athletics, International

8

- For international recruitment, we partner with **recruitment agencies** to help expand and maintain markets for potential enrollment
- Currently, we have **473 international students** at our Post campus
- Engage Emerging Regions and Countries:
 - Focus efforts on top 20 countries sending students to the U.S. in particular China, Vietnam, Indonesia, Mexico, Brazil
 - Articulation agreements with the U.K., Mexican and Canadian Universities and countries with government funding
 - Top 5 Countries for Post: China, India, Saudi Arabia, Sweden, Norway

Scholarships & Financial Aid

9

- Our scholarship model has been created to give competitive scholarships to our prospective students, while staying within an appropriate discount rate and attracting students across a range of academic achievement
- The **scholarship matrix** keeps our university on track in terms of revenue, budget, and the like, in order that we continue to maintain stability, grow the bottom line, and maintain our Moody's and Standard & Poor's ratings
- Our scholarships are competitive, our price point is comparable to other local schools, and we guarantee that our tuition **will not increase more than 2% through 2020**, giving us an edge over other schools

Promise

10

- **Success Coaches** work individually with students prior to registration to develop degree plans based on their intended degrees.
- After enrollment, success coaches help students develop long and short term goals that keep them on track to graduate.
- If a student enters with an undecided major success coaches use assessments and personal conversations to help direct them towards an appropriate major.
 - **Approximately 20% of students come in as undecided**
- The main goal of LIU Promise is to **retain** students and help them persist toward **graduation**.
- **Success coaches meet regularly with academic departments** to remain abreast of any programmatic changes, updates to degree plans, benefits of given majors, or information on how to “sell” the programs to students.

Faculty and Program Collaboration

11

- There is existing collaboration at various levels, with conversations and planning with Deans, program chairs and faculty
- Admissions staff continues to pursue increasing collaborations in developing and implementing best practices for our recruitment efforts, examples:
 - Recent College of Liberal arts Open House
 - College of Management and Deans Scholars outreach
 - Honors College
 - Heroes of Healthcare and high school visits
 - Presidential Dinners by school and programs
- Calendar of events publicized in fall – identify faculty and staff to develop exceptional, quality open houses and special events