

ADMISSIONS REPORT

September 26, 2013

Freshman Enrollment

We had another eventful admissions year to finish up the class entering this fall. As you are aware, we were trying to pull back the first-year enrollment to around 820-830 this year (down from 905). We successfully finished up with 821 first-year students this fall. Last year the increase in yield surprised us, while this year the yield went back down. Fortunately, we had record applications and were able to not only secure a great class but also the largest waiting list ever of over 600 students. The profile of the class this year continued to be very strong in a lot of areas. More details are shared below:

	<u>2013</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>	<u>2009</u>	<u>2008</u>
Applications	4,161	3,491	3,575	3,252	2,941	2,846
Admissions Offers	2,935	2,970	2,940	2,601	2,483	2,342
Enrollees (Degree Seeking)	792	870	815	717	768	788
Enrollees (Provisional)	29	33	33	49	35	20
Total Enrollees	821	903	848	766	803	808
Enrollment Yield	27.0%	29.3%	27.7%	29.5%	32.3%	34.5%
Enrollment % from MI	66%	66%	65%	66%	70%	67%
Mean ACT	26.3	26.2	26.4	26.5	25.8	26.1
Mean GPA	3.80	3.77	3.77	3.79	3.75	3.77
Transfer Deposits	53	47	64	59	74	69

We are excited to continue to grow the number and percentage of minority student enrolling at Hope! The percentage of minority students grew by about 3 percent to 14 percent! International first-year student numbers were down from 24 last year to 21 this year. We continue to work to diversify the freshman class while holding the overall tuition discount.

Ready, Set, Go...

The last couple of weeks marked the beginning of the fall travel season for the Admissions Office. Staff members are on the road visiting high schools and participating in college fairs to work on shaping the class entering in 2014. We have four international trips planned this year including India, Turkey and South America (two). We continue to make progress in the international market but have much more coordinated work we can and will do in the future with other areas of the college.

Hope is again hosting the Holland Area College Night where 80-plus colleges and over 400 prospective students will visit our campus to check out schools. Even for many local students, this is their first time on our campus and a wonderful opportunity for us to display our campus (<http://hope.edu/admissions/visit/holland-area-college-night>).

New Staff

The Admissions Office added three new staff members to the office this fall, replacing two staff members who left and helping to cover Jess Root's territory in Chicago while she is on maternity leave.

Skyler Adams '13 joined the recruiting team this summer and will be working with students from the Chicago area. Skyler majored in English and Psychology at Hope and worked for us as a tour guide for three years (tough interview)! To learn

more about Skyler feel free to visit <http://www.hope.edu/admissions/contact/skyler-adams>.

Henry Morrow '13 joined the recruiting team this summer and will also be working with students from Chicago. Henry double-majored in Management and Japanese Studies and also worked for us as a tour guide! To learn more about Henry feel free to visit <http://www.hope.edu/admissions/contact/henry-morrow>.

Kate Ralston '09 joined the team this fall as our campus visit coordinator. Kate was a History Education major at Hope and previously taught at Washtenaw Christian Academy in Saline, Mich. Kate loves to organize things, so feel free to call her with any visit requests!

Thank you for all you do for Hope College!

Blessings,

William C. Vanderbilt
Vice President for Admissions