

Admissions and Student Aid Committee

Minutes: Tuesday, September 23, 2014

In Attendance: Leonard Baido, Marc Harding, Robin Kear (chair), Julius Kitutu, Hillary Koller, Carol Mohamed, Sanjeev Shroff, Juan Taboas, Lauren Terhorst (secretary), Janice Vance

Regrets: Linda Dudjak

Observers: Kellie Kane (OFA), Kimberly Barlow (University Times)

Chair Robin Kear welcomed the committee and announced meetings will be held monthly, with dates alternating between Mondays and Tuesdays to accommodate teaching schedules.

Marc Harding, Chief Enrollment Officer of the Office of Admissions and Financial Aid (OFA), presented data on the incoming freshman class. The 2014 incoming class is made up of 3,884 freshman from 1,345 high schools, plus 844 external transfer students (4,728 total). The average SAT for the incoming student was 1297 out of a possible 1600 (critical reading and math). Non-resident (out of state) students made up 34% of the incoming class, with 85% from the following 10 states: New Jersey (287), New York (230), Ohio (130), Maryland (97), Illinois (85), Virginia (85), California (53), Massachusetts (52), Connecticut (25) and Michigan (24). Additionally, the percentage of minority students in the incoming class was 24.8%, an increase from 21.5% in 2012.

The number of high school graduates is steadily declining in PA, which has implications for recruitment. Most students enrolled at Pitt come from a 500 mile radius. OFA is expanding recruitment tactics to areas where there is “brand recognition” for Pitt; that is, targeting states with colleges in the Atlantic Coast Conference and states with larger numbers of Pitt alumni. Although there was a slight drop in international student enrollment for 2014, Pitt has launched a 12 country tour for recruitment.

The number of applications to Pitt is increasing; however, more students are admitted to yield enrollment. As an example, the ratio of admitted students to enrolled students was .239, or 23.9% in 2014, which is down from 26.1% in 2013. This drop in yield can be attributed to the quality of the students; that is, brighter students have more choices and opportunities for scholarships elsewhere.

The content of the meeting was covered by Kimberly Barlow for the September 25, 2014 University Times. <http://www.utimes.pitt.edu/?p=32277>

The next meeting will be held on October 20, 2014 and will be a student aid update from Randall McCready (Financial Aid Officer, OFA) and Marc Harding.