

Undergraduate Admissions

Recruitment Plan 2017-18



Stony Brook
University

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Mission & Vision Statement

Mission Statement

The mission of the Office of Admissions is to recruit, admit, and enroll a student body that is academically accomplished, distinguished in leadership and service, and diverse on many levels.

Our goal is to provide competent, respectful and efficient professional service that assists and educates prospective students and their families as they navigate the application process and explore the learning opportunities within higher education.

Vision Statement

The vision of the Office of Admissions is to position Stony Brook University to become a global destination for high-ability undergraduate students.

University undergraduate enrollment goals will be met, while advancing racial, ethnic, geographic, and economic diversity. We will maintain a creative, energetic, student-focused environment where diversity is valued, professional best practices are promoted, and achievement is recognized.

Targets, Goals and Challenges

Working closely with senior leadership, we develop enrollment targets in advance of each recruitment cycle. High-level targets are set, such as the overall size of the first-year and transfer classes, and a variety of secondary goals are established in accordance with the institutional mission, priorities and resources.

Targets

- Spring 2018 Working Targets: 650 FT transfers; 100 FT first-year students.
- Fall 2018 Working Targets: 2900 FTFT, 1350 FT transfers.

Goals

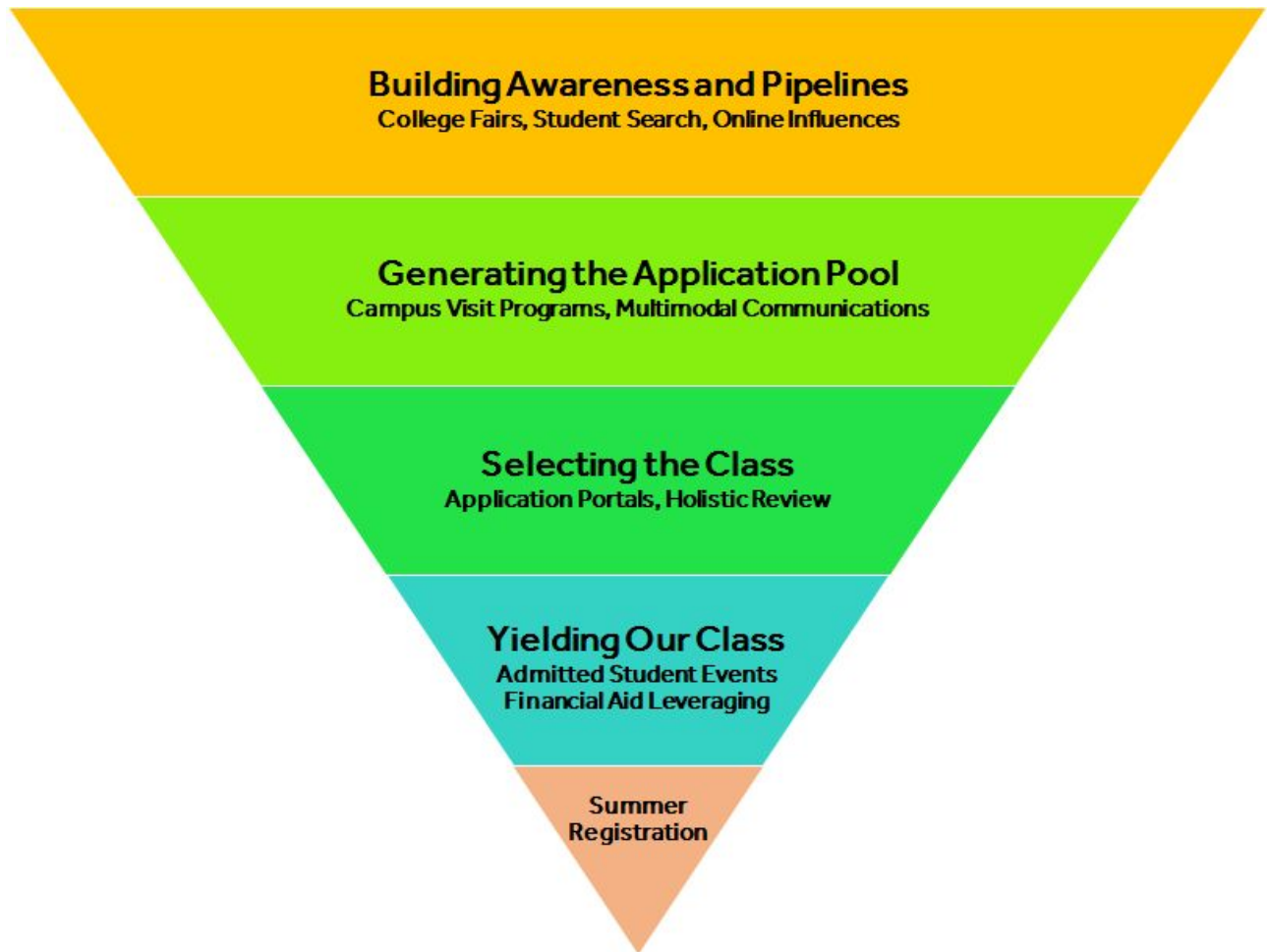
- Increase recognition of Stony Brook as a top-destination for high-achieving students;
- Restore out-of-state domestic and international enrollments to Fall 2016 levels;
- Strengthen the diversity of the entering class;
- Continue to recruit the highest achieving students with consideration of high school GPA, strength of curriculum, standardized test scores, subject-level competencies for areas of study, class rank, potential to succeed at Stony Brook, achievements outside of the classroom, and ability to overcome life challenges;
- Maintain our commitment as a state institution to enroll qualified students from our region, and serve as a catalyst for socioeconomic growth for students from low-income households;
- Continue to work towards a 50:50 male:female ratio in our FTFT class;
- Increase enrollments of students with interest in non-STEM fields, while continuing to leverage our university's core strengths in STEM education.

Challenges

- National interest in STEM education in recent years has reshaped our applicant pool, with more qualified students now applying for disciplines such as Computer Science and Engineering in record numbers. Capacity in these disciplines is limited, presenting challenges to enroll some of the strongest applicants to the University, while staying within limits set by individual academic units;
- Geopolitical dynamics and proposed changes to immigration policies have weakened the favorability of prospective [international students to study in the U.S.](#);
- Projected declines of high school graduates in the northeast creates challenges to increasing enrollments from students in neighboring states.

The Enrollment Funnel

A variety of tactics are strategically deployed at each stage of the admissions process, enabling Stony Brook to enroll the strongest and most diverse class.



Building Awareness and Pipelines

The first step in the admission process is building brand awareness and establishing our enrollment pipelines. We utilize a variety of market research tools produced by the College Board, the Institute of International Education and the Western Interstate Commission for Higher Education (WICHE), to better understand demographic trends and projections of high school graduates. After determining where opportunities reside, we enact a multimodal recruitment plan as outlined below.

Admissions Website

Our award-winning Admissions website offers prospective students, parents and counselors an engaging experience online. The website is optimized for mobile devices, features a variety of multimedia assets, and provides users a concise navigation so they can find the information they're seeking without the wait.

Bus Groups

We work closely with high schools located in economically disadvantaged sectors of Long Island and New York and provide bus transportation for classes to visit our campus. Visit programs include an admissions presentation, followed by a tour of our campus and often times, a student life panel.

Attendance (2016-17): 37 groups, 1245 visitors

Cappex

Cappex is a college search website which allows students to enter their qualifications and desired college setting, which are then used to match them with college and universities. We receive contact information of all students who self-match with Stony Brook on Cappex, and run segmented communications through the platform to expand our reach to other students on the platform. Cappex also operates College Greenlight, a website used by students affiliated with CBOs. The website helps connect Stony Brook with underrepresented students around the nation.

Carnegie Communications

Carnegie Communications is a vendor which specializes in lead generation and digital marketing services. Through our partnership, Stony Brook is provided several thousand self-matched inquiries via advertising on the website CollegeXpress and the publication *Public Colleges & Universities*.

Chegg

Chegg offers a variety of college marketing services, including lead delivery, digital advertising, and branded textbook delivery boxes. In 2011, Chegg acquired Zinch, a company that helped students engage in college networking and recruiting. Stony Brook receives tens of thousands of self-matched inquiries who create Chegg profiles flagging Stony Brook as a college of interest, and through their network of Chegg Cloud affiliates (including other popular college search websites such as Niche).

College Fairs

Stony Brook is represented at hundreds of college fair throughout the country and internationally. Most fairs are held in fall between mid-September and mid-November, and in spring between early-March and late-April. Our road print piece is distributed at these events, and students whom our counselors meet fill out contact cards (or use barcode scanning technology to mark interest in a college), from which student information is entered into the CRM for continuous communication.

Activity (2016-17): 429 fairs attended across CA, CT, FL, GA, MD, MA, NJ, NY, PA, RI, and VA.

Group Visits

High schools, community-based organizations and other groups working with prospective students can arrange for group visits throughout the year. Their programs typically include an admissions presentation, followed by a tour of our campus.

High School Visits

Offering a more personalized environment than a college fair, special high school visits are arranged by admissions counselors in their designated territories. Admissions staff work with each high school's counselor to arrange dates, times and venues. Students with contact information already present in our CRM are sent personalized invitations to meet their counselor at these events several weeks in advance

Activity (2016-17): 488 visits across CT, FL, MD, MA, NJ, NY, PA, and VA.

International Tours

In partnership with international education services such as EducationUSA, IIE and Linden, our international admissions staff travel the globe to recruit qualified students. Our international road piece is distributed at college fairs.

Activity (2016-17): 258 fairs and schools visited in 43 countries across Latin America, Africa, Europe, Middle East, Asia and North America.

Joint Travel Programs

Stony Brook recently established a consortium of public flagship universities (including The Ohio State University, the University of Connecticut, and the University of Pittsburgh) with whom we have hosted out-of-state events for prospective students and counselors. At these events we explain the benefits of post-secondary study at public research universities, while leveraging each university's unique brand reputation to draw turnout in secondary and tertiary markets.

Activity (2016-17): 6 events in Miami, Ft. Lauderdale and Orlando, FL.

Naviance

Naviance is a college and career readiness software provider that partners with high schools and other K–12 institutions to provide students with college planning and career assessment tools. We provide content and media that resides within our institutional hub on Naviance, and participate in Competitive ActiveMatch Plus. When students select regional peers such as NYU and Cornell, Stony Brook then appears as a comparable university with which they can connect through Naviance.

Activity (2016-17): 37,840 high school seniors marked plans to apply to Stony Brook; 7742 made ActiveMatch Plus connections.

PSAT/ACT Search

We purchase top PSAT and ACT scorers' names and contact information from New York and targeted out-of-state markets from College Board and ACT. We then work closely with a third-party firm to administer a direct marketing campaign which encourages students to respond.

Activity (2016-17): 143,831 students were contacted, leading to 19,101 inquiries (13.3% response rate).

Summer Campus Tours

Prospective students often use summer to visit colleges in coordination with other vacation plans. From mid-June to mid-August, we offer campus visit programs twice each weekday. Programming includes a counselor-hosted 30-minute information session, followed by a 45-minute student-led walking tour of our campus

Activity (2016-17): 1828 families visited in summer 2016; typically 68% of visitors apply to the University in the following three years.

Summer Research and Career Exploration programs

Admissions counselors present college planning workshops to high school and middle school students attending summer research and career explorations programs such as the Richard Greene Institute, the Science and Technology Entry Program and the College of Arts and Sciences Summer Institute.

Summer in the USA/International Admissions High School Program

Our international admissions staff coordinates a two-week summer program for international high school students, with enrollments ranging between 20 and 35 students each summer. Students attend English instruction, academic lectures, and cultural activities.

Peer Recruitment Program

Our peer recruitment program, “Telling the SB Story,” encourages current Stony Brook undergraduates to serve as brand ambassadors. Students attend networking events coordinated by admissions staff, share experiences among one another, and speak with college counselors and prospective students about Stony Brook at their former secondary schools over breaks.

Social Media

Working in partnership with our Marketing and Communications Division, we provide a variety of ways for prospective students to learn about the admissions process and campus life on our institutional social media channels. These include Facebook, Instagram, Twitter, Pinterest, Snapchat and YouTube. We also monitor and periodically respond to posts on College Confidential.

YouVisit

YouVisit is a New York-based media company that specializes in producing interactive virtual experiences for colleges and universities. Our partnership with YouVisit includes our virtual tour, iOS and Android mobile apps, and Virtual Reality apps that allow students to fully immerse themselves in our campus via VR headsets.

Activity (2016-17): More than 98,000 visitors and 11,000 conversions since July 2016.

Generating the Application Pool

The second step in the admissions process is to generate and shape our applicant pool. Several of the same tactics previously described are deployed, such as visits to college fairs and high schools, and are supplemented by more personal visit programs that allow us to cultivate our inquiries and shape the composition of the applicant pool. These programs help us generate more than 60% of our first-year enrollments. The remaining 40% typically apply as “stealth applicants,” or secret shoppers who make use our websites, social media handles and self-service materials, but do not make their identities known until they apply.

Campus Visits

Daily campus visit programs are held throughout the academic year, Monday-Friday at 10:15 AM and 12:15 PM, and on Saturdays at 10:30 AM, 11:30 AM and 12:30 PM. Each program contains an admissions presentation, hosted in our Admissions Welcome Center (which seats 60) or, for larger visit days, in the Wang Center or Student Activities Center. These are followed by a 45-minute walking tour of our campus.

Families register for visits online, with events frequently filling up weeks in advance for tours on Saturdays, holidays, and during Presidents' Week and high school spring break week. To accommodate increased demand during peak periods, capacity is increased to 180 people per program.

Activity (2016-17): 6071 families attended campus tours in fall 2016 and spring 2017; typically 68% of visitors apply to the University in the following three years.

Communications Plan

Stony Brook utilizes a multimodal communications strategy to reach prospective students. Shortly after declaring an interest in Stony Brook, student contact information is entered into our CRM, prompting a wide array of personalized e-communications about the admissions process, upcoming events, and academic programs of interest. A student's clarification within the CRM will also determine which print pieces they receive, which may include our annual Viewbook and postcards encouraging them to visit campus.

Fall Visit-A-Class

Qualified prospective students are offered the opportunity to attend a class taught by our esteemed faculty. Using our CRM event management software, we build a repository of class offerings in October and November. Students choose their date, time and class of interest, and can

complement their class visit by adding on a campus tour. Upon arrival, students are walked to/from class by an admissions tour guide.

Activity (2016-17): 194 students attended in Fall 2016, of whom 85% applied for admission.

Group Chat

Ranging in topics from the Honors Programs to the Engineering and Applied Sciences, our Group Chats offer prospective students the chance to interact in real-time with our admissions staff and faculty so they can get immediate answers to any inquiries they may have.

Activity (2016-17): 421 students attended 12 chat events, of whom 88% applied for admission.

Off-Campus Information Sessions

For students who are unable to travel to campus for a visit, we offer several Off-Campus Information Sessions, which provide students and families the opportunity to learn about the application process as well as general information about Stony Brook as an institution.

Activity (2016-17): 6 were hosted, 4 in New York City and 2 in other states.

On Site Admissions Days

Admissions teams visit top feeder high schools to meet and interview applicants. Qualified applicants receive an early guarantee of admission “on the spot” prior to notification of the general applicant pool.

Red Carpet Days

More intimate than an Open House, Red Carpet Days are opportunities for students to explore specific academic courses of study through special presentations and interactive programs hosted by faculty.

Activity (2016-17): 322 students 2 events in fall 2016, of whom 60% applied for admission.

Video Webinars

Leveraging both free and proprietary software, video webinars present opportunities for the admissions staff to reach students from a distance and engage in interactive chats during which students can receive answers to questions in real time.

Senior Search

We purchase top SAT and ACT scorers' names and contact information from targeted out-of-state markets from College Board and ACT. We then work closely with a third-party firm to administer a direct marketing campaign which encourages students to apply.

Activity (2016-17): 30,967 new out-of-state student names were purchased, leading to 496 applications.

The Review Process

The third step in the recruitment plan is focused on our application systems, workflows and application review process. Every application is manually read by at least one admissions counselor, and we maintain communications with students throughout the evaluation period.

Set Unit-level Goals and Criteria

During the summer and early-fall, senior admissions staff meet with representatives from each academic unit to establish college-level goals and priorities, and the admissions criteria for restricted majors. We maintain close communications with these liaisons throughout the admissions process.

Application Options

Prospective students choose from three third-party application systems to apply: The Common Application (used by more than 500 institutions), SUNY Application (used by most campuses in the SUNY system), and new for 2018, The Coalition for Access, Affordability, and Success Application. Our Director of Enrollment Operations prepares customizations each summer, and works out processes for student data to seamlessly flow into the University's PeopleSoft SIS.

Holistic Application Review

Stony Brook takes great care in evaluating applications for admission and crafting a diverse class taking into account all of the unique aspects of each applicant. Application readers utilize Noli Web, a web-based document imaging system, which allows them to access each applicant's supporting documents in a single location.

SOLAR Self-Service Portal

All undergraduate applicants can monitor the status of their application through specialized links and checklists on SOLAR. Missing items and requests for additional information will appear in SOLAR, as will notifications once final admissions decisions have been reached.

ZeeMee

Stony Brook has partnered with ZeeMee, a free, integrative social media service that allows students to showcase their personality in their application, furthering our commitment to providing a holistic application review. Stony Brook applicants create social media-like profiles to showcase

multimedia portfolios, and then enter the URL of their ZeeMee profile in a designated content box on The Common Application or Coalition Application.

Communications

Stony Brook applicants receive a wealth of information from our Enrollment Communications team in the form of emails, blogs, and social media. We strive to not only keep our applicants informed throughout the application process about missing items in their applications and upcoming deadlines, but we also pride ourselves in serving as resource for these students and their families.

Yielding Our Class

The fourth step in our process involves the creation of programming and communications for admitted students to help them understand the value of a Stony Brook degree, and determine if Stony Brook is the right fit for their education. The months of February, March and April are filled with engaging events, personalized visit opportunities and online networking events that offer high-achieving admitted students ways to experience life as a Stony Brook student.

Admitted Student Days

We offer two Admitted Student Days in early April, presenting students and families the opportunity to meet future professors at our Academic Fair, take guided walking tours of our campus and residence halls, and attend academic-themed workshops. These events begin with a high-energy welcome, via the Stony Brook Athletic Bands performing outside of the Wang Center as families arrive.

Activity (2016-17): Approximately 6000 students and guests attended 2 events, with more than 60% choosing to enroll.

Admitted Student Receptions

Targeted receptions are hosted in primary and secondary out-of-state markets, and in nearby New York City, to assist with yielding a diverse class of students.

Activity (2016-17):

- Connecticut: 21 student attendees, 4 deposits (19%)
- Massachusetts, 26 student attendees, 6 deposits (23%)
- Maryland, 20 student attendees, 3 deposits (15%)
- New Jersey, 31 student attendees, 11 deposits (35%)
- Florida, 5 student attendees, 3 deposits (60%)
- Pennsylvania, 13 student attendees, 5 deposits (35%)
- Brooklyn, NY, 23 student attendees, 15 deposits (65%)
- On-Campus, 65 student attendees, 55 deposits (85%)

Admitted Student Website

Our website provides checklists of steps to enroll, reasons why Stony Brook should be at the top of a student's list, and a hub for scheduling visits both on- and off-campus. From it, students are referred to the SOLAR System, where they pay their initial deposits and fees, and complete their New Student Preferences form.

Brookhaven National Laboratory Tour

A tour of Brookhaven National Laboratory (BNL) is offered to a very select group of our admitted students with interests in the sciences, engineering and mathematics. The program includes a keynote welcome by a research scientist, student panel, research poster session and multiple options to tour BNL facilities.

Activity (2016-17): 83 student attendees, 43 enrolled (52%)

Campus Overnight Program

In collaboration with the Office of Multicultural Affairs, we host a two day visit for admitted seniors from schools targeted for diversity outreach to allow students to experience campus life and learn more about the academic experience and student community at Stony Brook.

College of Arts and Sciences Phonathon

A joint initiative administered by the College of Arts and Sciences and Admissions, our annual phonathon trains select faculty and current students to make phone calls to the homes of admitted students during one week in late-March. Calls are made during designated late-afternoon and evening hours centrally from the Center for Survey Research in the Social and Behavioral Sciences Building using Skype accounts and headsets. The phonathon's goal is to provide students with a unique opportunity to speak with a member of our community, and provide more a personalized touchpoint.

Activity (2016-17): 1923 calls made, 573 students reached, 105 enrolled (18%).

College of Engineering and Applied Sciences Breakfast

Preceding our CEAS Admitted Student Day, the Dean and staff host an invitation-only welcome breakfast for high-achieving admitted students.

Activity (2016-17): 58 student attendees, 36 enrolled (62%)

Communication Plan

Beginning with the moment an admit letter reaches a student's mailing (or e-mail reaches their inbox), we administer a comprehensive yield communication plan that prepares them for life as a Stony Brook student. Print components typically include the branded admit card and a letter from the President, while emails are segmented based on student interest and academic unit.

Financial Aid Packaging

Need-based financial aid awarding is administered by the Office of Financial Aid and Scholarship Services. Shortly after admissions notifications are sent, eligible students are packaged for financial aid, with award notifications typically sent out beginning in early-March. Families are also sent a one-page financial aid literacy document, which helps them understand the net cost of attendance.

Honors/Scholars/WISE/EOP Receptions

Following the conclusion of the main program on our Admitted Student Days, we sponsor special receptions for accepted students in our most prestigious programs, allowing students opportunities for peer networking.

Activity (2016-17):

- EOP: 90 student attendees, 72 enrolled (80%)
- Honors College: 77 student attendees, 34 enrolled (44%)
- WISE: 77 student attendees, 51 enrolled (66%)
- University Scholars: 128 student attendees, 84 enrolled (66%)

Inside Stony Brook

Inside Stony Brook is our private social network for admitted freshmen, housed within Facebook. Admitted students connect with peers in private communities themed around academic and extracurricular topics, and receive important announcements right on their mobile phones

Activity (2015-16): 3138 student users

Merit Scholarships

Stony Brook University is committed to recognizing and rewarding our students' excellence in all areas of learning and research. We offer a variety of scholarships to incoming students, some of which are based on merit alone and others which take into account special talents, leadership and community service or financial need. Scholarship offered are typically sent out beginning in mid-late February.

Parent Communications

We maintain a database of self-reported parent e-mails in our CRM. Special communications about financing a Stony Brook education and special visit opportunities are e-mailed periodically.

Spring Visit-A-Class

All admitted first-year students have the opportunity to attend a class taught by our esteemed faculty in March or April. Students self-select their date, time and class of interest, and can complement their visit by adding on a campus tour. Upon arrival, students are walked to/from class by an admissions tour guide.

Activity (2015-16): 141 students attended, 83 enrolled (59%)

Summer Registration

The final stage of our recruitment plan requires close coordination with staff in Academic Affairs and Student Affairs. We closely monitor the number of the number of accepted offers after May 1 (the national enrollment deadline), and assist with outreach effort to reduce our “melt” (the percentage of students who accept our offer but do not enroll).

Alumni Welcome Receptions

Working closely with the Alumni Association, we coordinate new student welcome receptions at the homes of Stony Brook alumni. These events help integrate students to the University, allow them to meet other incoming students from their region, and allow alumni to share their advice and experiences.

Guide Mobile App

A new tool developed by the EAB to support student success, incoming students are given access to the Guide mobile app shortly after choosing to enroll at Stony Brook. The app helps students navigate the entire pre-enrollment period with step-by-step instructions. It also helps students choose the right major, understand differences between high school and college, stay on top of important deadlines, and get involved in cocurricular activities.

International Pre-Arrival Communications

Through the Admissions CRM, targeted communications are sent to international students regarding the visa and immigration process, block enrollment options, transportation to campus from JFK, and steps to take before and after arrival in U.S.

New Student Communications

Working closely with partner offices, we coordinate and broadcast e-mail communications to incoming students throughout the summer. These typically include Undergraduate College and orientation date assignments, instructions to apply for housing, pre- and post-orientation steps, and welcome messages from Deans.

Out-of-Area Student Early Arrival Program

In partnership with Student Affairs, we develop special programming for first-year students joining Stony Brook from other states and cities in upstate New York. Students are typically offered early

arrival options, with on-campus welcome events and trips to nearby New York City or Southampton.

Transfer Recruitment Activities

Supplementing all of our recruitment plans for first-year students, we offer a variety of services and programs for students wishing to transfer to Stony Brook from another college or university. This population has different needs and expectations, including clarity regarding our transfer credit policies and how they can complete their degree in a timely manner.

Community College Visits

Admissions staff network with prospective transfer students at a variety of college fairs hosted by regional community colleges, including Suffolk County Community College, Nassau Community College, LaGuardia Community College, Queensborough Community College and Westchester Community College. Twice each year, the consortium of Seattle Community Colleges conducts a week-long tour of each campus. A high percentage of these Colleges' enrollments are international students, presenting our staff opportunities to network with both students and counselors.

Course Equivalency Database

Through the Academic Success and Transfer Advising website, prospective students are given access to our course equivalency database, a tool that enables them to see how the courses taken at another university will transfer to SBU, and which requirements they will fulfill. New transfer inquiries and applicants are e-mailed links to the database early in the process to optimize course selection planning.

Information Sessions

Prospective transfer students are invited to attend a special information sessions, covering the transfer admission criteria, application process, and credit evaluation resources. Attendees may also receive a preliminary credit evaluation if they bring with them college transcripts showing previous course work.

International Partner Universities

Stony Brook maintains articulation agreements with several partner universities abroad, offering prospective international students pathways for transferring to Stony Brook. Students work with advisors familiar with the Stony Brook curriculum at their international institution to ensure that they will be on track for timely degree completion after transferring to Stony Brook.

Joint Admissions Programs

Our Joint Admissions Programs with Nassau Community College and Suffolk County Community College provide students with an attractive and convenient alternative path to earning a degree from Stony Brook University. Students work with designated advisors on course selection at their community college campus, ensuring a smooth transfer to Stony Brook after completion of an Associate degree.

For College Counselors

College counselors are important influencers of student choice, and play a vital role in ensure that supporting documents are sent from their home institutions.

Beginning of the Year Mailing

Each September, college counselors around the nation are sent a welcome back packet containing a variety of promotional materials, information on new academic programs, and updates on changes to the admissions process.

College Planning Workshops

Working with faculty and staff across the University, we coordinate a variety of college planning workshops at targeted high schools, on topics such as “The College Search”, “Writing a College Essay,” and “Preparing for College Interviews.”

Counselor Events

Admissions staff host a variety of Information Sessions and Luncheons at targeted high schools, both in-state and out-of-state.

Counselor Portals

Each of our three application systems provide portals for college counselors, allowing them a paperless process for uploading transcripts and letters of recommendation, while ensuring that their students’ applications are fully submitted.

Counselor Website

We provide counselors with a dedicated web experience, with easy access to our application criteria for different majors, steps to apply, policies regarding AP credit, and a quick form to be placed on our mailing list.

Nassau and Suffolk Guidance Associations

Stony Brook is represented on a variety of regional guidance counselor associations, and have helped fund annual meetings and other events.

On-Campus Information Sessions

Themed “An Inside Look Into the Admissions Process,” we offer college counselors opportunities to visit campus throughout the year. Their programs typically include an information session which discusses the admissions review process, opportunities to present exciting new academic initiatives and facilities, and tours of the campus.

Appendixes

Inquiry Analysis by Key Cohorts (Gross Deposits)

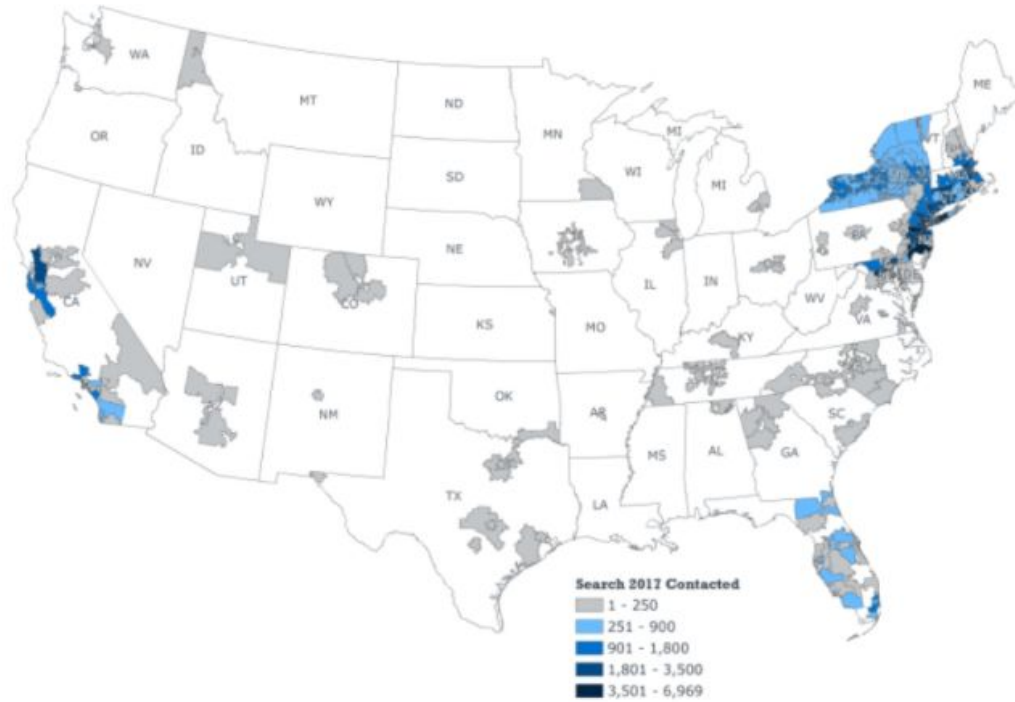
		Inquiries		Difference in Inquiries		Final Submission Rate	Final Gross Deposits
		2017	2018	2017	2018	2016	2016
Total	Total INQ	May 8, 2017	May 18, 2017	May 8, 2017	May 18, 2017	May 5, 2017	May 5, 2017
	Total Inquiries	61,283	79,805		18,522	28.8%	3,191
	Average Median Household Income	\$64,818.32	\$67,284.14				
Gender	Females	33,824	33,734		-90	31.0%	1,480
	Males	21,292	37,585		16,293	37.9%	1,711
Geogra..	In-State	25,558	29,913		4,355	41.3%	2,504
	Out of State	35,725	49,892		14,167	15.5%	687
Distance From Campu..	0 - 25 Mi.	4,920	5,404		484	48.6%	739
	26-100 Mi.	23,884	27,780		3,896	37.5%	1,736
	101-250 Mi.	8,229	10,664		2,435	19.3%	176
	251-500 Mi.	3,867	5,076		1,209	17.9%	80
	501+ Mi.	20,383	30,881		10,498	14.8%	460

*Average Median Household Income is calculated at the zip3 level for each inquiry...

Inquiry Analysis by Search Demographics (Gross Deposits)

		Inquiries		Difference in Inquiries		Final Submission Rate	Final Gross Deposits	
		2017	2018	2017	2018	2016	2016	
Total Search	Demographics	May 8, 2017	May 18, 2017	May 8, 2017	May 18, 2017	May 5, 2017	May 5, 2017	
	Sophomore & Junior Search Influenced Inqui..	18,928	23,329		4,401	25.7%	878	
Inquiry Source	Non-Search Inquiries	42,194	56,476		14,282	29.3%	2,284	
	Sophomore Search Influ..	9,286	11,167		1,881	27.7%	545	
	Junior Search Influence..	9,642	12,162		2,520	23.7%	333	
Inquiry Source and Distance	Non-Search Inquiries	0 - 25 Mi.	3,346	2,840		-506	46.8%	511
		26-100 Mi.	16,234	16,276		42	36.7%	1,175
		101-250 Mi.	3,849	5,264		1,415	22.1%	112
		251-500 Mi.	2,010	3,631		1,621	22.6%	62
		501+ Mi.	16,755	28,465		11,710	16.0%	424
	Sophomore Search Influenced	0 - 25 Mi.	331	1,205		874	60.2%	152
		26-100 Mi.	2,773	5,325		2,552	45.7%	340
		101-250 Mi.	2,410	2,683		273	12.3%	30
		251-500 Mi.	1,234	515		-719	6.7%	7
		501+ Mi.	2,538	1,439		-1,099	4.9%	16
	Junior Search Influenced	0 - 25 Mi.	1,237	1,359		122	51.9%	74
		26-100 Mi.	4,786	6,179		1,393	35.1%	205
		101-250 Mi.	1,932	2,717		785	13.7%	30
		251-500 Mi.	620	930		310	13.4%	11
		501+ Mi.	1,067	977		-90	5.8%	13

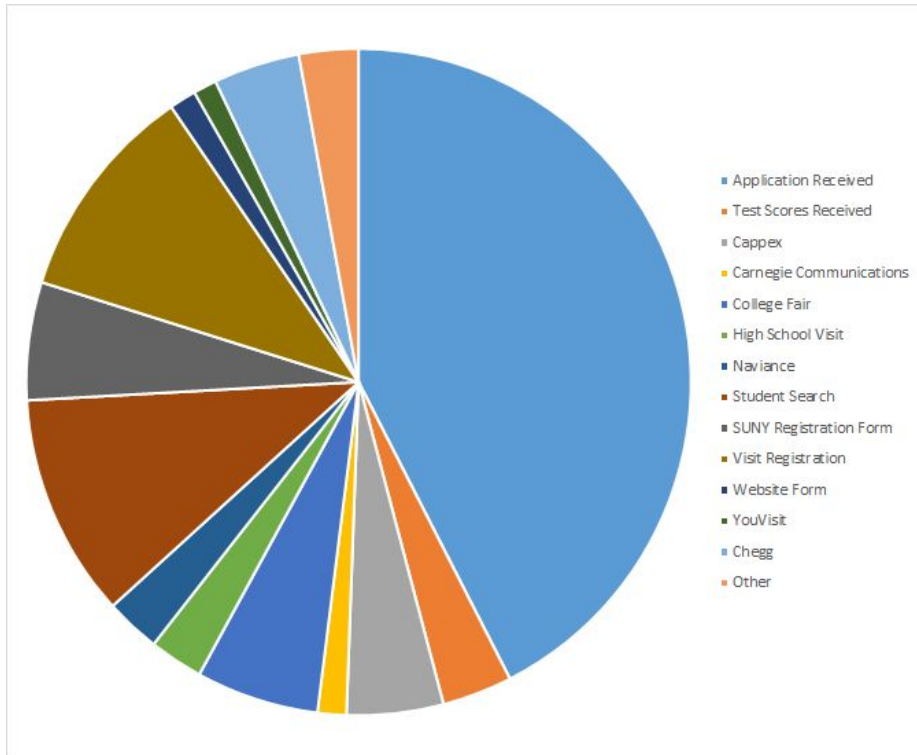
Geographic Targeting for Junior/Sophomore Student Search in 2016-17
For Entering Classes in 2018 and 2019



International Admissions Recruitment Activities, 2016-17
Countries Visited Shaded in Red



**First Source of Interaction
Fall 2017 FTFT Deposits**



**First Source of Interaction
Fall 2017 FTFT Applicants, Admits and Deposits**

Source	Applicants	Admits	Deposits
Application Received	51.64%	50.71%	42.47%
Test Scores Received	2.47%	2.99%	3.41%
Cappex	4.24%	3.79%	4.70%
Carnegie Communications	1.86%	1.71%	1.40%
College Fair	4.26%	3.97%	5.98%
High School Visit	2.30%	2.15%	2.63%
Naviance	2.21%	2.80%	2.68%
Student Search	5.89%	10.19%	10.85%
SUNY Registration Form	9.29%	4.87%	5.72%
Visit Registration	7.96%	8.89%	10.62%
Website Form	1.40%	1.47%	1.31%
YouVisit	0.85%	0.80%	1.14%
Chegg	3.85%	3.34%	4.20%
Other	1.77%	2.31%	2.89%

**Gender Composition of First-Year Enrolled Students
Fall 2012-2016**

	F'12	F'13	F'14	F'15	F'16
% Male	55.8%	58.8%	56.6%	56.0%	53.9%
% Female	44.2%	41.2%	43.4%	44.0%	46.1%

**Ethnicity of First-Year Enrolled Students
Fall 2012-2016**

Ethnicity	F'12	F'13	F'14	F'15	F'16
Amer Indian/Alaska Native	0.2%	0.1%	0.1%	0.0%	0.1%
Asian	29.8%	28.3%	27.2%	28.1%	28.6%
Black/African American	5.8%	5.3%	5.8%	6.7%	5.9%
Hispanic of any Race	9.1%	7.9%	9.8%	9.4%	11.1%
Nat. Hawaiian/Other Pac Isl	0.0%	0.1%	0.1%	0.1%	0.1%
Nonresident Alien	10.5%	12.0%	16.0%	17.0%	17.3%
Unknown	7.8%	9.0%	5.5%	6.2%	6.5%
Two or more Races	2.1%	2.7%	2.5%	2.2%	2.7%
White	34.7%	34.5%	32.9%	30.2%	27.8%

Applications by Country, Fall 2017 International First-Year Students

Region/Country	APPL.	%Chg. F'16	Region/Country	APPL.	%Chg. F'16
China	2952	▼10.3%	Sweden	3	▲50.0%
India	359	▲8.8%	Trinidad and Tobago	3	▼50.0%
Korea, Republic of	339	▼9.1%	Uzbekistan	3	▼62.5%
Taiwan, Province of China	122	▲11.9%	Venezuela	3	▼50.0%
Pakistan	82	▲49.1%	Algeria	2	
Bangladesh	51	▼19.0%	Bermuda	2	▲100.0%
Viet Nam	44	▲10.0%	Bhutan	2	
Ethiopia	25	▲56.3%	Côte d'Ivoire	2	
Nepal	25	▼3.8%	Cyprus	2	▼66.7%
Saudi Arabia	25	▼50.0%	Germany	2	▼50.0%
Turkey	25	▼49.0%	Israel	2	
Nigeria	24	▲60.0%	Kazakhstan	2	
Canada	21	▲31.3%	Oman	2	▲100.0%
Jamaica	19	▼38.7%	Peru	2	▼50.0%
Egypt	16	▲33.3%	Portugal	2	
Ghana	15	▼28.6%	Qatar	2	
Brazil	14	▼17.6%	Serbia	2	
Hong Kong	14	▼48.1%	South Africa	2	▲100.0%
Greece	11	▲120.0%	Azerbaijan	1	▼66.7%
Japan	11	▼54.2%	Bahamas	1	▼50.0%
Georgia	9	▲125.0%	Bolivia	1	
Myanmar	9	▲12.5%	Bosnia and Herzegovina	1	
Russian Federation	8	▼11.1%	Botswana	1	
Sri Lanka	8	▲166.7%	Burkina Faso	1	
Haiti	7	▼22.2%	Cambodia	1	
United Kingdom	7	▲16.7%	Cayman Islands	1	
Ecuador	6		Chile	1	▼50.0%
Indonesia	6	▲50.0%	Costa Rica	1	
Ukraine	6	▲500.0%	Cuba	1	
Argentina	5	▲400.0%	Denmark	1	
Colombia	5	▲25.0%	El Salvador	1	
France	5	▲66.7%	Finland	1	
Mexico	5	▼50.0%	Guyana	1	
Mongolia	5	▲150.0%	Hungary	1	
Morocco	5	▲150.0%	Ireland	1	
Thailand	5		Jordan	1	▼75.0%
Guatemala	4	▲300.0%	Lithuania	1	
Korea, Democratic People's Republic	4	▲100.0%	Macedonia	1	
Macao	4	▲300.0%	Namibia	1	
Philippines	4	▼20.0%	Netherlands	1	▼66.7%
Albania	3	▼40.0%	Nicaragua	1	
Australia	3		Norway	1	▼80.0%
Bulgaria	3	▲200.0%	Romania	1	
Dominican Republic	3		Rwanda	1	▼80.0%
Honduras	3	▲50.0%	Switzerland	1	
Italy	3	▼25.0%	Syrian Arab Republic	1	▼50.0%
Kenya	3		Tunisia	1	▼50.0%
Kuwait	3	▲200.0%	Uganda	1	▼50.0%
Malaysia	3		Yemen	1	
Singapore	3	▼40.0%	Zambia	1	
Spain	3	▼57.1%	Zimbabwe	1	▼50.0%

Non-NYS Applications by U.S. State, Fall 2017 First-Year Students

State/Region	APPL	%Chg. F'16	State/Region	APPL	%Chg. F'16
New Jersey	1500	▲3.1%	Nevada	17	▲41.7%
Connecticut	611	▼17.1%	District of Columbia	16	▼15.8%
Massachusetts	396	▼12.0%	South Carolina	16	▼30.4%
California	347	▼14.1%	Louisiana	15	▲36.4%
Pennsylvania	249	▼5.3%	Oregon	15	▲50.0%
Florida	189	▼2.1%	Indiana	14	▼41.7%
Maryland	183	▼9.4%	Wisconsin	12	▲71.4%
Texas	105	▲9.4%	Hawaii	10	▼16.7%
Georgia	97	▲24.4%	Kansas	9	▲12.5%
Virginia	89	▼1.1%	New Mexico	9	▼10.0%
North Carolina	68	▲13.3%	Kentucky	8	▲14.3%
Illinois	65	▼18.8%	Mississippi	7	▲75.0%
Rhode Island	60	▲13.2%	Nebraska	7	▲600.0%
New Hampshire	58	▼14.7%	Oklahoma	7	▼12.5%
Ohio	47	▲9.3%	Arkansas	5	▲66.7%
Colorado	45	▲150.0%	Utah	5	▲25.0%
Washington	38	▼11.6%	Alaska	4	▲100.0%
Delaware	35	▼22.2%	Idaho	3	▼50.0%
Michigan	35	▼18.6%	South Dakota	3	▲50.0%
Maine	31	▲47.6%	Wyoming	3	
Vermont	26	▼13.3%	Alabama	2	▼71.4%
Minnesota	22	▼21.4%	North Dakota	2	▲100.0%
Arizona	20	▼16.7%	Iowa	1	▼75.0%
Tennessee	18	▼10.0%	Montana	1	▼83.3%
Missouri	17	▲6.3%	West Virginia	1	▼75.0%