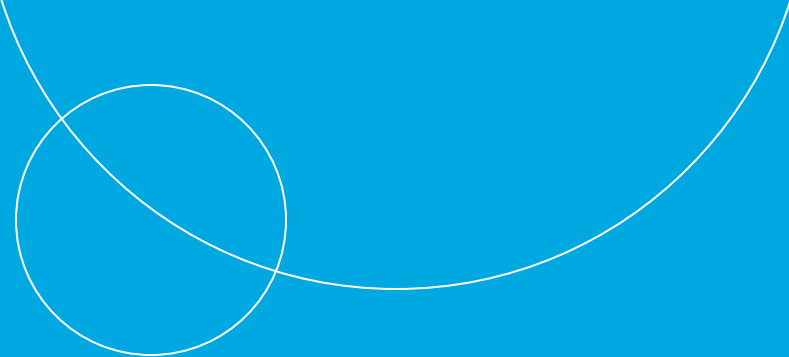




rnl national conference  
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# Re-Engineering Your Admissions Methodology

A Case Study in Change Management



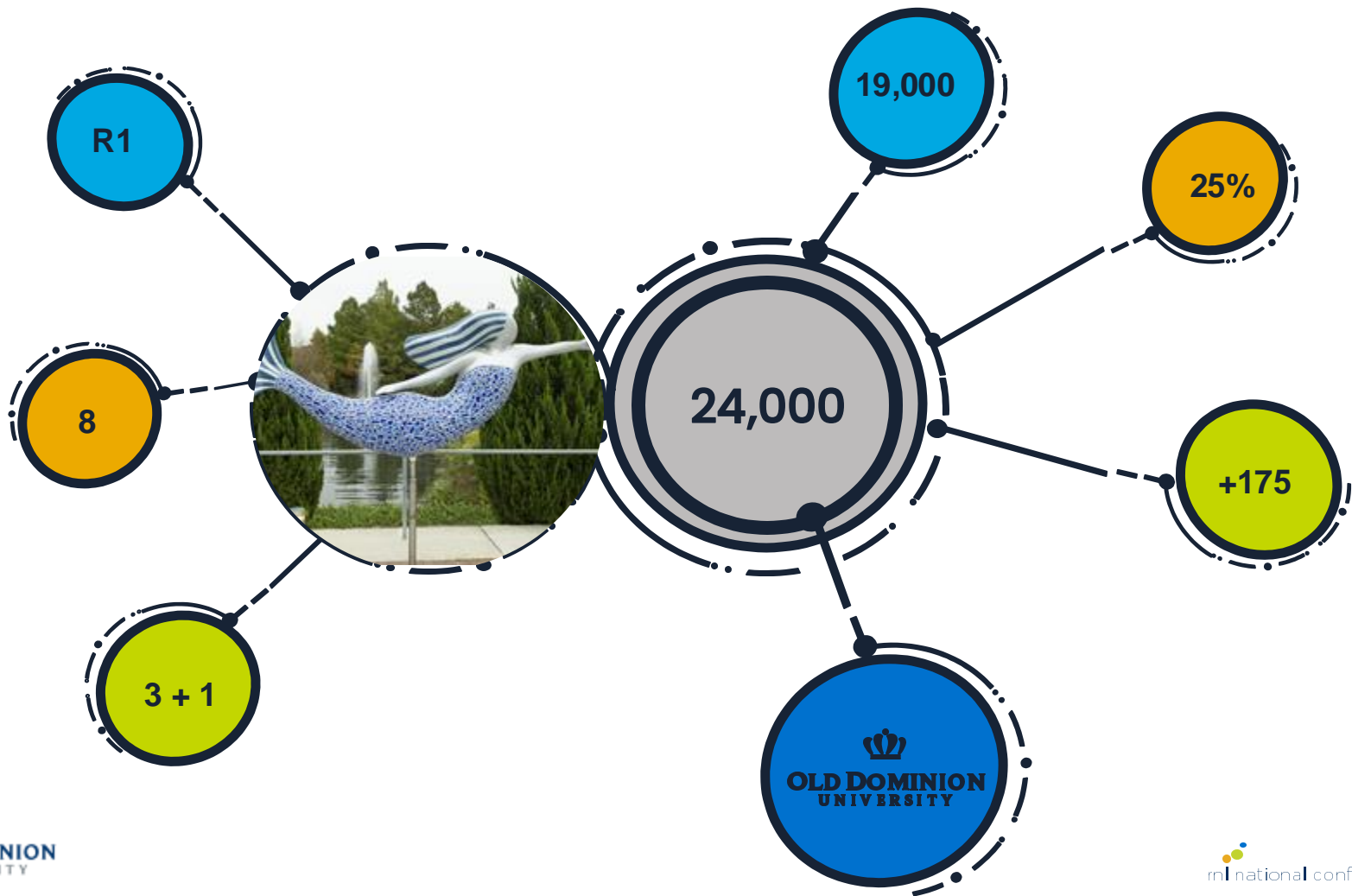
# A Transformative Approach

**Decreasing the Admission Rate for Fall 2023 FTF Cohort**

- ODU FACTS & FIGURES
- SEASONS OF CHANGE
- FALL 2023 FRESHMEN PROFILE
- WHAT'S NEXT



# AGENDA



# Fall 2022 First-Time Freshmen Cohort



## Demographic

- 3,083 Total New Freshmen
- 8% Out-of-State
- 98% Full-time Enrollment
- 4% Fully Online



## Diversity

- 53% Students of Color
  - 40% African American
  - 32% Caucasian
  - 12% Latino/Hispanic
- 53% Female and 47% Male



## Academic

- 3.40 Average High School GPA
- 22.5% Yield Rate
- 95% Admit Rate (96.3% in 2021)





# Season of Change

# Changes in Leadership

AVP of Enrollment Management  
Retired

**January  
2023**

Director of Admissions  
Retired

**June  
2023**

New Director of Admissions Arrives  
at University

**October  
2023**

**November  
2022**

VP of SEES Leaves  
University

**May  
2023**

New VP of SEES Arrives at  
University

**June 2023**

New AVP of Enrollment  
Management Arrives at  
University

# Changes in Enrollment Charge

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1. Reduce Admit Rate
1. Increase Academic Profile of Incoming class
1. Meet Enrollment Goals (make the class)
1. Enroll 20 Valedictorians and Salutatorians



# Response to Change

1

Investment in Staff

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2

Targeted Scholarship Strategies

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3

Targeted Admissions Strategies

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# Final Disposition of Fall 2023 Class

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- 2,717 Total New Freshmen
- 222 Out-of-State
- 114 Fully Online
- 3.46 Average High School GPA
- 19.7% Yield Rate
- 90% Admit Rate
- 51.6% Underrepresented Population





# What's Next

# Planning for Future Enrollment



Admissions Funnel Planning



Competitive Scholarships

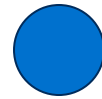


Marketing Strategy



# Admissions Funnel Planning

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Increased Name Purchases



Targeted Outreach



Strategic Management of Applicant Pool



Expanded Events Across All Funnel Stages



Yield Strategy Revamp

# Competitive Scholarships

## New Freshmen Scholarships

### Monarch Reign Renewable Scholarship

- Local students in the Hampton Roads area

### Dominion Scholarship

- Increased number of offers
- Increased enrollment goal of Dominion Scholars from 20 to 40

## New Transfer Scholarships

- Transfer Presidential
- Transfer Monarch
- Transfer Crown
- VCCS to Monarch
- Scholarships were established to complement our freshmen awards and maintain ODU's competitiveness in attracting transfer students

# Marketing Strategy

- Expanded Internal Relationships
- New Vendor Partnerships
- Print/Email
- Targeted Population Landing Pages
- Digital Marketing
- Increased Ad Hoc Outreach
- Enrollment Incentives



# What Did We Learn?

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- 1) Strategic Conversations with Leadership
- 2) Increased Analytical Approach to Enrollment Shaping
- 3) Change is Difficult
- 4) Navigating Relationships
- 5) Resource Realignment







# Questions



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