**ADMISSIONS COMMITTEE REPORT: OCTOBER 2013**

The committee met September 23. In attendance were Irene De Masi, Donna Ho-Shing, Carolyn Sattin-Bajaj, Mary Ann Scharf, and Eric Johnston (chair).

1. We were briefed by Mary Clare Collum, “Director of Undergraduate Admissions.” Alyssa McCloud told us by email that Mary Clare and Wendy Lin-Cook, “AVP for Admissions” would be our “primary contacts” but that she will “try to attend if I can or if there is a pressing or complex issue.”
2. Numbers are good. Our admit rate has gone down by 5% each of the last two years: in 2013 we admitted 79% of applicants (cf. in 2012, 84.5%; in 2011, 89.1%). Our discount rate (the average tuition discounted by scholarships) is down slightly, .5%: students are paying slightly more. We have moved up 12 spots in US News ratings in the last two years, up to 128. Transfers are way up: from 203 in 2011, to 268 in 2012, to 360 this year.
3. Admissions indicates several positive strategies:
   1. Marketing is improved. But we have no information whatsoever what that marketing looks like. The Committee hopes to get a clearer sense of how Seton Hall is being described to prospective students.
   2. Now two full-time, in-state representatives in California: brought in 34 students this year.
   3. Vastly increased numbers of transfers allows more selectivity in who we recruit. Specifically, they are tracking students who applied to Seton Hall, then went to community colleges, watching their gpa’s and majors.
   4. Open houses are increasing massively: now four per year rather than three, and attendance at each is up 25%. 800-900 prospective students per open house. Pirate Preview also very big: almost 1,000 admitted students.
   5. 30% more high school counselors are being brought to campus. They really like to meet our students.
   6. Lots of work done to make sure that students who start the application process are encouraged to finish.
4. Faculty are concerned about graduate admissions, which are way down.
   1. The Admissions office reports that they are not responsible for this. Targets, standards and many other things are set by deans, not by Admissions. The Senate should try to determine who is responsible.
   2. But Admissions now processes applications, and claims that this year was actually excellent on their end. Completed graduate applications are up about 250% (1119 in 2012, 2859 in 2013).
5. Some points of information:
   1. Open Houses this year: Oct. 20, Nov. 24, Feb. 16, April 27, plus receptions for scholarship recipients on April 4 and all admitted students (Pirate Preview) April 5.
   2. Admissions argues that big companies want liberal arts majors.
   3. And that prospective students and their parents express very little interest in the Core. Apparently not part of the marketing strategy.

Respectfully submitted,

Eric Johnston