

**Division of Enrollment Management and Services**  
**Annual Report**  
**May 30, 2012**

The Division of Enrollment Management and Services (EMAS) is dedicated to the recruitment, retention, and graduation of NC State students; and, to assuring access and affordability for qualified students regardless of their family's socioeconomic status. During the past year, a new strategic enrollment plan was adopted by the university. EMAS has moved quickly toward implementing that plan. Indicators for the current admissions cycle suggests that significant progress has been made toward those goals.

Undergraduate applications continue to increase and selectivity is at an all-time high. Average high school GPA, SAT scores, and the percentage of the incoming class that graduated in the top ten percent of their high school class are all rising. It is expected that the class entering in the fall of 2012 will set new records for each of these measures. Recruitment of out-of-state and international students has also been a priority; those numbers are increasing and are now approaching the UNC allowable limit.

The division has put significant effort into major information technology implementations. These efforts have allowed the university to realize significant savings and have provided an infrastructure that promotes enhanced service and student success. The Office of Scholarships and Financial Aid is now fully integrated into our student information system, which allows real-time updating across functional systems. The Department of Registration and Records has worked with Enterprise Application Services to develop several new systems designed to promote student success. The first is a new, centralized internal transfer application designed to help students move more efficiently between majors. The second is an advising dashboard designed to enhance interactions between students and their academic advisers. The third is an enrollment wizard that will help students plan and enroll in appropriate courses more efficiently. These products are in the final phase of development and will be released with a major system upgrade on October 1, 2012. Additional technologies have been implemented to enhance communication; leverage data more effectively; and, to create process efficiencies.

The division has integrated New Student Orientation and Parent and Family Services into its organizational structure. In doing so, it took steps to reorganize responsibilities in a manner that will enhance the overall enterprise in the coming year. In a similar manner, the division successfully reorganized the university's Open House and other campus visitation events. Summer START is continuing to grow and entering its third year. Initial analysis of previous cohorts suggests that it is improving retention rates for participants. A partnership with the Institute for Emerging Issues continues into its second year with our EIFL program for rising high school juniors and seniors.