

Undergraduate Admissions

Board of Trustees

March 6, 2025

Rashad Smith

Assistant Vice President

USI Enrollment: Spring Term

	Spring 2024	Spring 2025
New First Time Freshman	46	46
New First Time Transfer	122	134
Total	6,762	6,737

New Student Enrollment Targets: Fall 2025



Freshmen: 1350
+2% increase (+29 students)



Transfer: 400
+2.5% increase (+10 students)



Total: 1750
+2.2% increase (+39 students)

New Freshmen Enrollment Trends

Applications

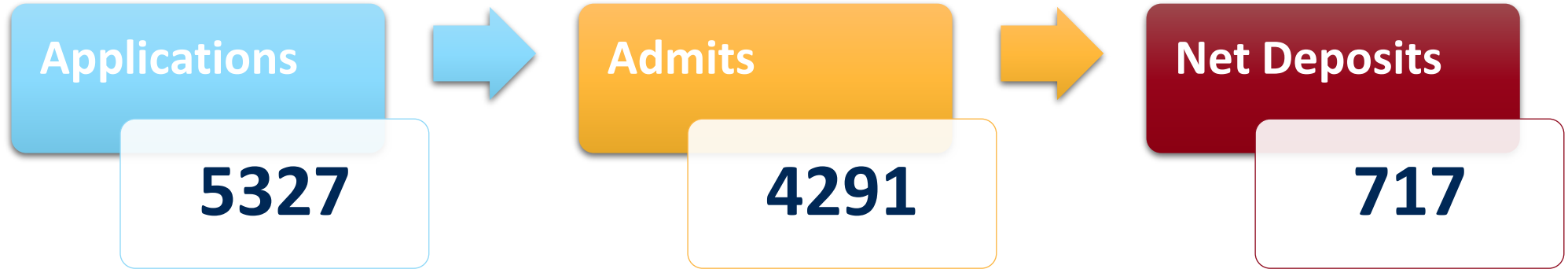
- Fall 2022 to Fall 2023: **+3.8%** increase (4,227 to 4,391)
- Fall 2023 to Fall 2024: **+4.2%** increase (4,391 to 4,574)

Enrollment

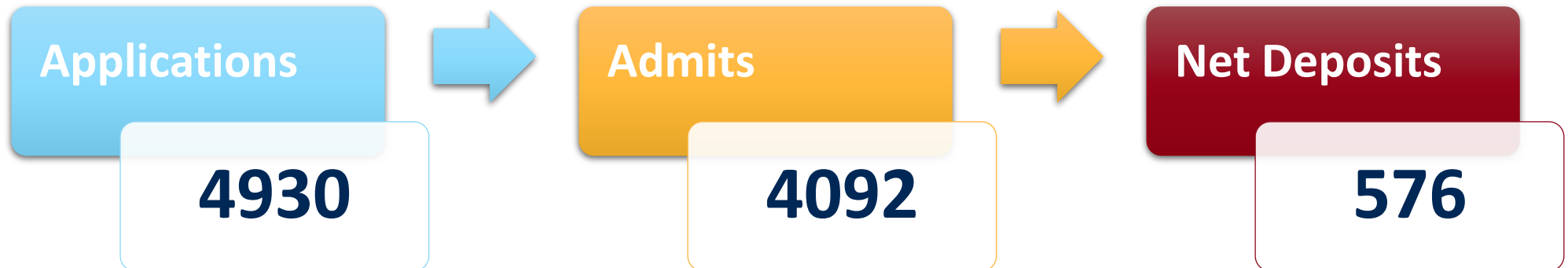
- Fall 2022 to Fall 2023: **+2.6%** increase (1,251 to 1,283)
- Fall 2023 to Fall 2024: **+3.0%** increase (1,283 to 1,321)

Freshmen: 2025 vs 2024

Feb 2025



Feb 2024



New Transfer Enrollment Trends

Applications

- Fall 2022 to Fall 2023: **+1.3%** increase (623 to 631)
- Fall 2023 to Fall 2024: **-2.7%** decrease (631 to 614)

Enrollment

- Fall 2022 to Fall 2023: **-1.1%** decrease (370 to 366)
- Fall 2023 to Fall 2024: **+6.6%** increase (366 to 390)

Transfer: 2025 vs 2024



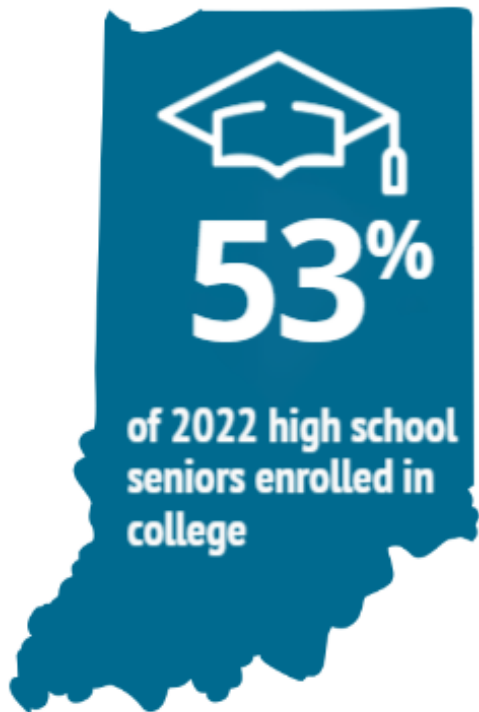
Understanding the Landscape

Indiana Market

Data Informed Decisions

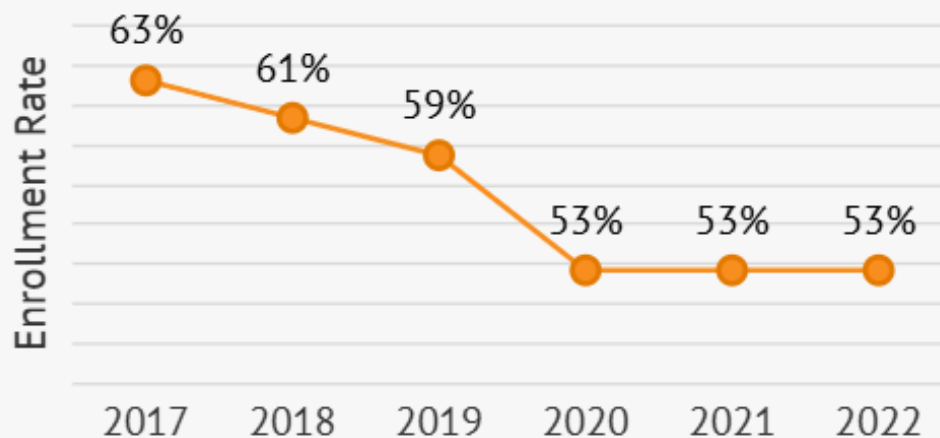
- Indiana Department of Education
- Indiana Commission for Higher Education
- FAFSA Submission Tracking
- National Center for Education Statistics





COLLEGE-GOING RATE STEADY

Indiana's college-going rate was previously declining, but has now held steady for the last 3 years.



Indiana College Going Rate

Indiana
Total HS Graduates
75,091



Total HS Graduates
Enrolled in College
39,620



52.8%
College
Enrollment

Southwest Indiana
Total HS Graduates
5,185

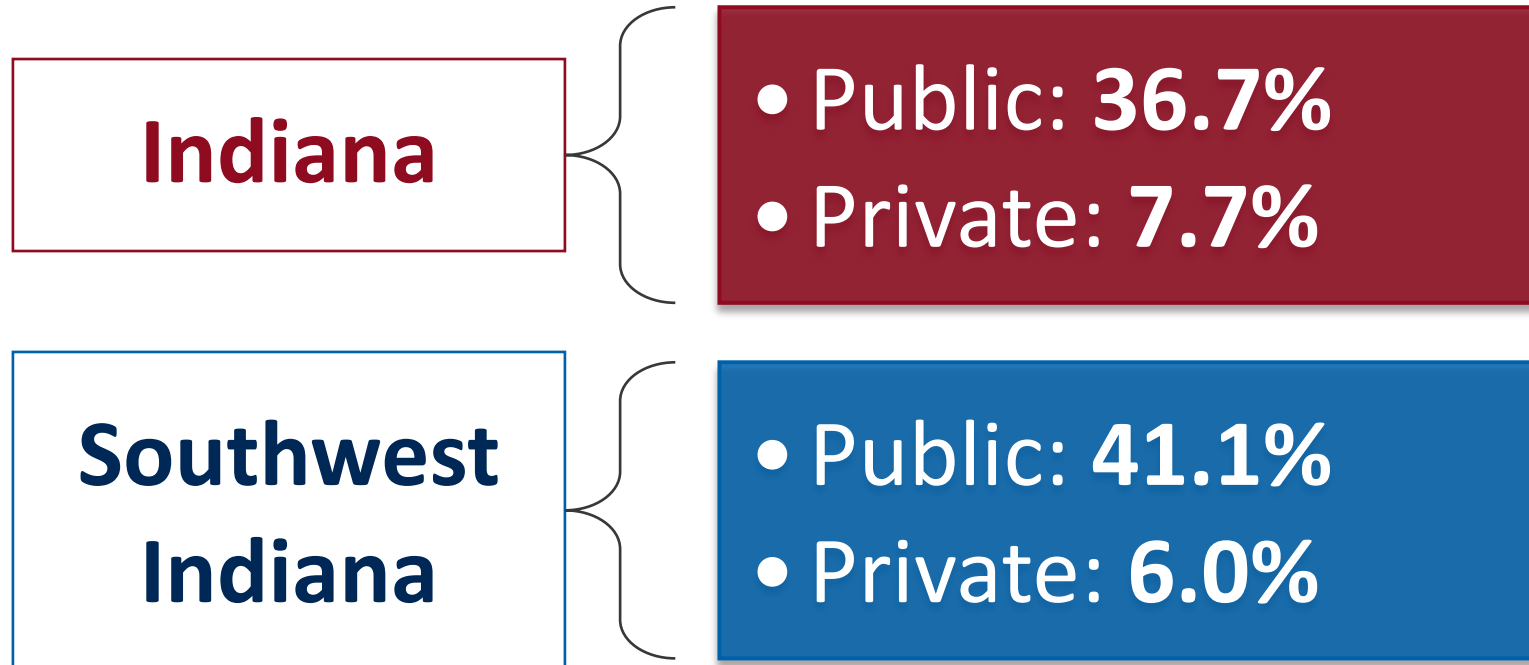


Total HS Graduates
Enrolled in College
2,917

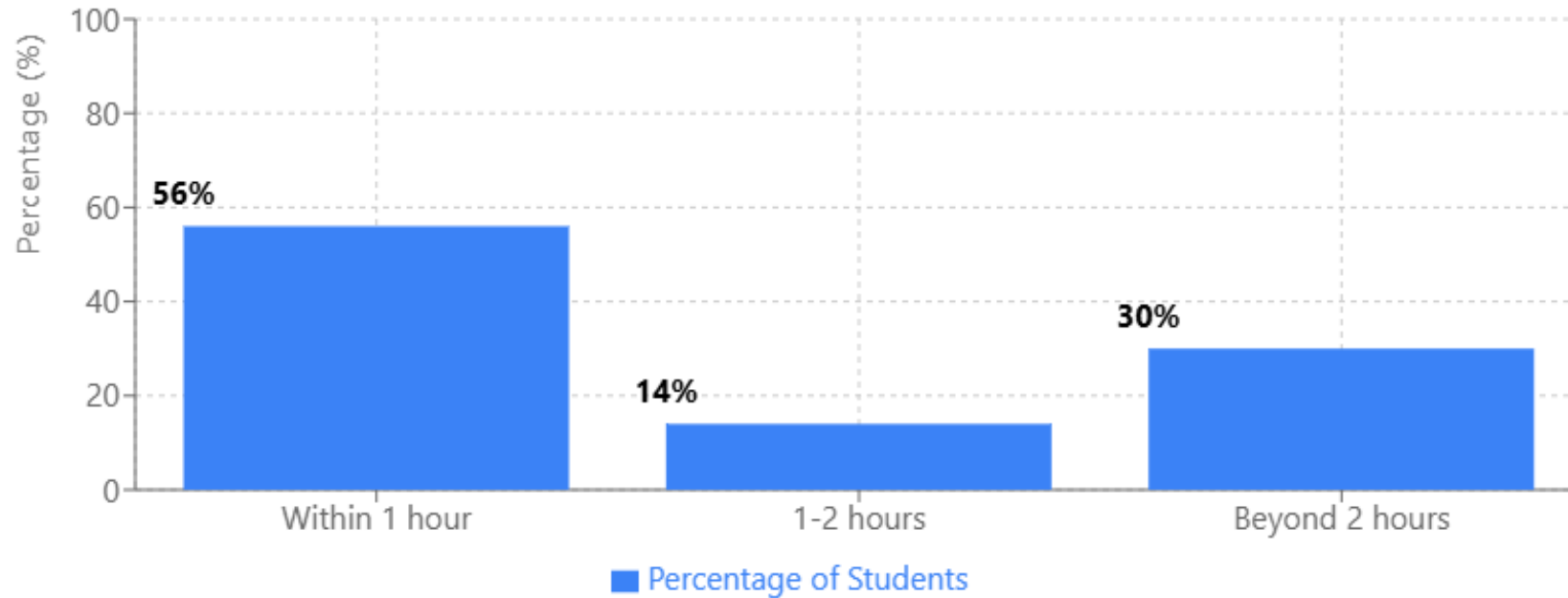


56.3%
College
Enrollment

College Enrollment In-State: Public vs Private



College Enrollment: Proximity to Home



Target Markets

Primary

- Southwest Indiana (13 counties)
- Western Kentucky
- Southern Illinois

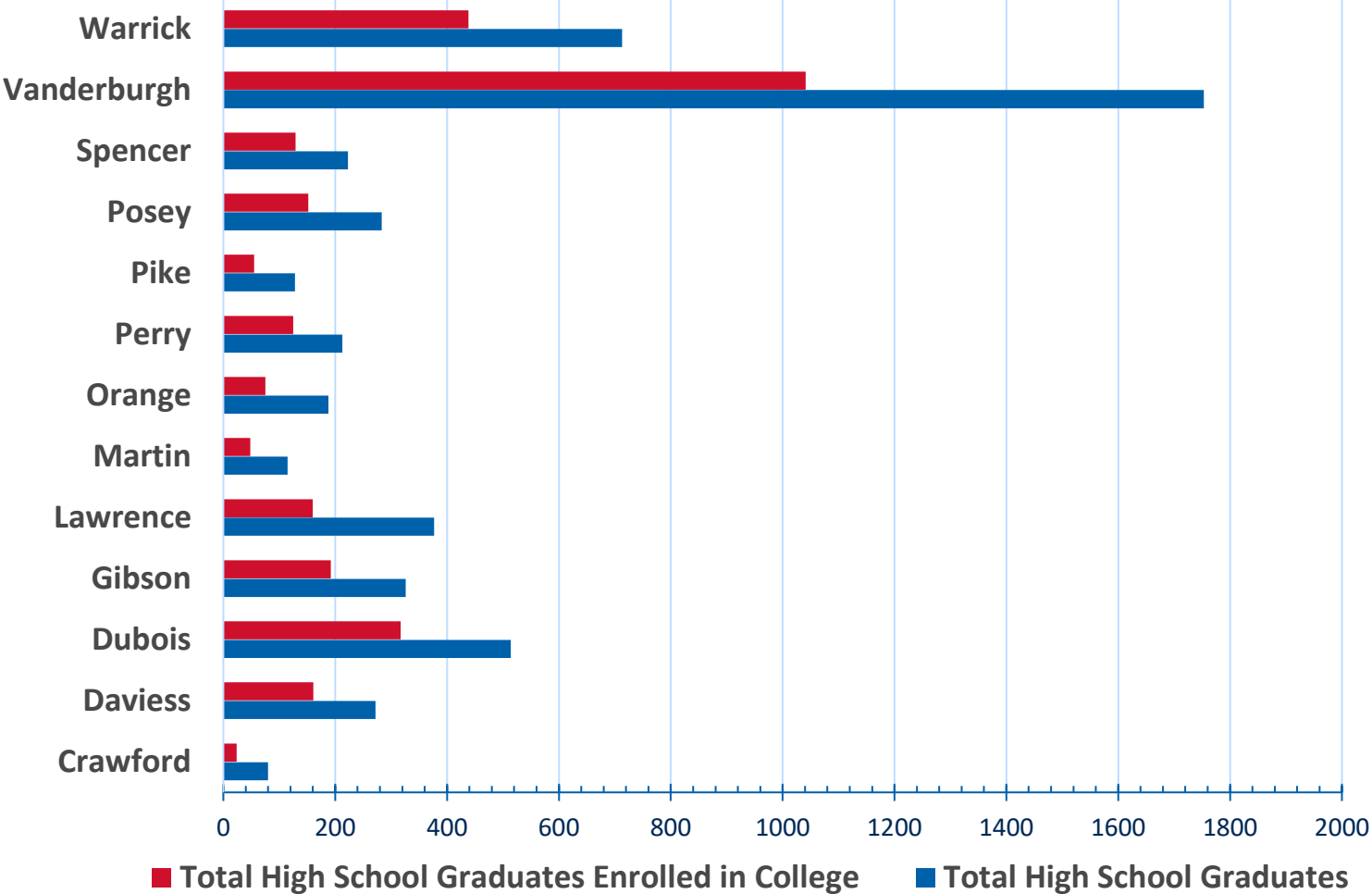
Secondary

- Indianapolis Metro

Tertiary

- All other counties in Indiana
- Opportunity to expand to middle Tennessee region

SW IN High School Graduates: College Enrollment



SW IN County	Total # HS Graduates	% Enrolled in College
Warrick	713	61.4%
Vanderburgh	1753	59.4%
Spencer	223	57.8%
Posey	283	53.7%
Pike	128	43.0%
Perry	213	58.7%
Orange	188	39.9%
Martin	115	41.7%
Lawrence	377	42.4%
Gibson	326	58.9%
Dubois	514	61.7%
Daviess	272	59.2%
Crawford	80	30.0%

SW IN High School Graduates: College Enrollment

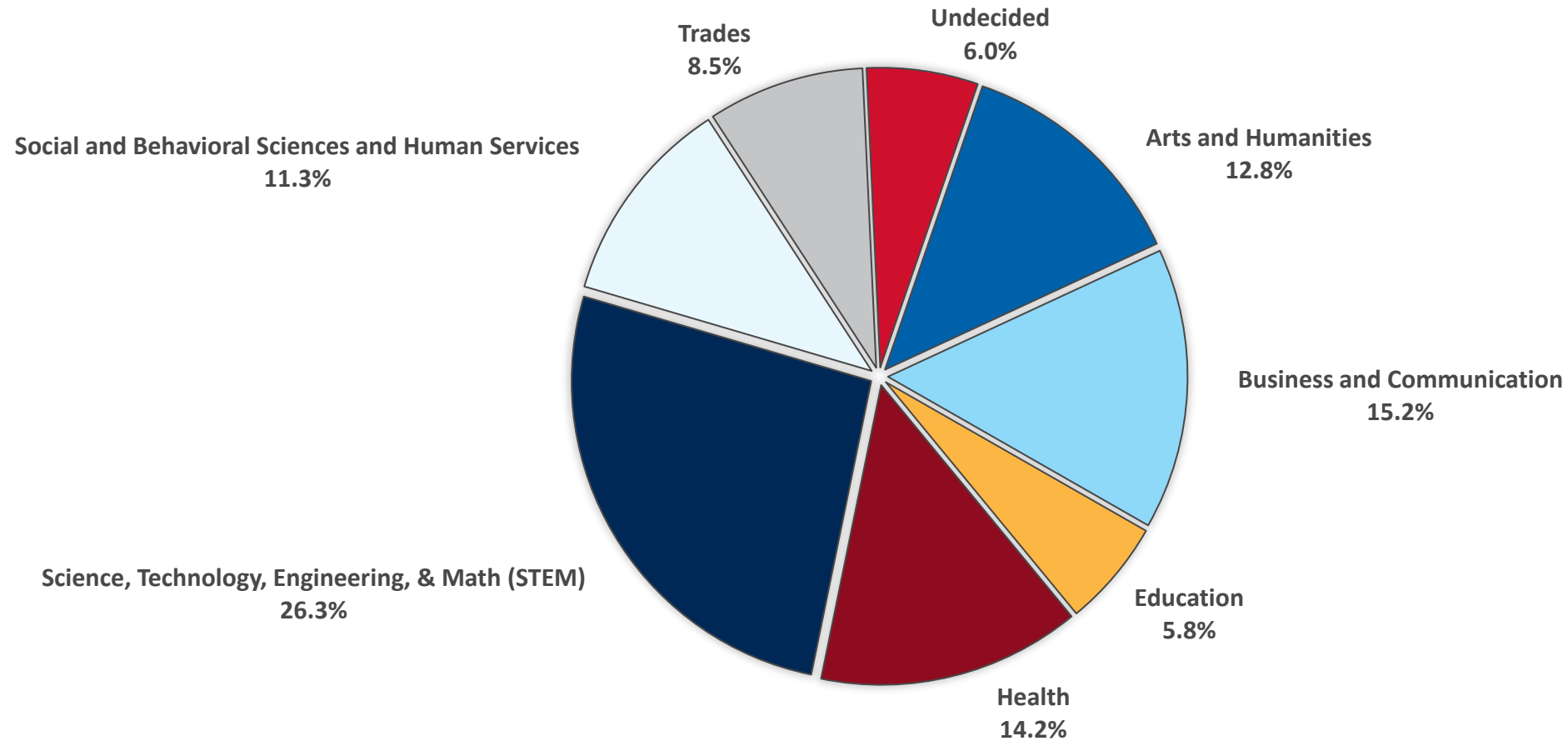
- Percentage of High School Graduates Attending College Enrolled in USI
 - Southwest Indiana: **22.6%**
 - Indiana: **2.4%**



HS Senior Class Observations by County 2024-2027

Largest Growth	Most Significant Decline	Most Stable
Warrick County (+137)	Posey County (-23)	Pike County (Flat)
Dubois County (+93)	Crawford County (-10)	Orange County (-1)
Vanderburgh County (+88)	Lawrence County (-9)	

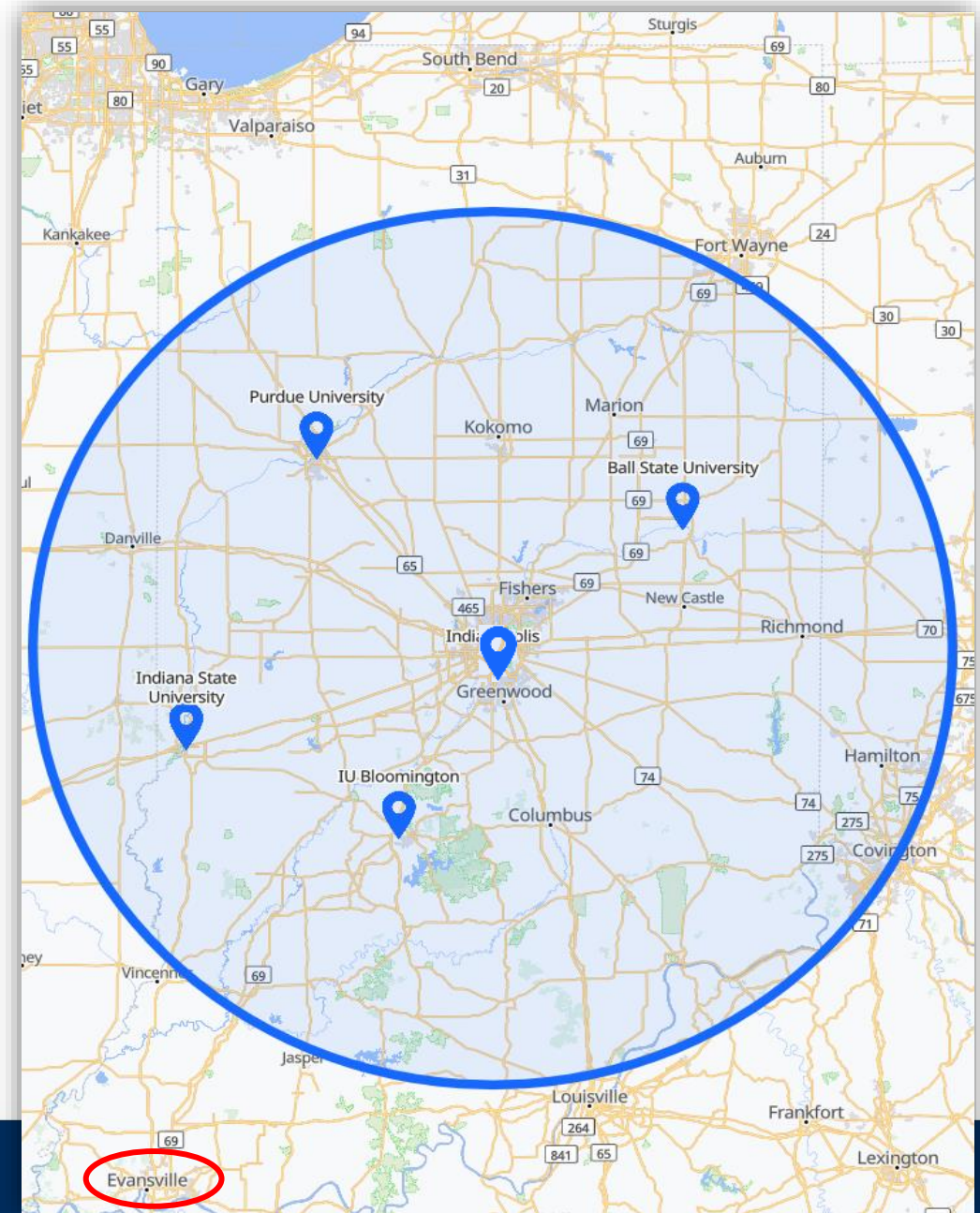
Southwest Indiana Public College Enrollment by Program Type



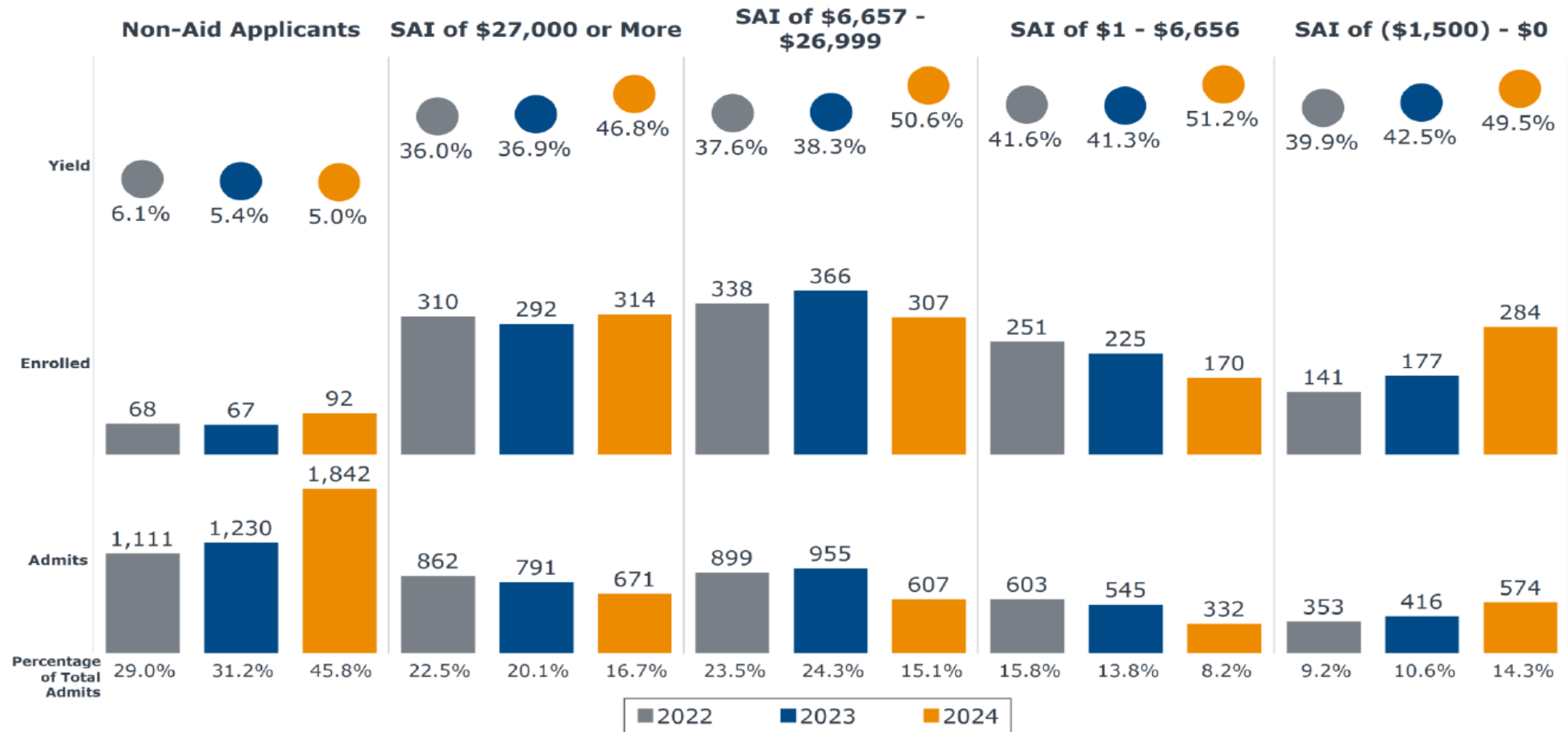
County	Program	# Enrolled	% Enrolled
Crawford	Arts and Humanities	7	35.0%
Daviess	STEM	31	22.0%
Dubois	STEM	72	31.6%
Gibson	STEM	36	24.7%
Lawrence	Health	38	30.2%
Martin	STEM	16	43.2%
Orange	Health	16	27.1%
Perry	STEM	26	31.0%
Pike	STEM	19	41.3%
Posey	STEM	30	27.3%
Spencer	STEM	20	24.7%
Vanderburgh	STEM	189	25.6%
Warrick	STEM	78	24.8%

Southwest IN: Top Public College Program by County

Public University Main Campuses within 100-mile radius of Indianapolis



Enrollment Yield by Student Aid Index Range



Preliminary Analysis - Data as of 8/23/2024

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Key Strategies



Increase market share in primary market



Expand and strengthen Partnerships with schools, districts and CBOs



Explore creative virtual options and platforms to engage



Effectively leverage aid and increase FAFSA submission rates



Refine communication and outreach through technology and elevate the on-campus visit experience