Admissions Presentation

- Much of what they do has benchmarks
- Staff
  - 21 total
  - Recruiting
  - Processing
  - 55 admissions ambassadors
- Goals
  - New freshman enrollment – 2,200 – 2,300
  - Transfers – 750
  - Readmits – 260
  - South Dakota’s HS senior population declining
    - Traditional market going down
    - Look at increasing non-resident population
    - Goal – 7% increase
  - Goal to get Sioux Falls HS population – 20%
  - Increase diversity
  - Increase academic quality
  - How have we done?
    - NEF
      - Stayed between 2,200 – 2,300 past 2 years
      - Should not include distance students (University Center)
      - Comfort enrollment is on campus only target
    - Transfers
      - Under target this Fall
      - Above goal past 3 years
    - Readmits
      - At or above target for past 3 years
    - Noel Levitz
      - Yield rate here of 50%
      - Comparable institutions its 40%
- Nonresident goal
  - Went from 666 to 862
  - 30%+ increase
  - Pull from Minnesota, Nebraska, Iowa, Wisconsin
  - Also includes international students
- Freshman domestic students of color
  - Peak of 155 in 2010
  - Short of goal of 175
  - 2011 was 139
  - Largest group is Native American
- Sioux Falls High School goal
  - 20%
  - Reached 16.6%
  - Up from 12%
  - In every high school monthly
  - Sioux Falls market is growing
  - If we stay at same percentage then are still growing the numbers
  - Expect a larger share of growing market
- Haven’t achieved several of quality goals yet
- Major Initiatives
  - Faculty cooperation and commitment is crucial
  - Contracted with Image Group for branding
  - Contracting for 5 years of data on students who apply but don’t attend
- Future Major Initiatives
  - Relocation to Medary
  - Contract with Noel Levitz
    - Net price calculator
    - Predictive modeling
    - Enrollment revenue system
  - Continue with Image Group contract
  - Increase number of students of color
  - Identify new scholarship opportunities
  - Transfer student enrollment
    - Articulation agreements with community colleges
    - More feeder institutions
  - Improved advisor access to academic materials through paperless access
  - Transparent budget model
• Do they map where the recruiting will be successful?
  o Yes
  o Predictive modeling will help
• When do we purchase the names?
  o Varies by the entity we purchase from
• Need to pay attention to our accessibility since we are a land grant institution
• Need to find scholarship for disadvantaged students
• Does data include household income?
  o Yes
• What would it take to move to a level so could meet your goals?
  o Understaffed based on benchmarks
    ▪ Admissions counselors
      • USD 14
      • SDSU 7
    ▪ Enrollment
      • USD 1,200
      • SDSU 2,200
    ▪ Prospects per counselor
      • USD 80
      • SDSU 300
    ▪ USD has front loaded to improve their undergraduate enrollment
  o Could use a transfer coordinator
  o Could use a counselor that specializes in high ability students
  o Understaffed in processing area
    ▪ November – February
  o Very good student employment opportunities
• When will they move to Medary?
  o Start planning soon
  o Will request funding in the summer
  o Probably won’t move for 2 years
• Researched what they need
  o Will communicate with them
  o Will most likely start with Les Olive
• Need a program team that includes customers
• Need to know the budget at a strategic time of year
• Could application fees go back to them?
  o President prefers to make sure we fund them at an appropriate level
  o There will be variations in the fees collected
  o May not be sufficient
- Not good to set a realistic goal then under resource it
- Cost to recruit one student
  - SDSU $288
  - Comparable institutions $450
- Got to upfront fund the costs

**Enrollment Services Presentation**
- Aaron is looking ahead on how to reset
  - Registrar’s Office – 10
  - Scholarships – 2
  - Financial Aid – 8
  - Enrollment Services – 1
- One important initiative
  - Provision of data
- Thinking of modeling “One Stop” at U of M
- Need an idea of their budget earlier in order to do planning
- Looking at reaching out to other areas for document imaging
- Parent portal beta should be up later this month
- Most scholarship is merit based
  - If we want to offer based on need have to bring in new dollars
- Early alert is important for federal financial aid eligibility
- How do we craft strategic goals?
  - Most of what was discussed was tactical
  - How do the tactics link with the university strategic goals
- How do we do high touch/high satisfaction in a high tech world?
- We need to think about self-advising for our next 5-10 year planning
- It’s not just processing
  - Its recruitment, retention and graduation rates
- We expect to train you to be on your own but we will have help available

Thank you for great collaboration with Academic Affairs
ORGANIZATIONAL STRUCTURE

DIRECTOR

High School Relations
- Assistant Director
- Communications Coordinator
- Program Coordinator
- Admissions Counselors (4)
- Writer/Admissions Counselor
- Minority Student Recruiter/Rapid
- Sioux Falls Recruiter
- Campus Visit Coordinator
- Receptionists (3)
- Admission Ambassadors (55)

Admission Processing
- Assistant Director
- Program Assistant
- Processing Secretaries (4)

21 Total Staff Members
STRATEGIC GOALS
2008 - 2012

Achieve the undergraduate new student enrollment goals outlined in the Comfort Enrollment Model while providing access to higher education as well as improving the academic quality of new freshmen.

- Maintain new freshman enrollment between 2,200 and 2,300 students, transfers at 750, and readmits at 260.
- Increase non-resident freshman enrollment by 7%.
- Increase the yield of Sioux Falls high school students from 12% (2006) to 20% of the Sioux Falls pool.
- Increase new domestic students of color to 175 students.

STRATEGIC GOALS
CONTINUED

- Improve Academic Quality of New Freshmen
  - Average ACT of 23.4
  - Average GPA of 3.4
  - 15% of freshmen graduating in top 10 percent of class
  - 170 Valedictorians/Salutatorians
  - 40% of South Dakota Opportunity Scholars
  - 10 National Merit Semifinalists and Finalists
  - 950 freshmen with ACT of 24 or higher
NEW STUDENT ENROLLMENT
2007 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>Freshmen</th>
<th>Transfers</th>
<th>Readmits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>2,022</td>
<td>733</td>
<td>247</td>
</tr>
<tr>
<td>2008</td>
<td>2,101</td>
<td>794</td>
<td>251</td>
</tr>
<tr>
<td>2009</td>
<td>2,135</td>
<td>787</td>
<td>260</td>
</tr>
<tr>
<td>2010</td>
<td>2,247</td>
<td>833</td>
<td>278</td>
</tr>
<tr>
<td>2011</td>
<td>2,241</td>
<td>719</td>
<td>259</td>
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</tbody>
</table>

Goal
- Freshmen 2,200 - 2,300
- Transfers 750
- Readmits 260

RESIDENT & NON-RESIDENT FRESHMEN
2007 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>Resident</th>
<th>Non-Resident</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>1,356</td>
<td>666</td>
</tr>
<tr>
<td>2008</td>
<td>1,358</td>
<td>743</td>
</tr>
<tr>
<td>2009</td>
<td>1,387</td>
<td>748</td>
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<tr>
<td>2010</td>
<td>1,417</td>
<td>830</td>
</tr>
<tr>
<td>2011</td>
<td>1,379</td>
<td>862</td>
</tr>
</tbody>
</table>

Goal
Increase non-residents by 7%
DOMESTIC STUDENTS OF COLOR FRESHMEN
2007 - 2011

- Freshmen Domestic Students of Color

Goal
175

SIOUX FALLS HIGH SCHOOL ENROLLMENT
2006 - 2011

- Number Enrolled
- Percentage of Class

Goal
20% of Pool
ACADEMIC QUALITY
FALL 2011

- Average ACT = 23.07
- Average GPA = 3.3
- Freshmen in top ten percent of class = 14.2%
- Valedictorians/Salutatorians = 141
- SDOS = 40% of students in the state
- NM Semifinalists/Finalists = 5
- 24 or higher ACTs = 983

FUTURE ENROLLMENT GOALS

Continued enrollment growth as identified in the strategic plan and Comfort Enrollment Model.

- Increase the percentage of new freshmen with 24 or higher ACTs from 45% to 50% of the freshman class.
- Increase the number of new freshmen enrolling with ACTs between 27 and 32 composite scores
- Increase percentage of freshmen in top ten percent of their class to 20%
- Increase the number of domestic students of color who enroll to 175
FUTURE MAJOR INITIATIVES

- Relocation to Medary
- Contract with Noel Levitz
  Net Price Calculator
  Predictive Modeling
  Enrollment Revenue System
- Continue Contract with The Image Group
- Collaboration with Director of Diversity to develop new markets for domestic students of color and increase students who enroll.

FUTURE MAJOR INITIATIVES
CONTINUED

- Collaborate with the SDSU Foundation to identify new scholarship opportunities for economically disadvantaged students and high ability students
- Targeted Transfer Student Recruitment
- Improve adviser access to academic documents through ImageNow
- Transparent Budget Model
University Goal 1: Enhance academic excellence and strengthen scholarship and artistic activities.

How we align with this goal:
ARAMARK supports South Dakota State University’s (SDSU) goal to enhance academic excellence and strengthen scholarship and artistic activities by providing learning opportunities that supplement the academic curriculum and prepare students for future roles as leaders and innovators in the workforce.

- We currently offer 6 internships throughout the school year: nutrition, marketing, concessions, catering, purchasing, and retail
- ARAMARK employs 294 student workers; 16 students were promoted to student manager positions this year
Goal 1 Cont.

- Participate in the Jackrabbit Guarantee Scholarship program.

- Continue to participate (ARAMARK management) as an active member of the Hospitality Management Advisory Committee and Development Committee for College of Education and Human Sciences to strengthen the degree by providing industry expertise within the curriculum.

- Sponsor the Stan Marshall Scholarship Auction Dinner.

University Goal 2: Foster economic growth, vibrant communities, and a sustainable environment.

How we align with this goal:
ARAMARK is committed to strengthening the campus community and college atmosphere by providing quality services and programs which create a heartfelt, memorable experience for students, faculty and staff.

Goal 2 Cont.

- Provide catering events that complement the culture of SDSU and enhance diversity appreciation for the campus community.

- Continue to support the Multicultural Center by providing culturally diverse meals throughout each semester.

- Support Children's Miracle Network and participate in Empty Bowls benefiting Heifer International, the Hunger Banquet, Brookings Backpack Project, Brookings Food Pantry and other community-based projects.
Goal 3: Expand the reach of the University through engagement, technology, and globalization.

How we align with this goal:
ARAMARK is committed to embracing collaboration through integrated partnerships with university, state, and national organizations by use of its global network.

- Collaborate with Residential Life and the Student Union to enhance University programming:
  - List of University Programming:
    - Welcome Back Picnic
    - Convocation
    - Midnight Breakfast
    - Soul Food Meal
    - Weekend Stuff Events
    - Hansen Hall Hog Roast
    - Larson Backyard Bash
    - Finals Treats @ Residence Halls

- Utilize ARAMARK's programming events:

Goal 4: Establish a sustainable financial resource base.

How we align with this goal:
ARAMARK fosters an environment that inspires philanthropic giving by its alumni and community friends to develop new revenue sources. Through our partnership we are able to provide funds to enhance the campus facilities. Adhering to effective internal asset management procedures sustains current resources and promotes sales growth.

- Catered presidential, alumni, and foundation events that engage alumni, friends, and sponsors
- Board of Regents special events

Catered over 140 presidential, alumni, and foundation events during the 2010-2011 academic year.

- Through our partnership with athletics, the Stan Marshall Scholarship Banquet was brought back on campus. ARAMARK helped to financially support the event.

- SDSU Catering Team Receives Go-Getter Award
- Addition of Weary Wil's and Einstein Bros. Bagels to support the Student Union as the hub of the student life.

- Working with SDSU to bring national brands to campus with the new dining expansion.

- Working with athletics on the new stadium expansion.

- Research for Provost on Faculty/Staff dining.

- Continuously changing and adapting to meet customer needs, satisfaction, and student retention.
  - hours of service
  - menu items
  - dietary needs