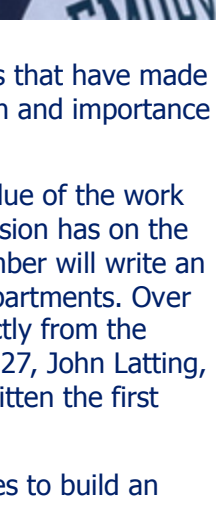




ENROLLMENT MANAGEMENT QUARTERLY

Welcome

Gretchen S. Cannon
Director of Communications and Training
Office of Enrollment Management
Emory University



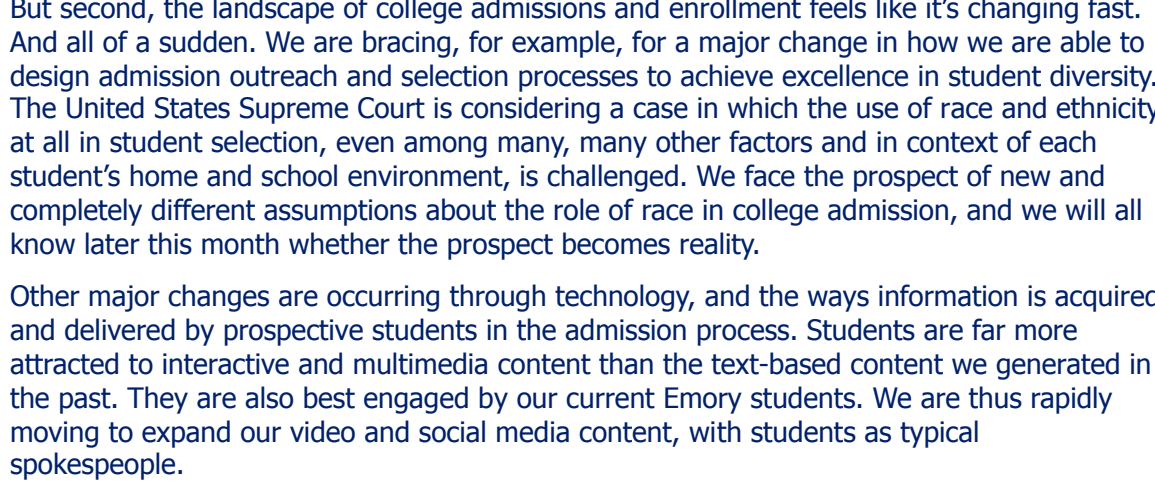
In my first few months at Emory, I've had discussions with fellow employees that have made me realize how important it is to have a clear understanding of the role and function and importance of each department within Enrollment Management.

This newsletter aims to provide a comprehensive look into each unit, the value of the work generated, its significance, and the positive impact each member of our division has on the lives of our students. As we move forward, each leadership team member will write an introduction message, providing insights into the inner workings of their departments. Over time our understanding of each area within EM will expand as we hear directly from the experts. Because we are in the process of enrolling the incoming class of 2027, John Latting, Associate Vice Provost for Enrollment, Dean of Admission, has graciously written the first message.

I hope this newsletter captures the experience, talent, and hard work it takes to build an outstanding incoming class at Emory.

In closing, please welcome the newest addition to the Office of Enrollment Management, Joseph Dorsey III. Joe is the new Senior Director of Enrollment Management. He has worked with Emory for twelve years and is also an Emory graduate. Joe will be taking over the Swoop Bot and Schedule Builder projects and other large projects on the horizon. We welcome Joe to his new role and his new team.

A Message from John Latting



In our undergraduate admission world filled with many dates and deadlines, one day stands above all others: May 1st. This day is the deadline for students admitted in our first and largest admission plan, Regular Decision, to respond to Emory's offer of admission. May 1st is thus the first point at which we can clearly see the nature of our next enrolling class, and is the culmination of all the planning and work that takes place within the Office of Admission.

In a sense, then, May 1st represents a finish line. And the month of May is when we are able to assess how the year has gone. We're able to celebrate successes, to acknowledge weaknesses and seek improvement, to study and try to understand currents in higher education enrollment, and to plan for the admission cycles to come.

In May of 2023 I have two clear impressions of the state of Emory enrollment. First, this university is able to enroll an extraordinary group of young scholars. I want to thank all my colleagues in the Office of Admission, in the whole enrollment area (looking at you, John Leach, George Linkin and the whole financial aid team), and across the university for their help in making the Class of 2027 what it has turned out to be. I'll describe this year's cohort in a moment.

But second, the landscape of college admissions and enrollment feels like it's changing fast. And all of a sudden, we are bracing, for example, for a major change in how we are able to design admission outreach and selection processes to achieve excellence in student diversity. The United States Supreme Court is considering a case in which the use of race and ethnicity at all in student selection, even among many, many other factors and in context of each student's home and school environment, is challenged. We face the prospect of new and completely different assumptions about the role of race in college admission, and we will all know later this month whether the prospect becomes reality.

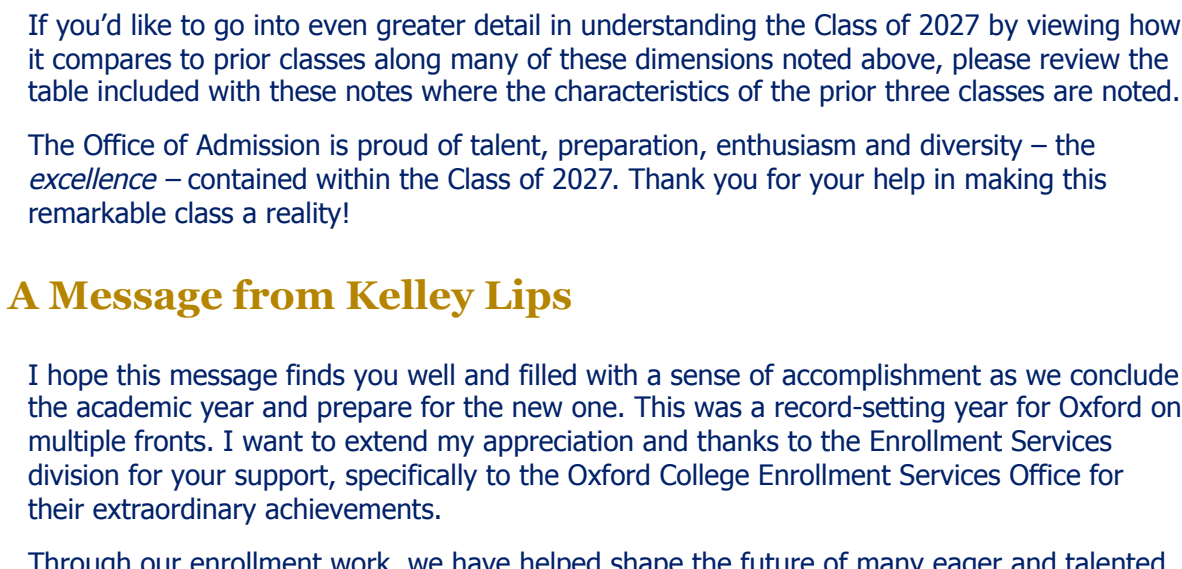
Other major changes are occurring through technology and the ways information is acquired and delivered by prospective students in the admission process. Students are far more attracted to interactive and multimedia content than the text-based content we generated in the past. They are also best engaged by our current Emory students. We are thus rapidly moving to expand our video and social media content, with students as typical spokespeople.

Prospective students also have access to a rapidly expanding world of data sources, such that they are ever more likely to turn to things like Niche.com, or the New York Times' recent "build your own college rankings" feature, or even AI generated responses to questions students have about college. Try for yourself! Go to ChatGPT and ask it about our university, or to compare us to competitors!

And speaking of AI, our staff is actively engaged in achieving an understanding of implications on not only student access to information, but also student responses to our essay prompts, teacher letters, and opportunities for our office to use AI to make our work be even better, faster, and more cost effective.

Now, back to that Class of 2027!

Currently (as of May 31) we have 1,475 students joining us. The class comes from an applicant pool of 33,255, from which 3,534 were admitted to Emory. The admit rate was thus 10.6%, and 41.7% of admitted students have enrolled – the highest yield at Emory in many years (and possibly ever). Let's not forget our transfer class, by the way. At the moment, with a little more time remaining for this group to accept Emory's offer of admission, we have 153 new enrolling transfer students. We expect that first-year class number to settle close to our target headcount of 1,420 by our census date in the fall. This number of matriculants is the sum of the seven waves (now) of students flowing into the class. We started with students who applied in a prior year and deferred entry to this fall, then added our QuestBridge Match cohort in October, then Early Decision I, then Early Decision II, then Emory Scholars, then Regular Decision, and finally, as first-tuning of headcount, we add admits of our waitlist. Here are the numbers of students in each category:



Academic preparation is of paramount importance as we admit students to Emory, and the Class of 2027 reflects this emphasis. For example, the average unweighted academic high school GPA of enrolling students is 3.84; the average test score (SAT or ACT equivalent) is 1489. Overwhelmingly, students have taken full advantage of the full range of the most challenging courses available in their high schools.

Biology is the most common prospective major choice, followed by psychology, Human Health, the Finance area within the BBA program, political science, economics, computer science, environmental sciences, chemistry and nursing. Twelve percent of the class (n=173) have a primary academic interest in the humanities.

Talent and strong preparation of course extend beyond the classroom: 119 students plan to join one of Emory's 17 intercollegiate athletics programs, 12 high school debaters plan to join the Barkley Forum, and 110 students received support from one of Emory's arts programs based on an audition. The Class of 2027 will contribute mightily to Emory dance, music and theater activity.

The demographics, and in particular the diversity, of the class are impressive! Fifty-six percent of the first-year class are female; 44% are male. We are proud to report that a quarter of the class (24.7%), and 30% of domestic students, are from a historically under-represented background, with 195 identifying as Black or African American, 184 as Hispanic or Latinx, and 17 as Native American (note that some students identify with more than one category).

Members of the Class of 2027 hold citizenship in 61 nations. Nineteen percent of the class (n=276) are international students, with citizens of Brazil, Canada, China, India, South Korea and Taiwan all numbering greater than 10. Notably, four students are from the Ukraine, coming from cities we hear about in the news: Odessa, Dnipro, and Kyiv. Students between Kyiv and Kharkiv, and Zhytomyr to the west of Kyiv. Welcome and best of luck to all in this incredible international cohort!

Members of our new class went to high school in 46 states and three territories (the District of Columbia, Puerto Rico and the Virgin Islands), and in 40 nations on six continents. Given the global nature of the Emory class, it is no surprise that its linguistic background is also diverse. In fact, it is stunning: 702 incoming first-year students – 48% of the class – speak a language along with or other than English at home. In all there are 56 first languages spoken by the Class of 2027!

A final key measure of the variety of backgrounds from which our students come has to do with parental education (in this case the highest level of degree attainment by a parent among US citizens and Permanent Residents). This year a majority of incoming first-year students have a parent who has earned a graduate degree (691 students, or 58% of the class). Twenty-five percent of the class (n=303) have a parent whose highest degree is the bachelor's level, and 3% (n=31) have a parent who began but did not complete a bachelor's degree. But 172 students, or 14% of the class, come from families where no parent even began a four-year degree program. Let's be sure our welcome to all enrolling students this fall is warm and enthusiastic, knowing that for many families less familiar with life on a university campus it will make all the difference.

If you'd like to go into even greater detail in understanding the Class of 2027 by viewing how it compares to prior classes along many of these dimensions noted above, please review the table included with these notes where the characteristics of the prior three classes are noted. The Office of Admission is proud of talent, preparation, enthusiasm and diversity – the excellence – contained within the Class of 2027. Thank you for your help in making this remarkable class a reality!

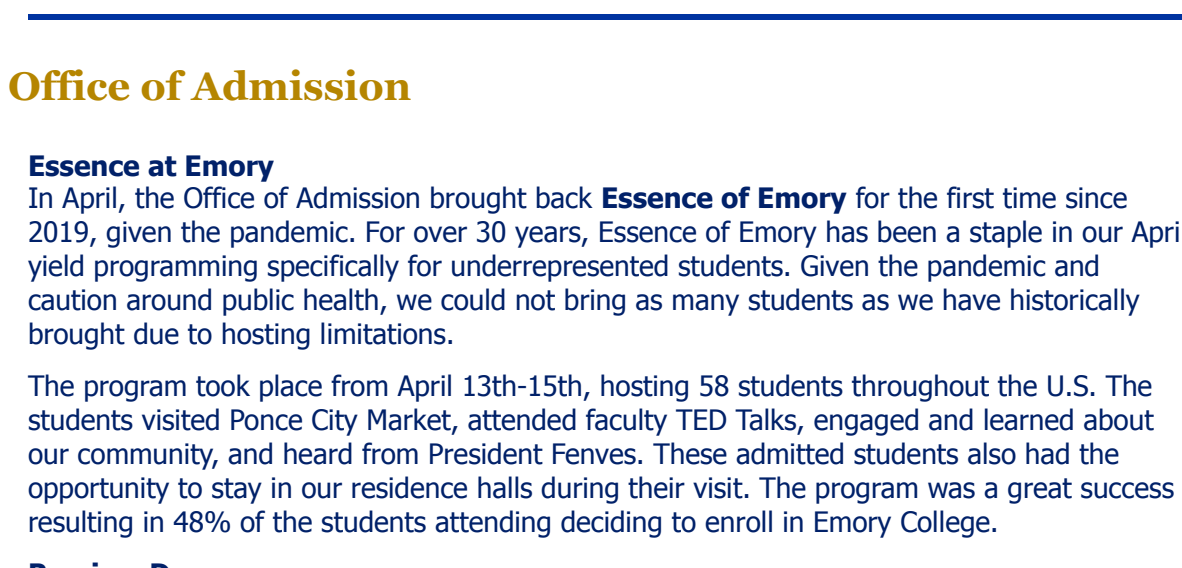
A Message from Kelley Lips

I hope this message finds you well and filled with a sense of accomplishment as we conclude the academic year and prepare for the new one. This was a record-setting year for Oxford on multiple fronts. I want to extend my appreciation and thanks to the Enrollment Services division for your support, specifically to the Oxford College Enrollment Services Office for their extraordinary achievements.

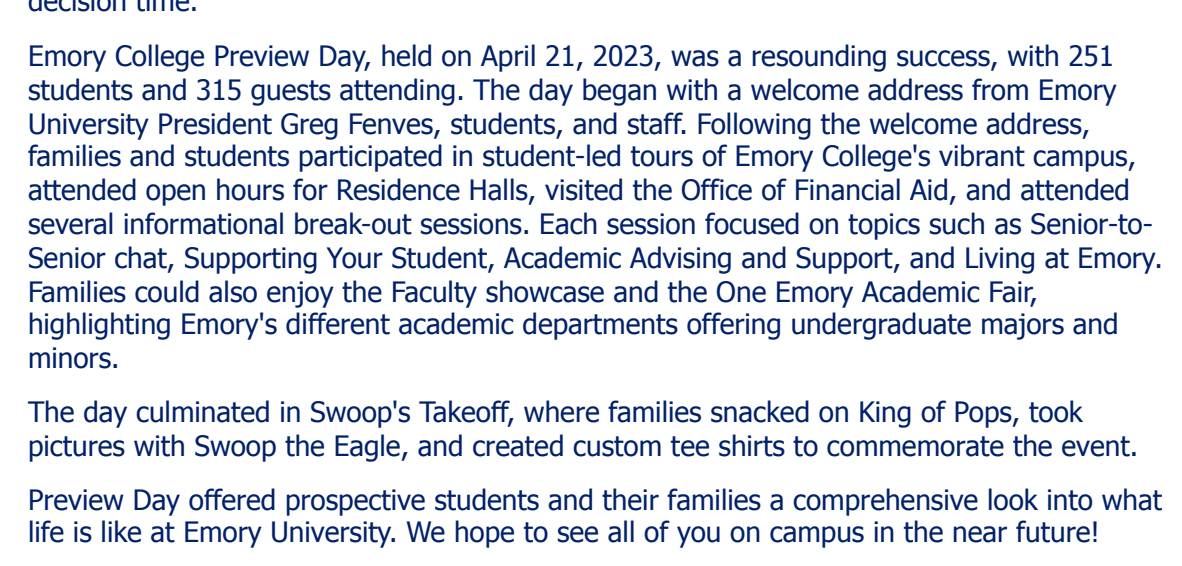
Through our enrollment work, we have helped shape the future of many eager and talented students. I take pride in our unwavering commitment to excellence, which aligns with Emory's values. We have successfully helped numerous students find their academic homes through this dedication.

The dedication and hard work of each member within the Enrollment Services Division has resulted in remarkable achievements. Thanks for a great year, and I look forward to our future work together.

Here are a few highlights from the Oxford Class of 2027:



Enrollment Management



The above org chart includes the Office of Enrollment Management team and the leaders of each unit within the division. As we share information about colleagues, different offices and their responsibilities, and exciting highlights within the division, the chart visually represents the Office of Enrollment Management team, the division leadership team, and the units they oversee. The above org chart includes the Office of Enrollment Management team, and the leaders of each unit within the division. In our quest to educate our fellow colleagues on the different offices, responsibilities, and staff members within our division, the chart provides a visual representation of the Office of Enrollment Management team, the division leadership team, and the units they oversee.

Office of Admission

I'm a new paragraph block.

Office of Financial Aid (FA)

Flourishing at Emory means not having to worry about financing your education. Emory meets 100% of financial need for first-degree undergraduate students. Through Emory Advantage, all students with demonstrated financial need will be offered institutional grants to replace need-based loans as part of their financial aid packages.

Student Accounts & Billing (SABO)

The Student Accounts and Billing Office is responsible for managing the student account, including the billing of tuition, room and board and fees, and processing of out-of-pocket payments. Our office is also responsible for administering payment plans, processing student refunds, and managing Emory's institutional loan portfolio. Our department is comprised of one Director of Student Accounts (Stephanie Lester), two Senior Student Accounts Advisors (Jerome Collins and Cindy Brock), three Student Accounts Advisors (Bernice Kelley, Charmela Elliott, vacancy), and the SABO Systems Team – Jack Metropol, Blair Sheppard, Winfred Bent and Marlon Dobson. We are located on the first floor of the B. Jones Building and currently share our suite with the EmoryCard staff.

Student Accounts and Billing is a student-facing department, working primarily in customer service, assisting students, families, and staff within the university. Our mission is to encourage and maintain financial responsibility with respect and accuracy. We strive to find the perfect balance between collecting tuition receivables and assisting our students with empathy and equity. Our work is vital to Emory as we manage and promote cash flow to the University while also helping our students reach graduation. Any questions related to your student account can be directed to our office – if we're unable to assist, we will know who can and will provide the appropriate transfer.

Fun Facts from FY22:
~ We billed over \$945 million in tuition, fees, room and board
~ We processed over \$82 million in refunds to our students
~ We posted over 2,000 paper checks for nearly \$45 million

Office of the Registrar (OUR)

The Office of the Registrar (OUR) at Emory University maintains academic records for all current and former Emory students. We are committed to protecting the confidentiality of student academic records, adhering to a policy of compliance with the Family Educational Rights and Privacy Act (FERPA). Below you will find quick links to record related services.

The vision of OUR is to recognize the importance of each person we serve, hold the trust and confidence of students, faculty, and staff for our quality of work and collaborative solutions, care for employees by promoting a friendly and stimulating environment with opportunities for professional development and earn national respect for excellence in academic services and the use of technology that benefits our campus and the higher education community.

Office of Admission

Essence at Emory
In April, the Office of Admission brought back **Essence of Emory** for the first time since 2019, given the pandemic. For over 30 years, Essence of Emory has been a staple in our April yield programming specifically for underrepresented students. Given the pandemic and caution around public health, we could not bring as many students as we have historically brought due to hosting limitations.

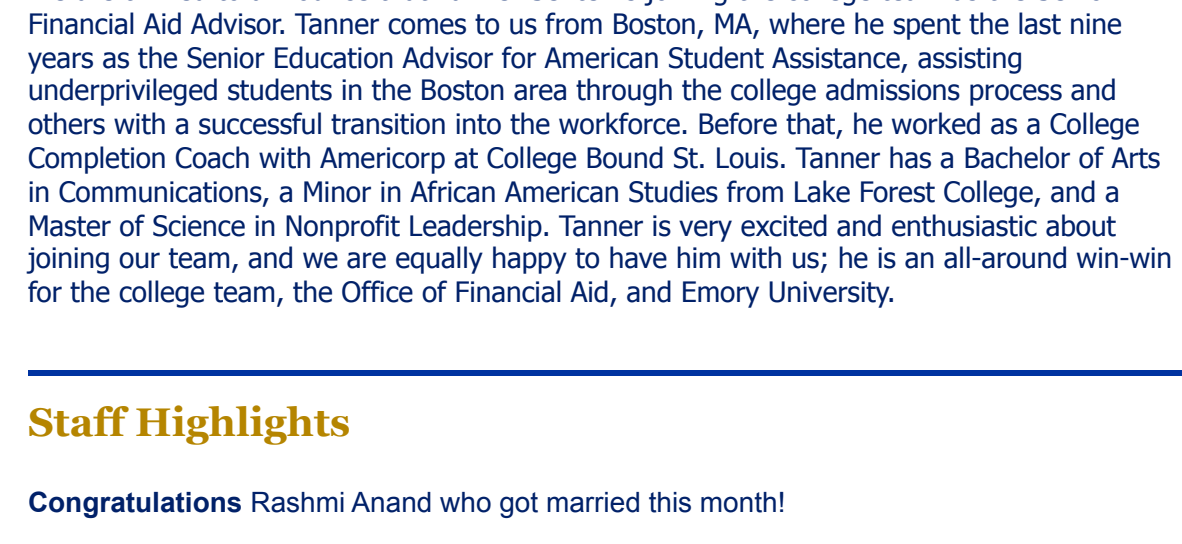
The program took place from April 13th-15th, hosting 58 students throughout the U.S. The students visited Ponce City Market, attended faculty TED Talks, engaged and learned about our community, and heard from President Friesen. These admitted students also had the opportunity to stay in our residence halls during their visit. The program was a great success resulting in 48% of the students attending declining to enroll in Emory College.

Preview Day
Preview Day, offered at colleges throughout the country, offers prospective students and parents an in-person, detailed look at the programming, technology, and learning spaces students can experience as they move through their educational journey. Touring the campus, meeting current students and staff, eating in the dining halls, and visiting the residence halls, aim to help students and families make the right college choice when it's decision time.

Emory College Preview Day, held on April 21, 2023, was a resounding success, with 251 students and 315 guests attending. The day began with a welcome address from Emory University President Greg Friesen, students, and staff. Following the welcome address, families and students participated in student-led tours of Emory College's vibrant campus, attended open hours for Residence Halls, visited the Office of Financial Aid, and attended several informational break-out sessions. Each session focused on topics such as Senior Systems degree from the University of Georgia, Academic Advising and Support, and Living at Emory. Families could also enjoy the Faculty showcase and the One Emory Academic Fair, highlighting Emory's different academic departments offering undergraduate majors and minors.

The day culminated in Swoop's Takeoff, where families snacked on King of Pops, took pictures with Swoop the Eagle, and created custom tee shirts to commemorate the event. Preview Day offered prospective students and their families a comprehensive look into what life is like at Emory University. We hope to see all of you on campus in the near future!

Office of the Registrar



Emory University will launch a new user experience and course scheduling tool this fall that builds multiple viable student schedules based on personal availability. **Highpoint Schedule Builder** will be an addition to the suite of tools students use to register for classes within OPUS and create a seamless user experience. Schedule Builder is a modern user interface for PeopleSoft Campus Solutions, which provides students and advisors with an intuitive interface to build an ideal class schedule in real-time based on the unique scheduling needs of each student.

Via the reporting module within Schedule Builder, campus administrators will have access to data to understand when students would like courses offered and where do the current offerings not meet the expectation or demands, helping to better serve the students as we progress.

"We are thrilled to introduce Highpoint Schedule Builder to our students right before Spring 2024 pre-registration begins in early October. While Peoplesoft continues to serve us well as the basis of student enrollment, the user experience it provides for our students needs to align with the modern expectations that our students have come to expect. Students will have an easier and more intuitive way to build multiple schedules at once and in real-time using the Schedule Builder tool."

~ John McKenzie, Associate Vice Provost, and University Registrar

Schedule Builder empowers students by allowing them to build multiple schedules that will meet their degree-seeking goals. Having an additional course registration tool that is easy to access, simple to use, and offers a variety of favorite schedules for students to view and save will empower student success. Schedule Builder will only be available to students who are term activated in the given term.

The Office of the University Registrar will implement Schedule Builder into the current registration processes, including Course Atlas and OPUS, during the first week in October.

Office of Financial Aid

You might have heard that the **Free Application for Federal Student Aid (FAFSA)**. We have about six months for the new FAFSA to go live, so we wanted to share an overview.

What is FAFSA Simplification?
The **FAFSA Simplification Act** represents a significant overhaul of the processes and systems used to award federal student aid starting with the 2024-25 award year. This includes the **Free Application for Federal Student Aid (FAFSA)** form, need analysis, and many policies and procedures for schools that participate in federal student aid programs.

The Department of Education has ramped up their communications and created a high-level roadmap for FAFSA simplification and we are learning more each week. Here are some important take-aways:

The student experience with the actual FAFSA application should be easier. There will be fewer questions and almost all the income questions will be answered by a direct link of the FAFSA to IRS income tax data.

Expected Family Contribution (or EFC) on the FAFSA is being replaced by **Student Aid Index (or SAI)**. There are some subtle differences between the two, but they are basically interchangeable.

Emory undergraduate financial need will still be determined by the **CSS Profile**, as it has been for decades.

When will FAFSA Simplification happen?
The Department of Education's timing of this FAFSA overhaul is still a bit loose, but here's what we know:

The FAFSA for 2024-25 will be available in December 2023. We are hoping for early December.

The CSS Profile for 2024-25 will still be available in October 2023.

Early Decision I (ECAS and Oxford) financial aid packaging will include "estimated" financial aid. This is a process we used prior to 2016. EDI admitted students will receive estimated amounts for the federal portion of their financial aid packages (PELL). These EDI students will be repackaged in April, following our normal practice.

What do you need to do?
At this point, just know that we will start to see much more activity as the Department of Education starts to share key tables with Peoplesoft in the fall.

The Office of Financial Aid will be communicating with potential incoming students and our returning students this fall, after the start of the term. Please remember, FAFSA Simplification won't just be at Emory. Every student in the country will experience this, and there will be many, many communications to them.

Finally, if you have any questions, please reach out to your contact in the Office of Financial Aid.

Welcome Aboard!

Josh Beskind (Admission)
Josh joined Admission in June as Admission Advisor. While a student at Emory, Josh worked in Admissions as a student fellow for a couple of years. He recently graduated with a Bachelor of Arts in Psychology and Human Health. His primary role is student recruitment and selection as a member of our counseling team.

Allie Daniels (Oxford)
Allie joined the Oxford office as a Marketing Specialist earlier this month. She will assist with OES MarComm deliverables, including email communications, social media, blog content, and more! Allie graduated from UKA in 2017 and went on to receive her Master of Social Work degree from Georgia State. She previously worked in the Atlanta Public School System as a School Social Worker before deciding to make a career change to pursue marketing. Allie earned a Certificate in Digital Marketing from the General Assembly and most recently served as a manager for Virginia Highland Books, where she oversaw the store's first-ever marketing campaign. In her spare time, she loves reading, puzzling, and hanging with her Bernedoodle, Paddington, and cat, Murphy.

Joseph Dorsey III (Enrollment Management)
Joe will be our new Senior Director of Enrollment Management. Joe is no stranger to Emory as he comes to us from the Advancement and Alumni Engagement team, where he served as a Senior Technical Project Manager. In his previous role, he helped successfully navigate various complex technical projects, including implementing Salesforce Marketing Cloud, Workday, and more. Joe is also an Emory alum, having graduated from Emory College with a BA in History (class of 2000) and Emory Law with a Juris Master's degree (class of 2015). Away from work, Joe enjoys traveling, sports (especially football), movies, playing poker, and cooking.

Tyonia Stewart (Financial Aid)
Tyonia joined the Student Support Unit (SSU) on Monday, June 5th, as our new Senior Financial Aid Assistant. Tyonia brings enthusiasm to her new role and has over 25 years of professional experience in administration, management, sales support, and customer service experience. For us, this is a fantastic combination of skills! Tyonia comes to us from the Georgia Department of Human Services, where she provided a wide range of human services. Tyonia has a Bachelor of Business Administration, Management Information Systems degree from the University of Georgia. Tyonia comes from a large family, as she is the youngest of 8. She aspired to become a professional singer, but her love of coffee damaged her vocal cords and forced her into the traditional workforce. However she got here, we are thrilled she decided to join our team!

Tanner Senter (Financial Aid)
We are thrilled to announce that Tanner Senter is joining the college team as the Senior Financial Aid Advisor. Tanner comes to us from Boston, MA, where he spent the last nine years as the Senior Education Advisor for American Student Assistance, assisting underserved students in the Boston area through the college admissions process and others with a successful transition into the workforce. Before that, he worked as a College Completion Coach with AmeriCorp at College Bound St. Louis. Tanner has a Bachelor of Arts in Communications, a Minor in African American Studies from Lake Forest College, and a Master of Science in Nonprofit Leadership. Tanner is a very excited and enthusiastic about joining our team, and we are equally happy to have him with us. He is an all-around win-win for the college team, the Office of Financial Aid, and Emory University.

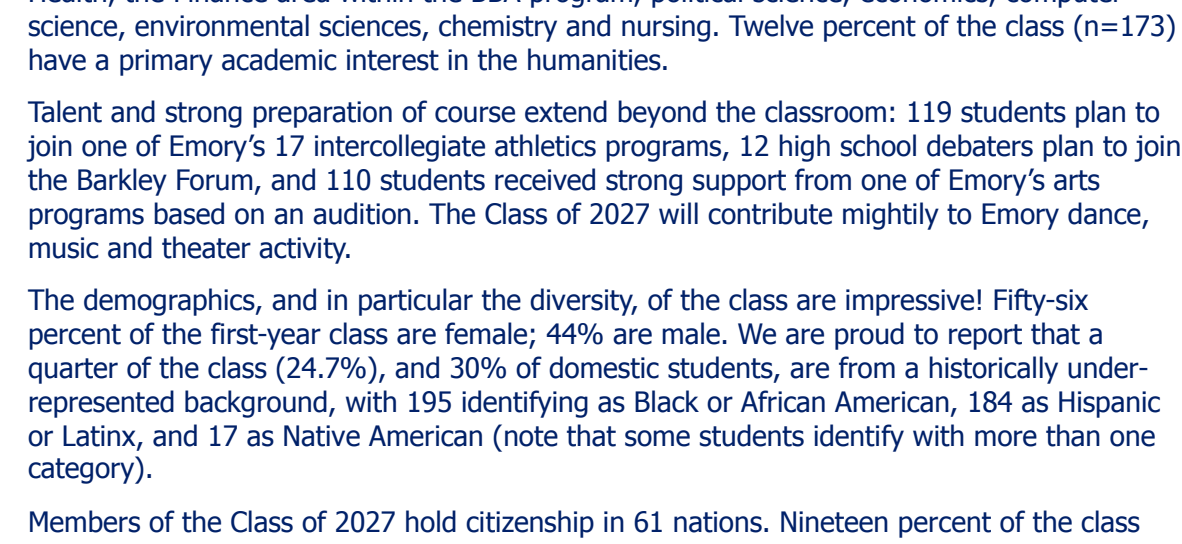
Staff Highlights

Congratulations Rashmi Anand who got married this month!

Dr. Mark Butt completed his Doctorate in Education from University of Alabama.

Farish Jernani and her husband, Colin, welcomed a son, Witt Rafael Maddox on March 28th. Mom and baby are doing well.

After 30+ years of service in the Student Accounts and Billing Office, **Bernice Kelley** has retired, effective June 9. Congratulations Bernice and best of luck!



University Communications permitted Enrollment Management to use Swoop as the face of our new chatbot. Swoop Bot is scheduled to be released soon on the Office of Admission website. Admission will use both self-help and live agents during the business days. The Registrar and Financial Aid offices will be releasing Swoop following Admission.

Soon, every student will receive an email from Enrollment Management. We will offer students 24/7 service by implementing Swoop Bot.

We are so excited to have you as a part of the Emory community and we look forward to supporting your academic journey! Let's get started by showing you around your new academic home.

As a new student, you will be expected to complete the Orientation Experience, made up of a series of tasks, resource learning, and virtual events. You can expect regular email communication from us that will walk you through the entire process starting on May 10.

DOWNLOAD THE EMORY WELCOME APP

The Emory Welcome App is your guide to Emory! Incoming students and families should use this app as a guide throughout the summer and Orientation Week. Inside you will find information like how to register for classes, ways to get involved on campus, and Orientation schedules.

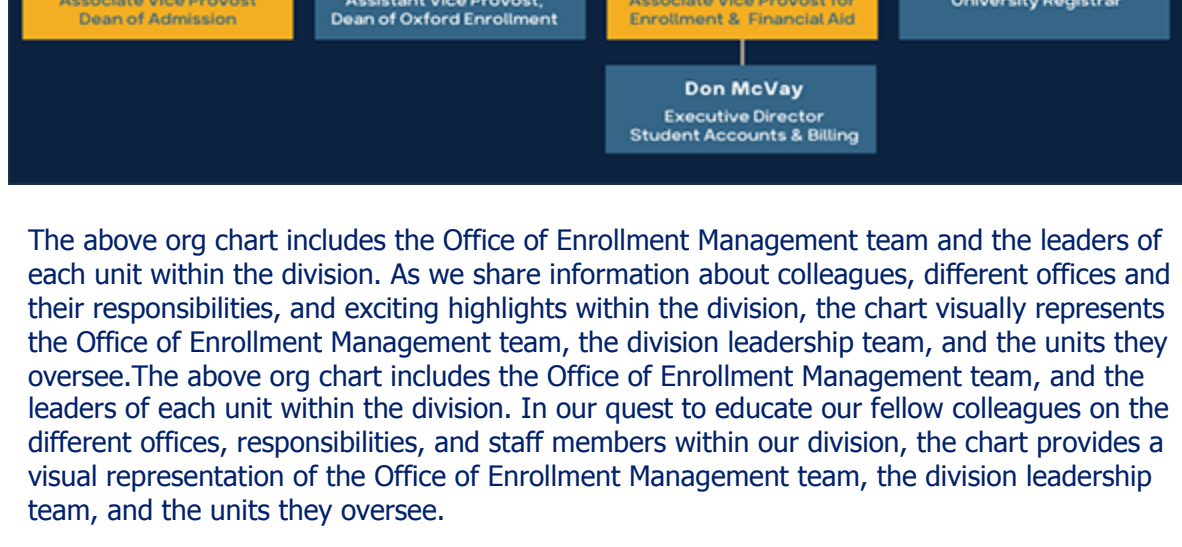
With Bernice's retirement, Student Accounts and Billing Office currently has two open Student Account Advisor positions – please refer potential candidates to apply.

Additional University Newsletters
Emory Report
Campus Life Newsletter
Emory Libraries Keywords Newsletter Archive

News You Can Use from Emory HR
Office of Diversity, Equity, and Inclusion Newsletters and Resource Guides

How are we doing?

Like what you read today? Have an idea for our next edition?
Send us a note and let us know what you think!



Emory University is a private, non-profit, Christian university located in Atlanta, Georgia. It was founded in 1836 and is named after its first president, John Emory. The university is known for its strong academic programs, particularly in the fields of business, law, and medicine. It is also known for its commitment to social justice and its diverse student body.

Emory University is a member of the Association of American Universities (AAU) and the Association of Christian Universities and Colleges (ACU). It is also a member of the Southern Association of Colleges and Schools (SACS) and the Association to Advance Collegiate Schools of Business International (AACSB).

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