Welcome

Mark A. Cortez
Director, Outreach & Recruitment
@MarkOSUAdmit
Stephanie Sanders, Associate Vice President for Strategic Enrollment Planning

Gail Capel Stephenoff, Interim Executive Director, Undergraduate Admissions

Mark A. Cortez, Director of Outreach and Recruitment
Our class
<table>
<thead>
<tr>
<th>NFYS - Columbus</th>
<th>AUTUMN 2018</th>
<th>AUTUMN 2019 Goal</th>
<th>2019 Projected</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFYS Count</td>
<td>7851</td>
<td>7600-7700</td>
<td>7650-7700</td>
</tr>
<tr>
<td>First Generation</td>
<td>1633</td>
<td>increase</td>
<td>1750-1850</td>
</tr>
<tr>
<td>Pell Recipients</td>
<td>1290</td>
<td>increase</td>
<td>1350-1450</td>
</tr>
<tr>
<td>Ohio Residents</td>
<td>2646</td>
<td>67%</td>
<td>2425-2625</td>
</tr>
<tr>
<td>Domestic Non-Residents</td>
<td>1664</td>
<td>23-24%</td>
<td>1725-1825</td>
</tr>
<tr>
<td>International Students</td>
<td>982</td>
<td>750 (9-10%)</td>
<td>675-725</td>
</tr>
<tr>
<td>ACT Composite</td>
<td>29.3</td>
<td>29.0</td>
<td>29.3-29.4</td>
</tr>
<tr>
<td>Top 10%</td>
<td>64%</td>
<td>65%</td>
<td>60-61%</td>
</tr>
<tr>
<td>Top 25%</td>
<td>95%</td>
<td>95%</td>
<td>93-94%</td>
</tr>
<tr>
<td>Diversity %</td>
<td>21%</td>
<td>Increase</td>
<td>24-25%</td>
</tr>
<tr>
<td>INTERNATIONAL FRESHMEN</td>
<td>AUTUMN 2018</td>
<td>2019 PROJECTED</td>
<td></td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>-------------</td>
<td>----------------------</td>
<td></td>
</tr>
<tr>
<td>International Count</td>
<td>982</td>
<td>675-725</td>
<td></td>
</tr>
<tr>
<td>First Generation</td>
<td>277</td>
<td>230-240</td>
<td></td>
</tr>
<tr>
<td>Top 5 Countries of Enrollment</td>
<td>China, India, Canada, Republic of Korea, Taiwan</td>
<td>China, India, Republic of Korea, Taiwan, Canada</td>
<td></td>
</tr>
<tr>
<td>SAT/ACT Composite</td>
<td>1339 (29)</td>
<td>1350-1370 (29-30)</td>
<td></td>
</tr>
</tbody>
</table>
Outreach & Recruitment Updates
Team Structure Updates

- Recruitment (Domestic, International, Transfer, Visits, Events, Alumni, Student Outreach (Telecounseling))
- Territory Realignment
- New staff members
Team Updates

- HS Visits, fairs, and counselor engagement
  - Pre and post daily visit communication
  - Evening information sessions
  - New NACAC fairs
  - New counselor programs
  - New CBO engagement
  - Increased HS visits

- Student Outreach (telecounseling)
  - New methods of qualifying students
  - Targeted population calls by territory
Team Updates

• Visits and Events
  • Daily Visits (pre-visit coffee/lunch, post visit evaluation, increased capacities for fall)
  • Conversion events
  • Yield program development with Academic Units
  • Alumni trainings – spring!
Applying
How to apply

- Freshmen applying to Columbus can use the **Coalition Application** or the **Common Application**.
- Both went live on August 1.

*There is no advantage to one application over the other.*
What’s new on the application?

- Change to Engineering – **Strongly encouraged** that students apply by November 1
- Ohio residency questions
- Family housing language change
- Disciplinary question, process updates
- Finish Strong
Application deadlines and dates

- **November 1 early action** deadline, admission decision by the end of January
- Strongly encouraged to apply and complete the application by November 1: considered for most university merit scholarships and for majors within the College of Engineering
- We highly recommend applying by November 1 to be considered for the Morrill Scholarship Program and Honors and Scholars Programs.
- February 1, 2020, is the final submission deadline
ACT/SAT updates

The **September 14 ACT** is the last test that will meet our November 1 priority application date.

The **August 24 SAT** is the last test that will meet our November 1 priority application date.
Review
Who we’re looking for

We definitely seek individuals whose application proves to us that they are prepared for the academic rigor of the Ohio State classroom.

But that’s not all we’re looking for.
Who we’re looking for

Students who show evidence that they are …

• Not only smart but **willing to lead**.

• Who **see strength in diversity** of people and ideas.

• Who **seek collaboration when solving problems**.

• Who make use of all opportunities to **figure out what kind of impact they want to have on the world**.
How we evaluate applications

So how do we take those lofty ideals and turn them into criteria by which we judge an admission application?

• We evaluate each applicant in terms of **9 criteria**.

• We review each application **thoroughly**.

• We evaluate each applicant **holistically**.
Admission factors

• College prep curriculum
• High school performance (class rank or GPA)
• ACT or SAT scores
• Accelerated curriculum (Honors, AP, IB, CCP)
• Ability and desire to contribute to and engage with a diverse campus community (cultural, economic, racial, geographic)
• Leadership, co-curricular and work experiences

More: undergrad.osu.edu
<table>
<thead>
<tr>
<th>Minimum college prep requirements</th>
<th>Minimum required</th>
<th>Recommended</th>
<th>Additional consideration</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>4 units</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Math</td>
<td>3 units</td>
<td>4 units</td>
<td>X</td>
</tr>
<tr>
<td>Natural science (with significant lab experience)</td>
<td>3 units</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Social science</td>
<td>2 units</td>
<td>3 units</td>
<td></td>
</tr>
<tr>
<td>Foreign language</td>
<td>2 units of same language</td>
<td>3 units</td>
<td>X</td>
</tr>
<tr>
<td>Visual or performing arts</td>
<td>1 unit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plus 1 additional unit in any of the above subjects</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
A snapshot of last year’s admitted class

Most exceeded minimum college prep requirements

- **89 percent** exceeded foreign language requirement
- **99 percent** exceeded math requirements
- **91 percent** exceeded natural science requirements
A snapshot of last year’s admitted class

Most ranked in the top of their high school classes

- 96 percent ranked in top 25%
- 66 percent ranked in top 10%
A snapshot of last year’s admitted class

Most performed very well on standardized tests

*ACT composite*
- 50% of admitted students scored between 28 and 32
- 25% scored below 28
- 25% scored above 32

*SAT (Evidence-Based Reading and Writing + Math)*
- 50% of admitted students scored between 1300 and 1430
- 25% scored below 1300
- 25% scored above 1430
Decisions

- **Admit** to the Columbus campus
- **Deny** to the Columbus campus
  
  **Ohio residents not admitted to the Columbus campus are automatically **Optioned to an Ohio State regional campus**

- **Defer** to be considered again during the mid-March review once all applications are received
Thank you!

Mark A. Cortez
cortez.11@osu.edu – 614.688.3475
@MarkOSUAdmit