

IOWA

Enrollment Management

Fall 2022 and Beyond Staff Council

October 6, 2022

Fall 2022 First-Year Enrollment Outlook

4,730

Goal

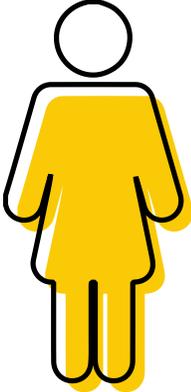
5,443

Active Acceptances/Deposits on May 2nd

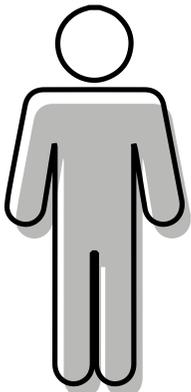
5,178

Census: End of Day, September 2nd
(Increase of 651 over 2021)

Deposits **domestic*

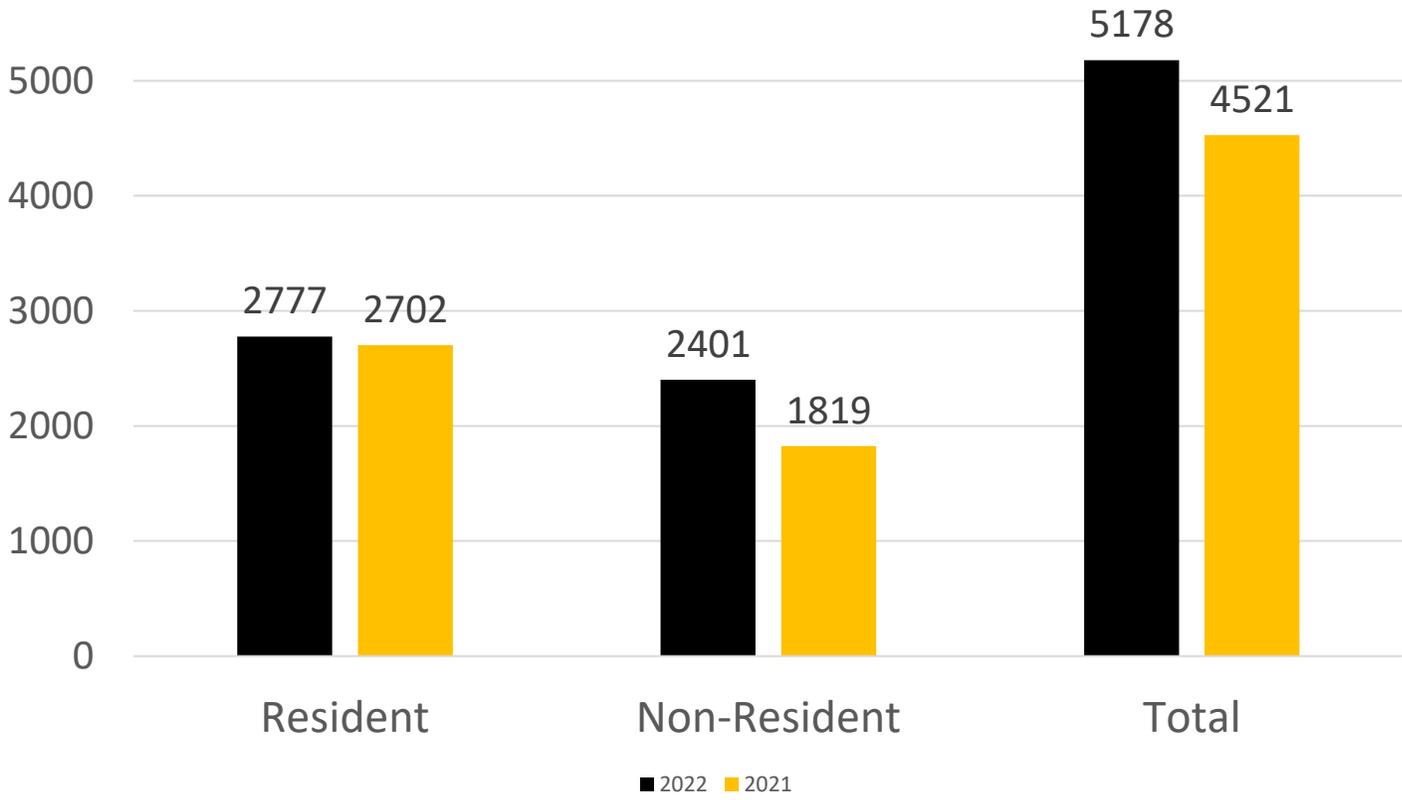


58%
Female



42%
Male

**share of deposit count, 2022*



	Resident	Non-Resident	Total	% Resident	% Non-Resident
2022	2777	2401	5178	53.60%	46.40%
2021	2702	1819	4521	59.80%	40.20%



Fall 2022 Transfer Enrollment Outlook

- +2.6% Total Applications
- 1244 Enrolled
 - +10 Over 2021 Increase
 - +50 Non-Resident Transfer Students Enrolled
 - TCOB +34
 - Education +24
 - Engineering +12

Diversity

- Increase of 65 Non-White Enrolled first-year students
 - +68 Latino(a)
 - Gains in all categories except African-American (-4), and Asian (-36)
- Gender
 - 2,986 female (58.1%) and 2,152 male (41.9%)
 - 40 students did not respond
- First-Generation
 - 1,039 (+193 over 2021)

Top 10 Majors

2022

Business Direct Admission	608
Pre-Business	554
Engineering	414
Open Major	394
Biology	264
Psychology	262
Nursing Interest	219
Health and Human Physiology	175
English and Creative Writing	164
Computer Science	116

2021

Business Direct Admission	500
Engineering	364
Open Major	341
Pre-Business	335
Psychology	256
Biology	243
Nursing Interest	218
English and Creative Writing	133
Health and Human Physiology	118
Human Physiology	117

Academic Profile

- ACT
 - 25.8 for those reporting scores on the application (26.1 in 2021)
 - 25.4 on all scores (25.6 in 2021)
 - 38% of 2022 applicants applied without a test score
 - 32.8% were admitted without a test score
- GPA
 - 3.86 in 2022 vs 3.81 in 2021

College Enrollment: First-Year Students

2022

College

Liberal Arts and Sciences	3,929
Education	81
Engineering	414
Business	608
Nursing	85
Public Health	27
University College	34

2021

College

Liberal Arts and Sciences	3,488
Education	11
Engineering	364
Business	500
Nursing	84
Public Health	32
University College	42

Non-Resident Growth

- States with the greatest growth
 - Illinois: 1,453 (+354)
 - Minnesota: 243 (+73)
 - Wisconsin: 166 (+46)
 - Nebraska: 28 (+12)
- Other key states:
 - California: 66
 - Missouri: 53
 - Texas: 38
 - Colorado: 38



Yield Data

Hawkeye Visits Days: 43.0% (Fall 2021)

Daily Visits: 40.1% (Fall 2021-Spring 2022)



Fall 2022

Daily Visits began Monday, August 29

Academic departmental sessions begin Tuesday, September 6

Top Scholar Visit Day

Saturday, September 24

Hawkeye Visit Day & Transfer Day

September 30

October 7, 10, 14, 21, 28

November 4, 11, 18

Spring 2023

Admitted Student Day

February 20 & March 3, 24, 31

Spring Break

Monday, March 13 – Friday, March 17

Lunch with the Dean Programs

Monday, March 20, 23, 27, and 30

Spring 2023

Next Step Iowa Programs

Illinois February 21 – February 23

Minneapolis and Des Moines dates TBD February 26 – March 1

Junior Hawkeye Visit Day & Transfer Day

April 7, April 14, 21, 28

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On to Fall 2023...

Academic Period	Population	Applied	Admits	Deferred	Incomplete
Fall Term 2022	First-Time Freshman	3,984	2,727	38	1,145
	First-Time Transfer	255	6	0	140
	International	35	1	0	30
Total, Fall 2022		4,239	2,733	38	1,285
Fall Term 2023	First-Time Freshman	5,183	2,814	15	2,251
	First-Time Transfer	331	37	0	281
	International	61	2	0	56
Total, Fall Term 2023		5,514	2,851	15	2,532
Change +/-		1,275	118	-23	1,247
Change +/- %		30.1%	4.3%		
Change in Freshman		1,199	87		
Change in Transfer		76	31		

Challenges

- The Pandemic reinforced the importance of Campus Visits
 - Travel is very difficult and expensive right now
 - The commitment to spend a day on campus can be over \$1,000 if flying, and \$200 if driving from a considerable distance with accommodations.
 - Virtual events have largely lost their appeal
 - Housing shortages have become a major point of concern for students
 - Inflation has complicated the cost of education for international students (currency conversion rates)
- The Value Proposition is more valuable than ever
 - Why Iowa, why program X at Iowa, and how will a degree from Iowa help me to achieve my goals?

Post-Pandemic Issues

- Grade inflation is a challenge for admission officers
- Test-optional policies have created challenges in student support
- Mental Health and Well-Being
- Over-engagement following a period of disconnection
- Funding opportunities exhausted
- Inflation is impacting ability to pay at multiple levels
- Confusion over loan-forgiveness policies long-term

How can you help?



IOWA

Enrollment Management

Thank you

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