Campus Recruitment Partners Meeting
Tuesday, July 28, 2015
All I really need to know I learned in kindergarten

Uncommon thoughts on common things

25th Anniversary Edition

More than 7 million copies sold

Robert Fulghum

My Big Fat Greek Wedding

Nia Vardalos John Corbett Lainie Kazan Michael Constantine with Andrea Martin and Joey Fatone

Love is here to stay... so is her family.

Georgia Tech
Staff

- Mary Tipton Woolley, Senior Associate Director
- Merideth Ray, Associate Director - Guest Experience
- Katie Mattli, Senior Asst. Director - Targeted Populations
- Laura Simmons, Assistant Director - Dual Enrollment
- Sara Riggs, Assistant Director - Int’l Admission
- Vacant, Communication Center
Expectations

From our staff, you can expect:

• Positivity— demonstrate enthusiasm and be readily available to serve.
• Professionalism— provide timely and reliable information in a courteous, knowledgeable manner.
• Personalization— authenticity, empathy, honesty and genuine interest/concern.
## Public Peers

<table>
<thead>
<tr>
<th>University</th>
<th>Application #</th>
<th>Admit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>UC- Berkeley</td>
<td>78,918</td>
<td>17%</td>
</tr>
<tr>
<td>UCLA</td>
<td>92,681</td>
<td>17%</td>
</tr>
<tr>
<td>Michigan</td>
<td>51,753</td>
<td>26%</td>
</tr>
<tr>
<td>UVA</td>
<td>31,107</td>
<td>28%</td>
</tr>
<tr>
<td>UNC</td>
<td>31,943</td>
<td>26.7%</td>
</tr>
<tr>
<td>William &amp; Mary</td>
<td>~15,000</td>
<td>~30%</td>
</tr>
</tbody>
</table>
## Private Peers

<table>
<thead>
<tr>
<th>Institution</th>
<th>Application #</th>
<th>Admit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johns Hopkins</td>
<td>24,717</td>
<td>12%</td>
</tr>
<tr>
<td>MIT</td>
<td>18,306</td>
<td>8%</td>
</tr>
<tr>
<td>Carnegie Mellon*</td>
<td>37,680</td>
<td>25.5%</td>
</tr>
<tr>
<td>Stanford</td>
<td>42,487</td>
<td>5%</td>
</tr>
<tr>
<td>Cal Tech*</td>
<td>~6500</td>
<td>9%</td>
</tr>
<tr>
<td>UNJ-Durham</td>
<td>31,150</td>
<td>11%</td>
</tr>
<tr>
<td>Vanderbilt</td>
<td>~31,000</td>
<td>~11%</td>
</tr>
<tr>
<td>Cornell</td>
<td>41,907</td>
<td>15%</td>
</tr>
</tbody>
</table>

*Numbers for Class of 2019 are not yet reported, acceptance rate taken from Class of 2018 numbers.*
### Competition by Overlap Takers

The colleges with which you have the largest number of SAT score senders in common are listed in order by the size of the overlap. Each of your competitor's total number of score senders are also included. Boldfaced institutions are your top ten competitors in terms of overlap.

#### 2014

<table>
<thead>
<tr>
<th>Competitor</th>
<th>Val</th>
<th>Overlap</th>
</tr>
</thead>
<tbody>
<tr>
<td>*** Georgia Inst of Tech ***</td>
<td>28408</td>
<td></td>
</tr>
<tr>
<td>1 U Michigan-Ann Arbor</td>
<td>34164</td>
<td>5677</td>
</tr>
<tr>
<td>2 U Illinois-Urbana</td>
<td>18222</td>
<td>5317</td>
</tr>
<tr>
<td>3 UC-Berkeley</td>
<td>50804</td>
<td>5399</td>
</tr>
<tr>
<td>4 Purdue U-Main</td>
<td>30720</td>
<td>5284</td>
</tr>
<tr>
<td>5 Cornell U</td>
<td>44285</td>
<td>5207</td>
</tr>
<tr>
<td>6 U Georgia</td>
<td>24279</td>
<td>5137</td>
</tr>
<tr>
<td>7 Carnegie Mellon U</td>
<td>21925</td>
<td>4875</td>
</tr>
<tr>
<td>8 MIT</td>
<td>22668</td>
<td>4510</td>
</tr>
<tr>
<td>9 Stanford U</td>
<td>47056</td>
<td>4487</td>
</tr>
<tr>
<td>10 Duke U</td>
<td>30623</td>
<td>3687</td>
</tr>
<tr>
<td>11 UC-Los Angeles</td>
<td>56502</td>
<td>3650</td>
</tr>
<tr>
<td>12 U So California</td>
<td>47292</td>
<td>3140</td>
</tr>
<tr>
<td>13 U Texas-Austin</td>
<td>44252</td>
<td>3024</td>
</tr>
<tr>
<td>14 Penn State U Park</td>
<td>58774</td>
<td>2984</td>
</tr>
<tr>
<td>15 U Virginia</td>
<td>32267</td>
<td>2896</td>
</tr>
<tr>
<td>16 U Pennsylvania</td>
<td>34658</td>
<td>2886</td>
</tr>
<tr>
<td>17 Vanderbilt U</td>
<td>21941</td>
<td>2773</td>
</tr>
<tr>
<td>18 Emory U</td>
<td>16816</td>
<td>2715</td>
</tr>
<tr>
<td>19 Rice U</td>
<td>18747</td>
<td>2713</td>
</tr>
<tr>
<td>20 Rensselaer Polytech Inst</td>
<td>14147</td>
<td>2649</td>
</tr>
</tbody>
</table>

Change since 2013:
- Georgia Inst of Tech: +5446
- U Michigan-Ann Arbor: +1745
- U Illinois-Urbana: +1564
- UC-Berkeley: +1557
- Purdue U-Main: +2197
- Cornell U: +1785
- U Georgia: +232
- Carnegie Mellon U: +1555
- MIT: +1217
- Stanford U: +1482
- Duke U: +1008
- UC-Los Angeles: +1145
- U So California: +1147
- U Texas-Austin: +647
- Penn State U Park: +988
- U Virginia: +850
- U Pennsylvania: +894
- Vanderbilt U: +653
- Emory U: +483
- Rice U: +552
- Rensselaer Polytech Inst: +566
## Clearinghouse Competition

<table>
<thead>
<tr>
<th>University</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIVERSITY OF CALIFORNIA - BERKELEY</td>
<td>446</td>
</tr>
<tr>
<td>UNIVERSITY (sic) OF GEORGIA</td>
<td>250</td>
</tr>
<tr>
<td>UNIVERSITY OF VIRGINIA</td>
<td>178</td>
</tr>
<tr>
<td>UNIVERSITY OF MICHIGAN</td>
<td>173</td>
</tr>
<tr>
<td>UNIVERSITY OF TEXAS AT AUSTIN</td>
<td>170</td>
</tr>
<tr>
<td>UNIVERSITY OF FLORIDA</td>
<td>166</td>
</tr>
<tr>
<td>UNIVERSITY OF ILLINOIS @ URBANA</td>
<td>165</td>
</tr>
<tr>
<td>CARNEGIE MELLON UNIVERSITY</td>
<td>155</td>
</tr>
<tr>
<td>MASSACHUSETTS INSTITUTE OF TECHNOLOGY</td>
<td>153</td>
</tr>
<tr>
<td>CORNELL UNIVERSITY</td>
<td>143</td>
</tr>
<tr>
<td>UNIVERSITY OF MARYLAND - COLLEGE PARK</td>
<td>141</td>
</tr>
<tr>
<td>NORTH CAROLINA STATE UNIVERSITY</td>
<td>110</td>
</tr>
<tr>
<td>UNIVERSITY OF CALIFORNIA-LOS ANGELES</td>
<td>96</td>
</tr>
<tr>
<td>UNIVERSITY OF SOUTHERN CALIFORNIA</td>
<td>93</td>
</tr>
<tr>
<td>JOHNS HOPKINS UNIVERSITY ARTS,SCIENCES ENGINEERING</td>
<td>87</td>
</tr>
<tr>
<td>DOOK UNIVERSITY</td>
<td>87</td>
</tr>
<tr>
<td>VANDERBILT UNIVERSITY</td>
<td>81</td>
</tr>
<tr>
<td>CLEMSON UNIVERSITY</td>
<td>80</td>
</tr>
<tr>
<td>PURDUE UNIVERSITY - WEST LAFAYETTE</td>
<td>79</td>
</tr>
<tr>
<td>UNIVERSITY OF CALIFORNIA-SAN DIEGO</td>
<td>67</td>
</tr>
</tbody>
</table>
2014-2015 Highlights

- WOMEN! Currently 40+% for Freshman Class
- URM- African American 15 year record
- Counselor progs/comm to nearly 5k
- Launch of APS Val/Sal Program
- Hand-delivered admit packages to 50 schools in 7 states and Puerto Rico
- Fielded over 38k calls + emails in Comm (Calm) Center
2014-2015 Lowlights
ATLANTA

• #3 Fortune 500 Headquarters
• Top 20 Green City
• 40+ Colleges and Universities
• Top City for New Grads
Our Messages

UNDERGRADUATE ADMISSION

CREATING THE NEXT

Home  Visit  Apply  Afford  Connect  Check Application Status

CREATING THE NEXT

Georgia Tech
Personalizing the Process

• Stories not Statistics
• People nor Programs
• Sense of Place and Face
• Bold and Specific
Year Ahead

- Fulfill Institutional Priorities and Class Goal
- Memorable and compelling visit experience
- Consortium Application
- Continued involvement of faculty/alums/students
Freshman Update

Mary Tipton Woolley
Enrolling Class Academic Profile

- **Applications**: 27,270
- **Admit Rate**: 32%
- **Academic Profile**
  - **SAT**: 2060 – 2250
  - **V**: 680 – 770
  - **M**: 690 – 790
  - **W**: 650 – 730
  - **ACT**: 30 – 33
  - **AP/IB/DE**: 7 – 12
  - **GPA**: “A” AVG.

*mid-50% ranges

- **94% Students who have taken at least AP Calculus or equivalent**
Freshman Class Demographics

- **AFRICAN-AMERICAN**: 7%
- **HISPANIC**: 8%
- **OTHER/UNKNOWN**: 7%
- **TWO OR MORE**: 4%
- **ASIAN**: 25%
- **CAUCASIAN**: 49%

- **40%** Female
- **60%** Male

- **Countries**: 64
- **States**: 49
- **GA Counties**: 86
- **High Schools**: 1,400+
## Feeders

<table>
<thead>
<tr>
<th>Top High Schools</th>
<th>Top States</th>
<th>Top Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alpharetta High School</td>
<td>Florida</td>
<td>India</td>
</tr>
<tr>
<td>Northview High School</td>
<td>Pennsylvania</td>
<td>China</td>
</tr>
<tr>
<td>Milton High School</td>
<td>New Jersey</td>
<td>South Korea</td>
</tr>
<tr>
<td>Walton High School</td>
<td>Texas</td>
<td>Brazil</td>
</tr>
<tr>
<td>North Gwinnett High School</td>
<td>Virginia</td>
<td>Mexico</td>
</tr>
<tr>
<td>Roswell High School</td>
<td>North Carolina</td>
<td>Turkey</td>
</tr>
<tr>
<td>Chattahoochee High School</td>
<td>New York</td>
<td>Canada</td>
</tr>
<tr>
<td>Brookwood High School</td>
<td>California</td>
<td>Russia</td>
</tr>
<tr>
<td>Kennesaw Mountain HS</td>
<td>Maryland</td>
<td>Nigeria</td>
</tr>
<tr>
<td>Gwinnetts Sch of Math, Sci &amp; Tech</td>
<td>Illinois</td>
<td>Vietnam</td>
</tr>
</tbody>
</table>
Early Action is **non-binding** and is available to help accommodate students in our applicant pool who wish to know their decision sooner. All admitted students must make their enrollment deposit no later than May 1.
2015-16 Recruitment

- **Georgia**
  - GT-UGA workshops throughout the state
  - High school visits throughout the state
  - Alumni assisting with college fairs
- **Out of State**
  - Focus in New England, NY/NJ, IL, TX, FL, NC, TN
  - Regional recruiter in the Mid-Atlantic (VA, MD, DC, PA) & West Coast (CA, WA, OR, NV, UT, HI, AK)
  - Consortium travel this Fall:
    - West - GT, JHU, U of I, UChicago
    - Latin America - Emory, Tufts, BC, U of Richmond
    - Southeast - NYU, Tulane, Miami, GW & GT/Emory

www.admission.gatech.edu/meetcounselor
Goals for 2016 File Review

- Refine, refine, refine
- Less “who should we deny” and more “who should we admit”
- More time to shape the class
Transfer Update

Chad Bryant
2015 Profile

- Spring – 212, Summer 107, Fall 499
- 2015 Total – 818

- Female – 28%, Male – 72%
- Acceptance Rate – 33%
- Academic GPA – 3.7 (overall), 3.7 (math/science)
- Average Transfer Credit Hours – 67
Highlights

• Increased Student Involvement
  – Transfer Information Sessions
  – Campus Tours
  – Student Calling Campaigns
  – Webinar participation
  – College Fair Assistance
  – Transfer Student Videos
Highlights

• Enhanced Communications
  – Transfer Newsletter
  – Automated Communications (CRM)
  – Webinars and Conference Calls
  – Transfer Tip Tuesdays
  – Transfer Work Group (campus-based)
Highlights

- Transfer Class Diversity
  - 6% increase in Women
  - Increase in Black and Hispanic Students
  - Up in Architecture, Business, and Sciences
Partnership (54%) vs Non-Partnership (46%)

- Regular Transfer: 30%
- RETP: 27%
- International Transfer: 15%
- Conditional: 9%
- Dual Degree: 8%
- International RETP: 3%
- COE-2 year College: 3%
- GPC TAG: 3%
- International Dual Degree: 1%
- Second Undergraduate: 1%
Geographic Diversity

- Georgia: 69%
- INTL: 19%
- Out of State: 12%
Academic Diversity

- Engineering: 68%
- Computing: 10%
- Business: 7%
- Sciences: 8%
- Liberal Arts: 4%
- Architecture: 3%
The Year Ahead

- Revised Application Timeline
- Explore new partnerships
- Expand transfer programs and services
- Enhance communication flow
- Augment website with accessible resources
Communications Update

Matt McLendon
Communications Update

- New look to recruitment materials
- New admission website
- New sites for all Enrollment Services
- Streamlined work processes
- Welcome Will!
- Market Research
  - Summer
  - Visits
  - Content
Social Media

- Hashtag Campaigns
  - #GT19
  - #GTVisit
  - #GTRamblin
  - #BuzzingAbroad

- Social Media Contests
  - Hometown Highlight
  - GT Ramblin

- Counselor Involvement
  - Hand Delivery of Acceptance Packets
Hand Delivery of Acceptance Packets
Hashtag Contests

#GTRamblin

#Buzzingabroad

#GT19: Hometown Highlight
Campus Visits Update

Merideth Ray