



# University of Michigan

*Enrollment Update  
Office of Undergraduate Admissions  
Erica Sanders, Managing Director*



# Office of Undergraduate Admissions

## Mission Statement

The University of Michigan seeks to enroll and graduate applicants who will develop and grow educationally and personally and contribute to the University community, the State of Michigan, and the broader society. To that end, the role of the Undergraduate Admissions Office is to recruit, admit, and encourage enrollment of classes of students who are academically excellent, accomplished in extracurricular endeavors, and broadly diverse. It is the University's experience and judgment that this mix of students will foster the vibrant educational atmosphere that provides the best educational experience for all students.



# Application review

- Each application goes through a minimum of two, comprehensive, individualized, holistic reviews
- Many factors considered
  - Academic Achievement, Quality and Potential
    - Secondary School Academic Performance
    - Educational Environment
    - Evaluative Measures
  - Personal Characteristics and Attributes
    - Personal Background
    - Extenuating Circumstance
    - Other considerations
  - Recommendations

# Applying

- On-line vs. hard copy – we recommend on-line through the Common App
  - Data integrity
  - Speed of processing
  - Confirmation
  - No impact on review
- What is a completed application
  - Common Application First-Year Application
  - University of Michigan First-Year Supplement
  - Non-refundable Application Fee of \$65 (\$75 for International Students or Fee Waiver Request)
  - Official high school transcript(s) from all schools attended
  - Secondary School Report and Teacher Evaluation form
  - Standardized test scores (sent directly from testing agency)
    - SAT I (code: 1839) or ACT with writing (code: 2062)
- TOEFL, MELAB, or IELTS test scores (if applicable)



# Selecting a school or college

- 12 total undergraduate schools and colleges
- Freshman entry (student must select one)
  - College of Literature, Science and Arts (LSA)
  - College of Engineering (dual application with Art or Music, Theater & Dance allowed)
  - School of Music, Theater & Dance (dual application with LSA, Art & Design or Engineering allowed)
  - School of Art & Design (dual application with all other freshman entry units)
  - School of Nursing
  - School of Kinesiology
- Preferred Admissions Program
  - Ross School of Business
  - Taubman College of Architecture and Urban Planning
  - College of Pharmacy
  - School of Education
  - School of Information



# GPA and Curriculum

- Calculated
  - Grade point average using all courses 9<sup>th</sup>-11<sup>th</sup> grade
  - Unweighted 4.0 scale (no value given to plus or minus)
- **Still most significant factors in decision process**
- Positive indicators (not rules)
  - GPA in median 50% or higher
  - Challenging the curriculum that's available (context of the school)
    - One of the key separating factors in our review process
  - 19 or more academics, 4 academics in the senior year
  - AP, IB, and Honors if available THROUGHOUT high school curriculum NOT just elected senior year!
  - **2 YEARS OF SAME FOREIGN LANGUAGE FOR LSA! (this is a requirement!)**
  - **1 YEAR EACH OF CHEMISTRY REQUIRED FOR ENGINEERING APPLICANTS AND ONE YEAR OF PHYSICS STRONGLY RECOMMENDED!**  
(better preparation than Chemistry and AP Chemistry, or Biology and AP Biology)



# Secondary School Report (Counselor Recommendation) and Teacher Evaluations

- Are very useful and all of them are reviewed by readers and counselors
- Help complete the puzzle
  - Unusual factors, obstacles, unique situations
  - Differentiate students
    - All the same diminishes usefulness of recommendation
  - Does not have to be long to provide important, useful information
    - If not comfortable, add a post-it note that says: “call me.”
  - Explaining curriculum, e.g. block scheduling, specific course titles and content, is very important
  - Explaining involvement, e.g. level of leadership, name of club or organization, is very useful
- Only **one** teacher evaluation is required
  - Should be a teacher of an **academic subject**, if non-academic, it may not help to distinguish the student’s file
- A high school profile is also very important
  - Provides context
    - What’s available, performance compared to others, demographics



# Unique Extracurriculars

- Armed Services Officer
- City council participant
- Debate champion
- Documentary filmmaker
- Entrepreneurs
- Genetics researcher
- Lead guitarist in a band
- Non-profit charity organization creator
- Pharmaceutical sales rep
- Radio broadcaster
- Seeing-eye dog trainer

# Essay Tips

- Essay quality is important – succinct, well-written essays that answer the question directly are best
- Common essay mistakes that can negatively impact the decision:
  - Failure to directly answer the essay question that is asked
  - Misspelled and/or misused words and lack of logical flow in essays
  - Failing to proofread for overall content

# Entering Class of 2011

	2011	2010	2009	2008	2007
Applications	39,583	31,612	29,912	29,814	27,774
Admits	16,075 (41%)	16,006 (51%)	14,873 (49%)	12,566 (42%)	13,828 (50%)
Paid	6,432	6,711	6,305	5,881	6,198
Target	5,900	5,900	5,900	5,700	5,600
Enrollment - <small>Based on 3<sup>rd</sup> week counts that are available in early October</small>	~6,069	6,439	5,920	5,765	5,998

Note: Includes Spring, Summer, and Fall terms.



# 2011 In-state Admissions (Fall only)

	2011	2010	% chg. 09 to 10	2009	2008	2007
Applications	9,277	9,523	7.29%	8,876	8884	8,493
Admit	5,083	5,395	-1.92%	5,499	5,113	5,160
Selectivity	55%	57%	+5%	62%	58%	61%
Paid	3,473	3,685	-1	3,686	3,558	3,578
Yield to Paid	68%	68%	+0.6%	68%	70%	69%

## Profile of 2011 Admitted Students (all units – middle 50%)

	Overall	In-state
GPA	3.8-4.0	3.8-4.0
SAT I	1990-2200	1960-2210
SAT-V	630-730	600-700
SAT-M	670-770	630-760
ACT	29-33	27-34
ACT-E	29-34	28-34
ACT-M	28-34	28-34

## 2011 Admitted student profile by school or college (In-state medians)

	GPA	SAT	ACT
LSA	3.9	2160	31
Engineering	3.9	2200	32
Nursing	3.8	2090	28
Kinesiology	3.8	2100	29
Art and Design	3.6	2070	27
Music	3.8	2110	29

# Counseling Students

- Guarantee – if a student doesn't apply, they will not be admitted!
- Apply early in the process
  - Get ahead of the high volume periods
  - Demonstrated interest
  - Can affect merit aid programs
  - Attend admitted student programs
  - Enrollment deposit not due until May 1

# Ensuring Student Success

- Michigan Learning Communities (MLCs)
  - The Residential College, Health Science Scholars Program, Women in Science and Engineering, Michigan Community Scholars Program, Michigan Research Community, Lloyd Hall Scholars, Max Kade Residence, University Mentorship Program
  - 25% of freshman participate in one of the MLCs
- Undergraduate Research Opportunity Program (UROP)
- Honors Program
- Flexibility, interdisciplinary learning
- First year seminars
- Over 1,200 student organizations
- Academic Support
  - Academic Advising
  - Sweetland Writing Center
  - Language Resource Center
  - Science Learning Center
  - Comprehensive Studies Program

- 96% Retention from freshman to sophomore
- 95% Six-year graduation rate



# Counseling students

- Admitted students will need to submit the CSS/Financial Aid PROFILE from the College Board, and the FAFSA to receive need-based aid

## The University of Michigan meets full demonstrated need for in-state students

- Students can check their status online through Wolverine Access (two weeks after submitting their application): <http://wolverineaccess.umich.edu>
- Students can pay their enrollment deposit online



# Frequently Asked Questions

- Why does it take so long to review a file and communicate a decision?
  - Can't start until the file is **COMPLETE**
  - A minimum of two comprehensive, holistic reviews – 65% get three reviews
  - Enrollment management decisions
- When will the First set of decisions be released?
  - Early Action decisions will be released December 23, 2011
  - Regular decision applications will be evaluated and released on a monthly basis after the new year.
- What's the fastest way to ensure documents are processed and linked to a student's file?
  - Encourage on-line submission of documents through the Common App, Docufide, or email it to us at [ecredentials@umich.edu](mailto:ecredentials@umich.edu)
- General Questions from you or your students
  - "Ask Us" [www.admission.umich.edu](http://www.admission.umich.edu)
  - Over 500 answers



# What's New At The U?

- **Living Arts Learning Community:** Located in Bursley residence hall, this program focuses on student's creative capacity through the integration of art making, engineering, and other disciplines while housed.
- **Explore The University's Arts Portal:** Whether it's visual and design arts, performing arts or literary arts, the University offers a tremendous variety of course work and programming opportunities. Visit our website <http://www.montage.umich.edu/> to view upcoming events and to learn more about campus programs and departments.
- **Men's and Women's Lacrosse Named Varsity Sports:** The men's program will begin NCAA Division I varsity competition in the 2011-2012 academic year, and the women's program will be ready for NCAA Division I varsity competition I the 2012-2013 academic year.
- **2012 [LSA](http://www.lsa.umich.edu/lsa/theme) THEME SEMESTER, "Language: the Human Quintessence":** Students will examine the vital role that language plays in all aspects of human life. Please visit <http://www.lsa.umich.edu/lsa/theme> for more information on current and future themes.



# What's New at the U?

- **Residence Hall Renovation Project Update:** Alice Lloyd and East Quad Residence Halls are next in the residential life renovation initiatives project. The renovations of both buildings will work to improve and expand the residential experience at U-M. New community spaces will help to foster ongoing learning and growth experiences for students.
- **New Residential Experience For Transfer Students:** Northwood III, an apartment complex located on North Campus will be the home of the NEW Transfer Year Experience. This theme community is designed to address the transitional needs of incoming transfer students. The programs provided to residents of this community offer assistance in navigating the U-M campus and help student connect with others.
- **Outreach Programs Continue To Grow:** The University seeks to ensure academic excellence for all K-12 schoolchildren in the state of Michigan. The Center for Educational Opportunity <http://ceo.umich.edu/> though responsible for coordinating outreach throughout the University campus community also houses a variety of outreach programs for students of all ages.



# What's New at the U?

The University of Michigan joined The Common App for the 2010-2011 application season.

Why move to The Common Application?

- Increased volume and diversity of applicants (other schools who moved to the Common Application noticed an increase in application volume and a diversity in the applicant pool)
- Cross over applicant pool with many Common Application schools is high
- U-M was in the process of securing a new web application contract and the timing couldn't be more in sync
- Other schools indicated an increase in quality in their switch to The Common Application



# What's New at the U?

## The Common Application

### DEADLINES:

- Freshman (LSA, Engin, Kines, Nursing) must apply either Early Action or Regular Decision.
  - Early Action Deadline is November 1.
  - Decisions will be released on or before December 23.
  - Early Action Decisions are non-binding.
  - We will continue to release decisions before this date as we have done with ER.
  - Regular Decision Deadline is February 1. Decisions are released on a rolling basis until mid-April.
- It is still in all students best interest to apply early
- Transfers must apply by February 1
- There are exceptions to both freshman and transfer deadlines, specifically for the School of Music. Units and OUA will have to be proactive in advertising these exceptions.



# What's New at the U?

## The Common Application

### TERMINOLOGY CHANGES:

- Our current Teacher Recommendation is known as Teacher Evaluation on Common App
- A Counselor Letter can be uploaded along with the Secondary School Report (similar to last year's U-M Counselor form) on Common App
- Spring on the Common App is the equivalent of U-M's Winter Term (January – April)



# What's New at the U?

## Early Action

- Applications postmarked by November 1<sup>st</sup> – decision made by December 23<sup>rd</sup>
- What we've done to improve the completion of applications early in the Early Action period and complete evaluations
  - Essays on web site since May
  - Partnership with electronic vendors for document submission on-line
    - Common App supports on-line document submission
    - Docufide and [ecredentials@umich.edu](mailto:ecredentials@umich.edu) both on-line options
  - Will NOT delay files for non-academic teacher recommendations
    - Will not distinguish applicant but will not penalize student either
  - Staffing
    - Processing staff – Readers – Counseling staff and interns



# What's New at the U?

## NEW Admissions Website!!!

The screenshot shows the University of Michigan Office of Admissions website. The browser window title is "University of Michigan Office of Admissions - Windows Internet Explorer" and the address bar shows "http://www.admissions.umich.edu/home-page". The website features a blue and yellow color scheme. At the top left is the University of Michigan logo (a yellow 'M' on a blue background) with the text "UNIVERSITY OF MICHIGAN". To the right of the logo is the text "Undergraduate Admissions". Further right are navigation links: "Home | Wolverine Access | Contact Us" and a search bar. Below this is a yellow navigation bar with five tabs: "START HERE", "APPLY", "MAJORS", "COST & AID", and "LIFE AT MICHIGAN". The main content area features a large banner image of students in a classroom setting. On the left side of the banner is a vertical list of four items: "1 Excellence", "2 Tradition", "3 Innovation", and "4 Pride". In the center of the banner is the text "Michigan | Pride" with a double arrow icon. Below this is a text box that reads: "The 'Big House' has hosted more than 300 consecutive crowds of more than 100,000. [Learn More >](#)". Below the banner are three main sections: "Start Your Application" (with a blue arrow pointing right), "Schedule a Visit" (with a blue arrow pointing left), and "Request" (with a blue arrow pointing left). On the left side of the page, there is a vertical list of links: "High School Students", "Transfer", "International", "Admitted Students", "Parents & Alumni", and "Counselors". On the right side, there are two yellow boxes: "NEWS" with a red RSS icon and "EVENTS" with a red RSS icon. The "NEWS" box contains the text: "University of Michigan News Feed", "2012 Application Seniors, take note!", "Admissions Poll", and "Why do YOU want to be a Wolverine?". The "EVENTS" box is empty. At the bottom of the page, there is a footer with the text "Internet | Protected Mode: On" and a search bar.

# What's New at the U?

## NEW Admissions Website!!!

- Complete website redesign with easier navigation for students and counselors
- Features branding elements selected by student and parent focus groups
  - Emphasis on key messages: Excellence, Innovation, Tradition and Pride
  - New photos showcasing unique gems of our campus community
  - Featured student and faculty profiles
  - Facebook Page Launch
  - Meet the staff feature to find your territory counselor



# What's New at the U? Find A Counselor Feature...

The Admissions Team | University of Michigan Office of Admissions - Windows Internet Explorer

http://www.admissions.umich.edu/drupal/admissions-team-0

File Edit View Favorites Tools Help

★ Favorites | ★ Suggested Sites | OUA Staff Intranet | RightNow Entry Setup (u... | Web Slice Gallery

The Admissions Team | University of Michigan O... Home Feeds (J)


Cost & Aid

The Admissions Team

Dates and Deadlines

Our People

At A Glance



with the application, each team member is an invaluable source of insight and compassion. All have been through the process and working in admissions long enough to help translate what can sometimes feel like a foreign language into a language you can understand and use. More than anything else, we give you a person to connect with who can walk you through any or all of your questions about the University of Michigan.

### An Open-Door

The University of Michigan Office of Undergraduate Admissions is located in the Student Activities Building along with the Huetwell Visitor's Center. As the welcoming point for nearly every prospective student and his or her family, we maintain an open-door approach—we believe that person-to-person contact is the most productive way to help prospective students like you make your way into one of the greatest of American universities. Whether you're interested in Admission Events or just want to hear a human voice, our counselors are available on a walk-in basis—just drop by during office hours Monday-Friday from 8:00 a.m. to 5:00 p.m.

#### FIND A COUNSELOR

**High School Students**

For traditional high school students, select a state, and, if within the State of Michigan, a county from the drop-down menus and click on "Find Your Counselor."

Select Your State


County (within Michigan only)

**Transfer Students**

**International Students**

**Homeschooled Students**


#### COUNSELORS BY NAME

  
**Erica Sanders**  
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734-647-0104

  
**Erica Woods**  
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 **University of Michigan**  
Office of Undergraduate Admissions  
734.764.7433

**Questions? Ask Admissions** Find Us Socially: 

Directory | Work in Admissions | Map | Admissions Events | Policies | Site Map

Internet | Protected Mode: On 100%



# Recruitment/Outreach Highlights (2011)

- Prospective Student Sessions – 25, 495+ students and parents
- Over 900 walk-in visits
- High School visits - 426 in-state, 326 out-of-state
- College Fairs - 156 in-state, 212 out-of-state
- Hosted 18 prospective student receptions
- On-campus admitted student programs – over 5,000 students
- Alumni Student Recruitment (ASR) Program
  - 1,398 volunteers, including 67 in thirty-two foreign countries
  - 2,137 high schools adopted by volunteers
  - Represent U-M at college fairs in U.S. and overseas
- President Coleman’s support:
  - Letters, emails and phone calls from President Coleman to URM prospects
- 44 Admitted Student Receptions hosted world wide
- 167 Outreach visits were conducted, reaching over 8,067 participants



# University of Michigan Fall Counselor Workshop

**Wednesday, October 19, 2011**

**8:30am-1:20pm**

- Michigan UNION Ballroom
  - Continental Breakfast with information fair
  - Admissions Presentation
  - Student and faculty panel
  - Case studies, emphasis on high school profiles and letters of recommendation and what they really say to someone reviewing the application
  - Lunch with UM students and staff
  - Optional tour of Central Campus
- Register online at:  
[www.admissions.umich.edu/counselors/workshop](http://www.admissions.umich.edu/counselors/workshop)



**GO BLUE! GO BLUE! GO BLUE! GO BLUE! GO BLUE!**

**Thank you for your attendance and attention!**

**Questions?????**

