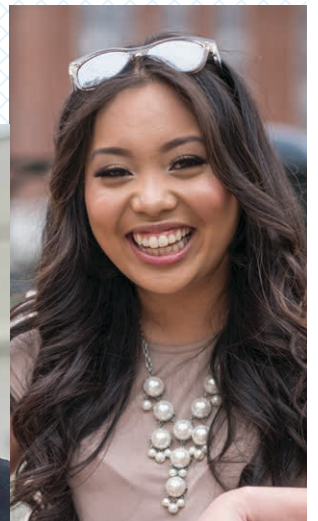




# ENROLLMENT UPDATE

— Fall 2018 —



Enrollment Management Group

## Greetings to all of our colleagues across campus.

This fall, we welcomed 2,723 new academically talented and diverse undergraduate and graduate students to Duquesne University. Within enrollment management, this includes recruiting, application processing, events, financial aid packaging, registration services, research, retention, marketing and much more. Equally important, our colleagues across campus assisted in recruiting, orienting, advising, teaching, housing, guiding and supporting these newest members of the Duquesne community.

The Enrollment Management Group (EMG) would like to share some news about the efforts, successes and challenges for Fall 2018 enrollment as well as the outlook for the future.

Higher education enrollment continues to face challenges with high school population fluctuations, high competition in the Northeast, lower demand for some graduate and professional programs, consumer price sensitivity, declining job opportunities in select disciplines and other external forces.

These national challenges are also ones we continue to face here on the Bluff. We are strategic and analytical in order to be efficient and successful, balancing market and mission. Our continued success in enrolling academically talented students into our undergraduate and graduate and professional programs depends on the contributions, academic programs, expertise and service of our colleagues throughout the University. We appreciate your continued partnership.

Warm Regards,



Paul-James Cukanna  
Vice President for Enrollment Management

## Freshman Enrollment

The Fall 2018 class is one of the largest in University history, with an enrollment of 1,512 freshmen, based upon the University census, achieving slightly more than our total enrollment target.

Students and families choose Duquesne for a number of reasons. In a survey of the newest freshman class about their primary reasons for choosing DU, they cited “urban location,” “program of study,” “size,” and “academic reputation.” More than 90% of incoming freshmen said DU was a top choice.

This is one of the most **diverse freshman classes** in University history. Our percentage of minorities in the incoming freshman class is 16%. Increasing diversity on campus and sustaining an environment where diversity is valued have been among the core goals of the EMG.

Other freshman class attributes:

- The acceptance rate is 72%—one of the most selective in University history
- The mean SAT score is 1214, one of the highest in University history
- Approximately 72% are PA residents
- Out-of-state residents represent 32 states plus Washington, D.C., and Puerto Rico
- Citizens of 13 countries including China, Canada, Austria, Brazil, and others
- Approximately 24% have relatives who are DU alums

**During this recruitment cycle...**

- Admissions visited 224 high schools and attended 217 college fairs in 21 states, Washington, D.C., and Puerto Rico
- Approximately 2,000 individual visits were hosted
- Admissions delivered 127 group presentations; some with representatives for our internal schools and programs

## Transfer Enrollment

Transfer enrollment continues to grow with 202 new transfer and 121 new nursing second-degree students. **Admissions held 12 successful transfer events throughout this cycle.**

We have been engaged with our campus academic departments and their advisors to enhance transfer credit review.

We have expanded our recruitment to parts of Ohio, New York and Maryland.

Another articulation agreement with Liberal Arts was completed with Westmoreland County Community College and the articulation agreement with Beaver County Community College will be completed soon.

## Graduate and Law Enrollment

EMG-Graduate Admissions worked closely with University partners to enroll 893 new graduate students, a 3.6% increase over the previous year and 109% of the graduate new student enrollment objective.

This year’s entering graduate students represent 40 states, plus Washington, D.C., and Puerto Rico, as well 16 countries, including Brazil, India, Peru and Saudi Arabia.

The introduction of five new graduate programs (MA and PhD in Catholic Healthcare Ethics, MS in Biomedical Engineering, MS in Higher Education Administration and MS in Supply Chain Management) continues to diversify the academic portfolio.

EMG-Graduate Admissions (EMG-GA) attended approximately 40 graduate college fairs around the region to complement our colleagues’ recruitment efforts within the schools. We participated in multiple virtual fairs as well as attended the annual National Conference on Undergraduate Research (NCUR). Presentations were also provided on the campuses of University of Pittsburgh-Greensburg, St. Vincent College and Washington & Jefferson College. Attendance at these recruitment events was supported by GRE lead purchases and



Duquesne enrolled one of the

**TOP FIVE  
LARGEST  
FRESHMAN  
CLASSES**  
in school history



New freshmen represent

**32  
states**

and new graduate and law students represent

**40  
states**

plus Washington, D.C., and Puerto Rico



**48**

33 new students using military or veteran student (MVS) tuition benefits and 15 using veteran dependent tuition benefits enrolled this fall. MVS enrollment is about 55% male and 45% female, covering all branches of service.

ongoing email communication campaigns.

In an effort to encourage current Duquesne students and employees to explore graduate school options, EMG-GA collaborated with the Offices of Diversity and Inclusion, Alumni Affairs and Human Resources. In addition, building on Duquesne's unique location to downtown Pittsburgh, EMG-GA hosted students from California University of Pennsylvania, Eastern Michigan University and the University of Cincinnati, providing them the opportunity to chat with faculty and staff about their graduate school options while seeing firsthand the convenience of our campus location.

## Military and Veteran Students (MVS) Enrollment

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48 new military and veteran students (MVS) enrolled at Duquesne this fall, up from 30 last year at this time: a 60% increase. This year's incoming fall students include 24 graduate students and 19 undergraduate students, 15 of which are dependents. Three West Point graduates enrolled this fall.

Overall, there are about 175 military and veteran students representing 21 states. Approximately 36% are dependents of veterans using the GI Bill, 45% are in the Yellow Ribbon Program. MVS students are enrolled in every school and the Biomedical Engineering program, with the highest enrollments within Liberal Arts, Nursing and Business.

## Retention and Advisement

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The freshman-to-sophomore year retention rate for the Fall 2017 entering class was 84.8%. Our retention rate continues to be **above the national average** for private universities.

In a continued effort to build a comprehensive retention and graduation strategy, the Office of Undergraduate Retention and Advisement has worked closely with the University Retention Committee and the Academic Advising Team to systematically improve retention and graduation rates at DU.

A strong freshman-to-sophomore retention rate is important because it can influence our financial profile, credit ratings, graduation rates, faculty recruitment, opinion surveys and how academically talented, prospective students and their parent/s perceive our University.

Student account balances were monitored and retention funds are awarded to give students with manageable balances the ability to register for classes.

Advisors work closely with the Office of Freshman Development over the four-day Freshman Advisement Summer Transition (FAST) program for deposited freshmen which occurred July 10-13. 1,121 students and 1,919 family members participated in the program.

In an effort to increase the academic achievements of Test Optional admitted students, all participants of this admissions pathway have been registered for academic skills class entitled "Strategies for Academic Success."

Incoming freshmen from Liberal Arts, Natural and Environmental Sciences, Music, and Biomedical Engineering were invited to participate in a pre-matriculation opportunity and register at a reduced rate for their University Core required Information Literacy course via an online instruction mode. A total of 85 students participated in the program.

In an effort to provide better service and appropriately place incoming Business students, the ALEKS Placement, Preparation, and Learning Math exam was integrated into Duquesne's student information system and made available throughout the summer new student registration period.

Academic Advisors supported the Office of Admissions with various recruitment events including two Transfer Preview Days where students could meet with advising staff over lunch to discuss general academic and curricular questions as well as University academic policies.

## Enrollment Research

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Enrollment Research is responsible for the data, analytics and research required to support the Vice President of Enrollment

Management, the Office of Undergraduate Admissions, the Office of Retention and Advisement and the core Enrollment Management Group. All data relating to new freshmen and transfers is compiled by Enrollment Research. As competition for students heightens, it is imperative that data continues to drive the management of the University's enrollment.

Each year, many departments and schools throughout the University request admissions related data and analysis. Undergraduate admission key performance indicators and new freshman and transfer bio-demographics are provided by Enrollment Research for internal evaluation and external surveys, such as *US News*, College Board, IPEDS and many others.

Enrollment Research also supports the University's new program proposal process with market data and research.

Enrollment Research: contributes to the budgeting process each year by providing analysis for many strategic initiatives, such as the scholarship awarding strategy; collaborates with the Deans of each school to set new student enrollment targets which are integrated into the overall University budget; and uses predictive analytics to determine areas of focus for lead purchases to promote recognition in emerging markets and selectively cultivate markets outside of the traditional draw area.

Enrollment Research played a major role in the implementation of many enrollment management strategies, such as test optional admission and its extension into the undergraduate schools of Business and Music.

## Enrollment Systems

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The primary focus of Enrollment Systems for the past several months has been the Slate implementation project, which includes both applications for admission as well as a full suite of customer relationship management (CRM) tools. A CRM is a sophisticated tool that facilitates and tracks relationships and interactions with prospective undergraduate and graduate students throughout the recruitment cycle. Slate replaced Ellucian Recruit - our previous CRM.



To date, the following Slate implementation tasks are complete: Inquiry forms, email and text, events/ daily admission visits, data uploads, Slate applications for admission (UG, GR and non-degree), document scanning/ uploading and indexing, Banner integration and training.

Enrollment Systems purchased, loaded and managed more than 280,000 leads for the fall 2018 recruitment cycle.

## Financial Aid

Throughout the year, the Office of Financial Aid served 9,250 students and families requiring financial assistance. In the AY 17-18, the total dollar volume of aid administered was \$289,428,473.

Financial Aid completed approximately 10,000 award packages for prospective, current, graduate and law students. Files are also reviewed to ensure that students are funded based on the credits anticipated. If there is a discrepancy, aid is recalculated.

In August 2018, a Program Review Specialist from Pennsylvania Higher Education Assistance Agency (PHEAA) performed a compliance review on nine PA State Grant Programs: PA State Grant Program, Distance Education Grant, RTSS Grant, IAG Program, PATH Grant, Act 101, EAP (State National Guard), Chafee Grant and the Blind and Deaf Beneficiary Program. PHEAA verified a perfect audit with the programs managed extremely well.

The Fiscal Operations Report and Application to Participate (FISAP) for the award year July 1, 2017 through June 30, 2018 and application for the award year July 1, 2019 through June 30, 2020 was due on October 1, 2018. This is a mandatory report that determines our funding levels for the Supplemental Education Opportunity Grant (SEOG), Federal Work Study (FWS) and prior Perkins Loan programs. This is the major federal report due each year to the Department of Education.

This past year, we worked very closely with our Government Relations Office and met with legislators, in order to request support for various financial aid programs that were proposed to be eliminated or the funding levels reduced.

## Relevant Funding Outcomes for Specific Programs:

- \$768,014 was awarded to 96 students through the Pittsburgh Promise Program.
- \$4,799,314 was awarded to 1,468 students through the PA State Grant Program.
- \$35,454 was awarded to 15 through the PA State Grant Distance Education Program.
- \$72,680 was awarded to 40 students in the Ready to Succeed Program (RTSS) through the Pennsylvania Higher Education Assistance Agency (PHEAA).
- \$5,694,677 was awarded to 1,871 students in the PELL Grant Program, or to students with significant need as determined by the Free Application for Federal Student Aid (FAFSA).
- \$516,730 was awarded to 1,179 students in the Supplemental Educational Opportunity Grant (SEOG) Program.

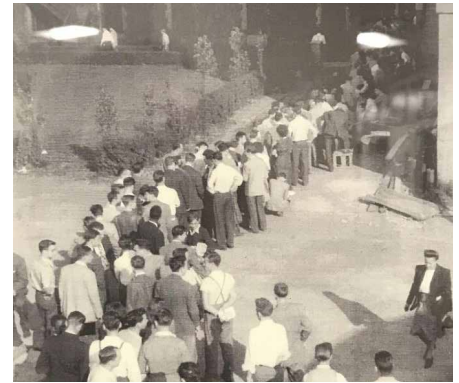
## Office of the University Registrar

### Banner 9 Upgrade

The Student modules of the Banner Student System are the most widely distributed components of Banner, accessible to faculty and staff across campus. With that in mind, the upgrade to Banner 9 was a momentous occasion and was met with great success. While the functionality remained the same, the web interface changed significantly and required updating of the 22 end-user guides for campus users as well as personalized training. The transition to Banner 9 was completed on June 4, 2018.

### Course Information and Classroom Management

In 2017-2018, the course information for a total of 3,425 undergraduate and 2,058 graduate courses was maintained. In fall 2017, a total of 3,135 classes were scheduled and maintained. In spring 2018, a total of 3,003 classes were scheduled, and a total



### Class Registration, circa 1940s

*Students waited in line each semester to register for classes in the old theater under the chapel. Registration could take many hours, due to the influx of students under the GI Bill and the individual attention required for each registrant.*

of 885 classes were scheduled in summer 2018.

The Office of the University Registrar also upgraded its Classroom Scheduling System, which is used to automatically assign classes to classroom space. The upgrade provided significantly greater efficiency, as it reduced the scheduling time by two-thirds.

### Enrollment and Degree Verifications

The National Student Clearinghouse (NSC) processed 7,714 enrollment verifications and 5,010 degree verifications. A total of 525 verifications were processed directly by our office, and students used the NSC certificate to verify their enrollment on 1,323 occasions.

### Transcript Requests

A total of 15,482 transcripts were issued—13,300 official, 157 unofficial, and 2,025 advising.

### NCAA Compliance

In Summer 2017, the records of total of 51 athletes were reviewed for compliance with NCAA regulations regarding academic eligibility to participate. In Fall 2017, the records of 437 athletes were reviewed for compliance. In spring 2018, 407 records were reviewed, and in summer 2018, the total was 82.

## Students Using VA Benefits

Veteran students and veterans' dependents rely on registrar staff to counsel, advise and administer benefits allocated by the U.S. Department of Veterans Affairs. In fall 2017, our office supported 164 students utilizing VA benefits. In spring 2018, 148 students were assisted, and in summer 2018, 61 students utilized the benefits.

## Degree Audit

Fifteen percent (15%) of all enrolled students ran at least one compliance last academic year, with 79% of them being undergraduates. Of all students using RAPP, 30% were enrolled in Liberal Arts, 24% in Business, 15% in Nursing and 9% in Sciences. Fewer than 7% of students in all other schools utilized the degree audit system.

Academic advisors often run and review degree audit information when meeting with advisees. At the school level, compliances were run on 3,035 students, and 90% of them were undergraduate students. Forty-seven percent (47%) of the compliances were run by the School of Business, 17% by the School of Nursing, and all other schools utilized the degree audit system for fewer than 10% of their students.

## Graduation Clearance and Conferral of Degrees

The clearance-for-graduation process for all schools (except Law) occurs three times annually. Students apply for graduation using Self-Service Banner, and 95% of our December 2017 graduates completed the online degree app. Ninety-nine percent used the online app in May 2018 and 94% in August 2018.

The table below quantifies the number of degrees and certificates awarded in 2017-2018.

Term	Undergraduate	Graduate	Pharmacy	Certificate	Totals
December 2017	184	186	0	2	<b>372</b>
May 2018	972	407	178	15	<b>1572</b>
August 2018	188	325	2	4	<b>519</b>
<b>Totals</b>	<b>1344</b>	<b>918</b>	<b>180</b>	<b>21</b>	<b>2463</b>

## Professional Development

Registrar staff presented at the annual Ellucian-Live (Banner) conference, offering a session on "Implementing Worry-Free Electronic Transcripts." The team was invited to participate as a member of Ellucian's Electronic Transcript Client Focus-Group as a result of our intensive testing and successful implementation of electronic and online transcript-delivery services.

## Marketing and Communication

A key focus for Enrollment Marketing is leveraging communication technology tools and tactics such as CRM communication plans, social media, IP targeting, mobile footprints and other digital advertising, as well as a virtual campus tour.

During the recruitment cycle, more than 22,000 visitors spent an average of seven minutes on the virtual tour. Visitors represented all 50 states plus Washington, D.C. and Puerto Rico, and 100 countries including India, Canada, Brazil, Germany and Netherlands. 4,400 tour visitors took additional actions such as scheduling a visit, requesting information and applying online.

Analytics are also evaluated and efforts revised to optimize success. Analytics sources include email and text campaigns, website visitors and ad campaigns.

Enrollment Marketing analyzes internal and national research to refine or develop new efforts to support enrollment.

## Looking Ahead

We anticipate continued intense competition for undergraduate and graduate students. Program offerings, differentiation, outcomes, value and scholarship strategy are key components of enrollment success.

The EMG will continue to leverage technology—including our CRM, texting, website and virtual campus tour—as well as promotional campaigns and personal outreach to communicate the unique education and value offered at Duquesne University.

As part of our effort to ensure Duquesne maximizes enrollment opportunities, EMG will launch The Common Application (Common App) as another application source for prospective undergraduate students.

818 colleges and universities are currently Common App members (approximately 15% of the 5,300 schools in the U.S.). 67 schools in Pennsylvania participate, including 17 Catholic universities, University of Pittsburgh and Penn State University. Many of the top Catholic universities, including Notre Dame, Boston College and Dayton, are also using the Common App.

Additional details will be shared with school admission liaisons in the coming months.

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# EMG LEADERSHIP

**Paul-James Cukanna**

*Vice President for Enrollment Management*

**Denise Faix**

*Assistant to Vice President for Enrollment Management and  
Office Manager*

**Dr. Don Accamando**

*Director of Office of Military and Veteran Students*

**Marlo Ayres**

*Senior Director of Business Operations & Compliance*

**Anthony Cappa**

*Senior Associate Director of Enrollment Management*

**Celeste Corsi**

*Executive Director, Enrollment Management*

**J.D. Douglas**

*Director of Retention and Advisement*

**Todd Eicker**

*Director of Graduate Admissions*

**Richard Esposito**

*Director of Financial Aid*

**Dave Fortna**

*Associate Director of Graduate Admissions*

**Dr. Kimberly Hoeritz**

*University Registrar*

**Kelley Maloney**

*Director of Marketing and Communication*

**Cheryl Perry**

*Director of Enrollment Systems*

**Debbie Zugates**

*Director of Undergraduate Admissions*

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