

2019-2020 RECRUITING FOCUS

Jim Anderson, Vice President Enrollment Management
Monday October, 7th 2019



THE UNIVERSITY OF
TOLEDO

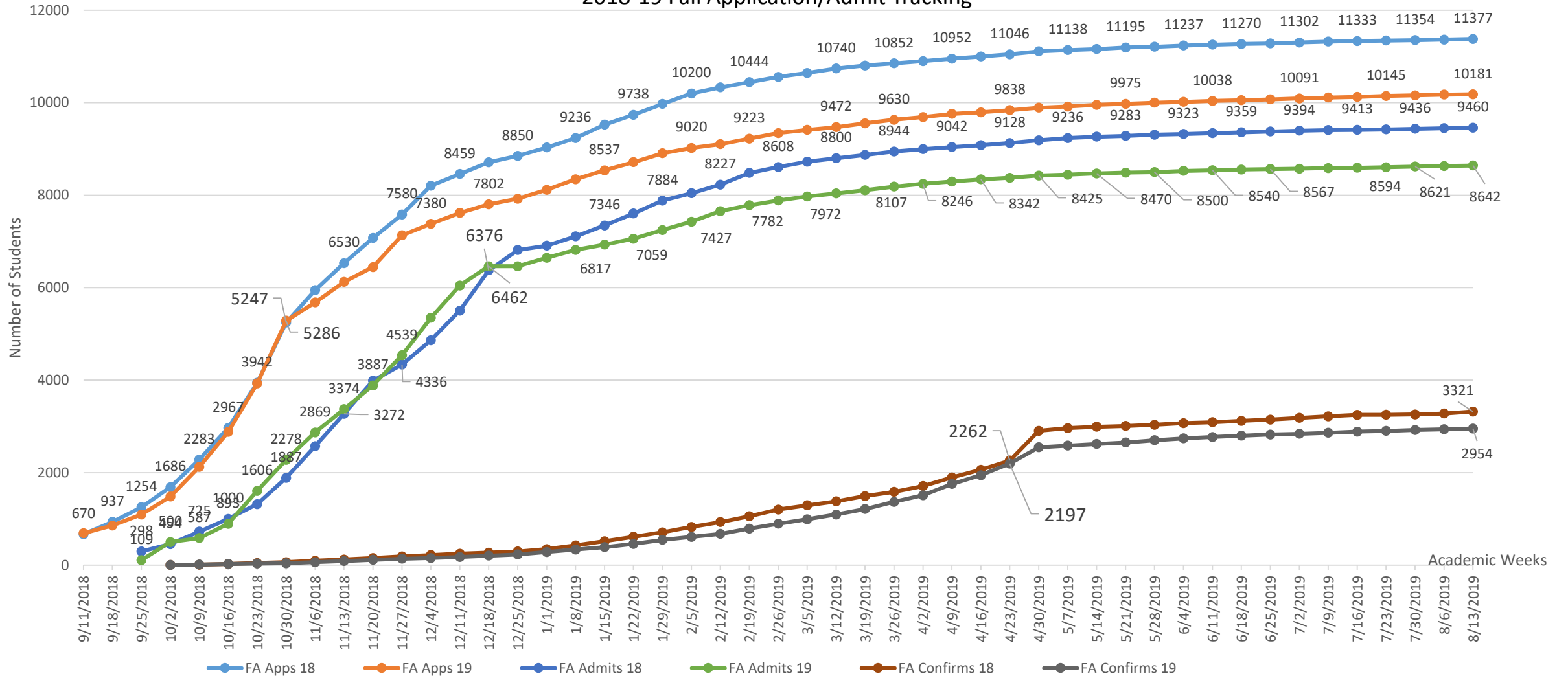
DHS PROFILE

Freshman Class Profile					
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Avg. GPA	3.32	3.36	3.42	3.45	3.48
Avg. ACT Score	22.7	22.7	22.8	23.02	23.03
	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
1st Yr. Retention Rate	71.9%	74.1%	74.5%	75.9%	76.4%
6-year Graduation Rate	41.5%	43.3%	41.9%	47.5%	51.2%



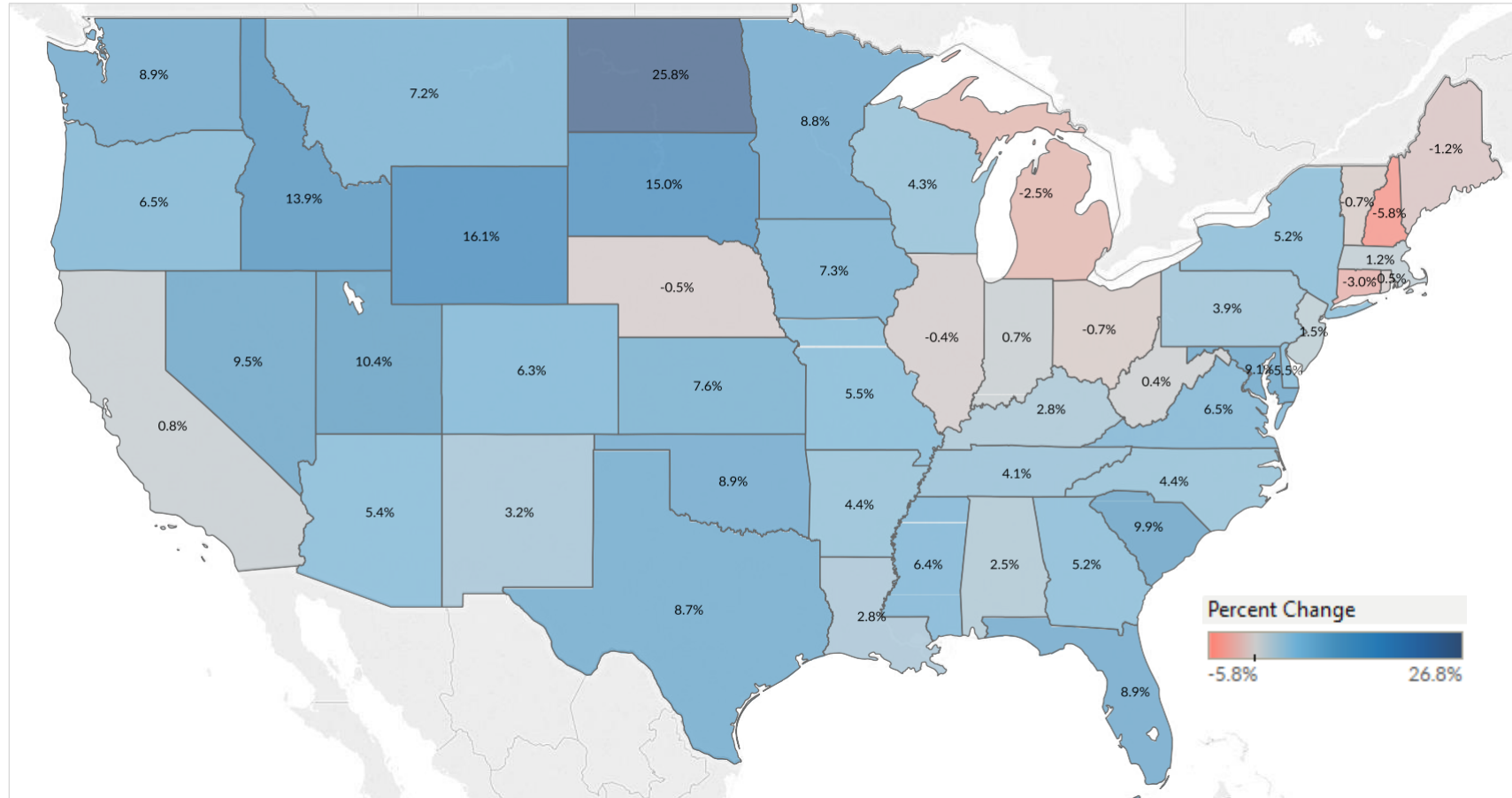
KEY TRENDS 2018-2019

2018-19 Fall Application/Admit Tracking



PROJECTED CHANGE IN HIGH SCHOOL GRADUATES

Public and Non-public, 2019-20 to 2024-25



FOCUS AREAS FOR 2019/2020/2021

- Driving Applications – UToledo and Common Application
- Increasing Market Share in Lucas County
- Slight increase in Market Share in Michigan over 2019
- Building Remote Markets – *Columbus, Cleveland, Fort Wayne, Cincinnati, *Pittsburgh, *New York*
- Redesign and expanded Marketing/Events/Communication
- Expanding CCP enrolment and teaching opportunities
- Expanding agreements with Community Colleges
- Outreach to Companies with Tuition Benefit- Focus on Top 20