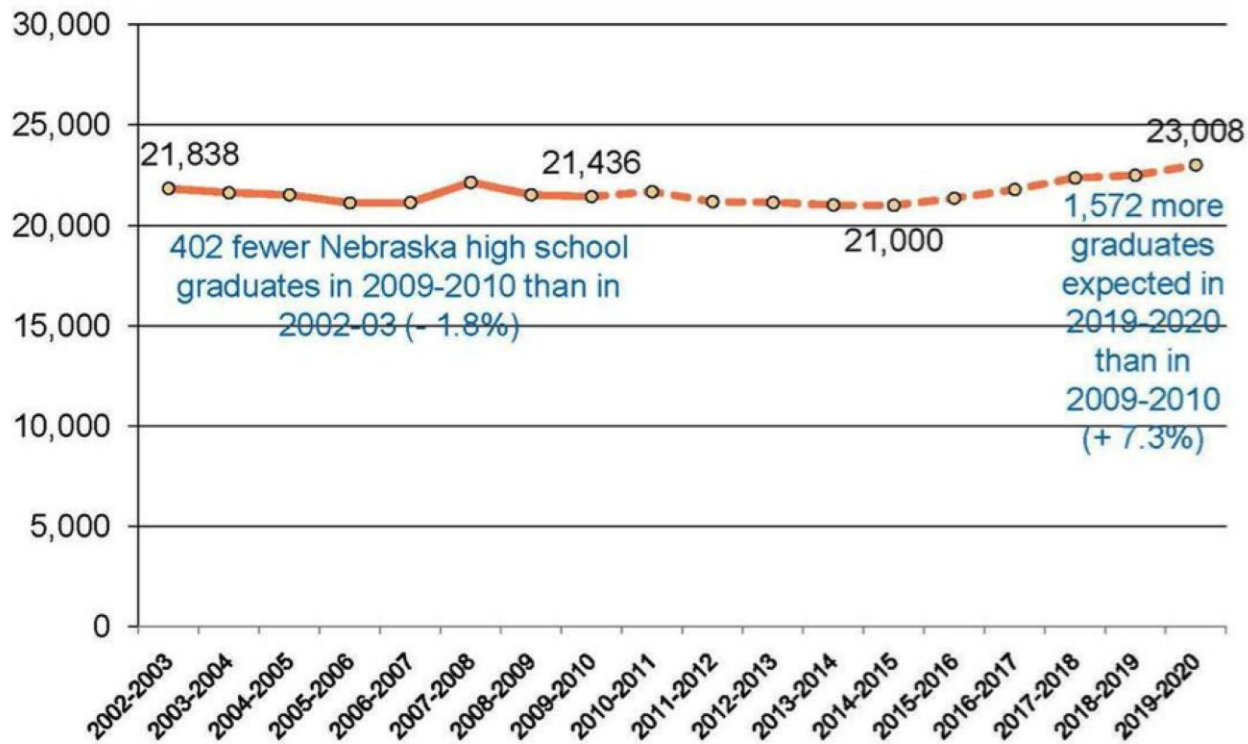




ADMISSIONS
UPDATE

CHANGING DEMOGRAPHICS

Total Number of High School Graduates Actual & Projected 2002-2003 through 2019-2020

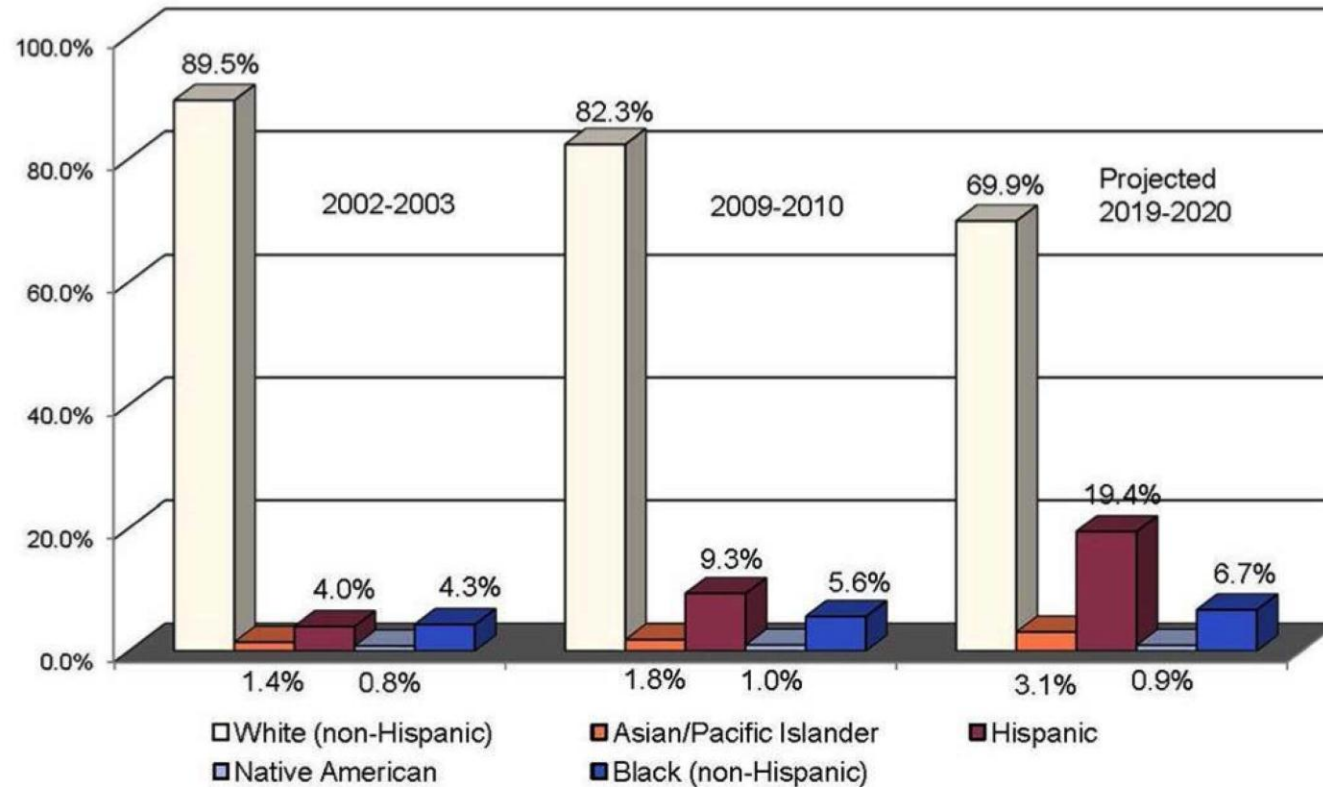


Not including graduates of Educational Service Units and State-Operated Schools



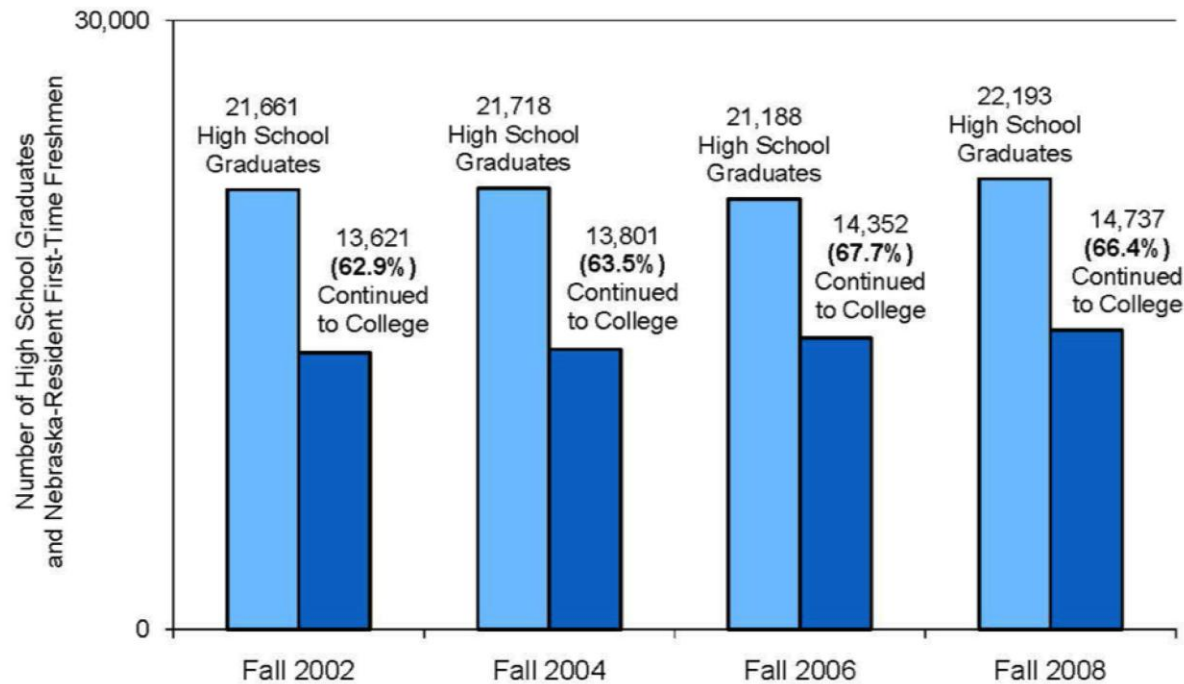
CHANGING DEMOGRAPHICS

Total Number of High School Graduates Actual & Projected 2002-2003 through 2019-2020



CHANGING DEMOGRAPHICS

Total Number of High School Graduates Actual & Projected 2002-2003 through 2019-2020



¹Data Sources: Nebraska Department of Education, January 2007 and January 2009, and the National Center for Education Statistics, IPEDS fall 2002, 2004, 2006 and 2008 surveys. Includes full-time and part-time students. See [Table A5.2](#) in [Appendix 5](#) for supporting data and a technical note.



2020 ENROLLMENT GOALS

- Maintain at least 17% of Nebraska high school graduates each year
- Increase domestic nonresident freshman enrollment
- Increase transfer/international student enrollment



SCHOOL LENS

STUDENT LENS

PROSPECT



SEEKING



INQUIRY



LEARNING



APPLY



NARROWING



DEPOSIT



CHOOSING



ATTEND



STARTING



SCHOOL LENS

FALL 2011

FALL 2020

PROSPECT

60,000

110,760

INQUIRY

25,000

78,000

APPLY

8,000

14,510

DEPOSIT

4,200

5,630

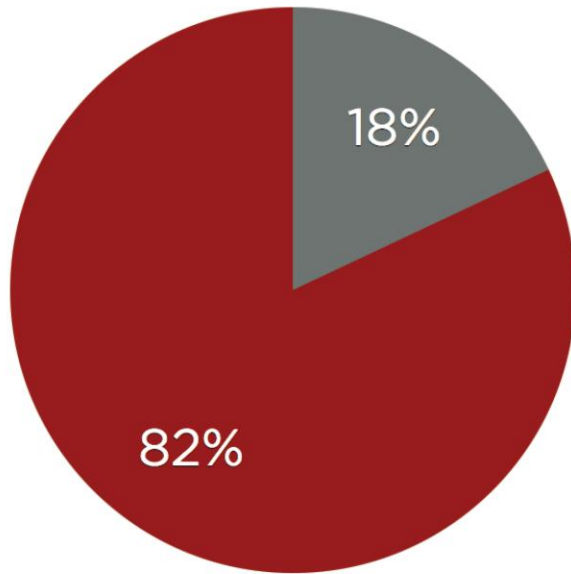
ATTEND

3,849

5,236

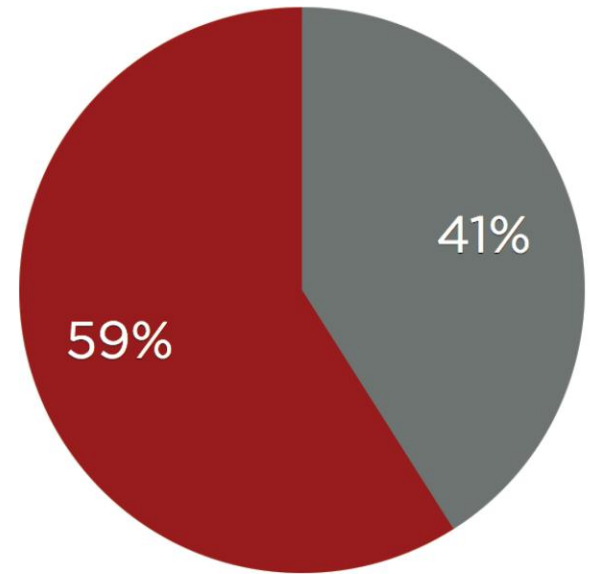


FALL 2011



● NON-RESIDENT ● RESIDENT

FALL 2020



● NON-RESIDENT ● RESIDENT

RESIDENCY BREAKDOWN

DOMESTIC RECRUITMENT

- Maintain and/or increase current NE market share (17%)
 - Increase our presence in Nebraska
 - 30% increase NE diversity recruitment
- Increase recruitment efforts in the following states: CO, IA, IL, IN, KS, MI, MN, MO, PA, SD, WI
 - Regional Reps in CO, MN (2), and IL (2)
 - Increase prospect pool
- Increase student outreach initiatives
- Increase Campus Visit opportunities
- Competitive scholarships & financial aid packages
- Increase marketing & brand awareness



TRANSFER & INTERNATIONAL RECRUITMENT

- Increase presence in China, Malaysia, Korea, Singapore, Vietnam
- Begin recruitment in Sri Lanka, Turkey, India, and Brazil
- Create a prospect pool for international & transfer students
- Increase efficiencies for international & transfer processing
- Increase transfer recruitment from NE & OOS markets
- Increase yield of students in Intensive English Program
- Increase marketing & brand awareness



YOUR STORY MATTERS



Nebraska gives your
life an incredible
story and your story
incredible life.





LINCOLN



Great downtown nightlife and West Haymarket.



The ground-breaking of Innovation Campus.



Booming biz and tech scene.



Creative scene is rich with interesting artists.



Value of education goes further at Nebraska.



The beauty of Omaha and Lincoln together.



Third largest city in the Big10.



Accessibility to city through an amazing trail system.



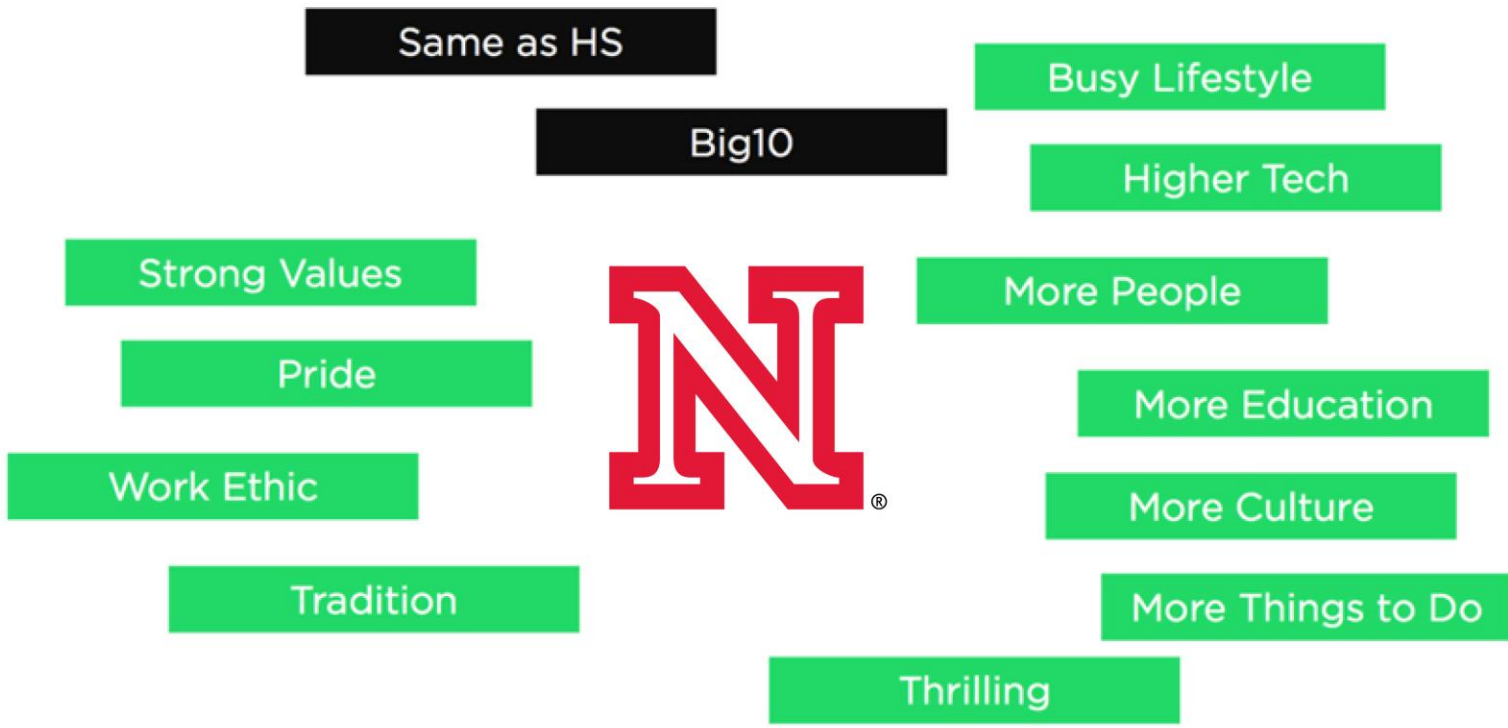
The collaborative, hard-working, good people.



ACCESS



OPPORTUNITY



In-State Student: Sees UNL as a level up... and because of the Big10 move, maybe even too big of a level up for comfort.

GREATER NEBRASKA

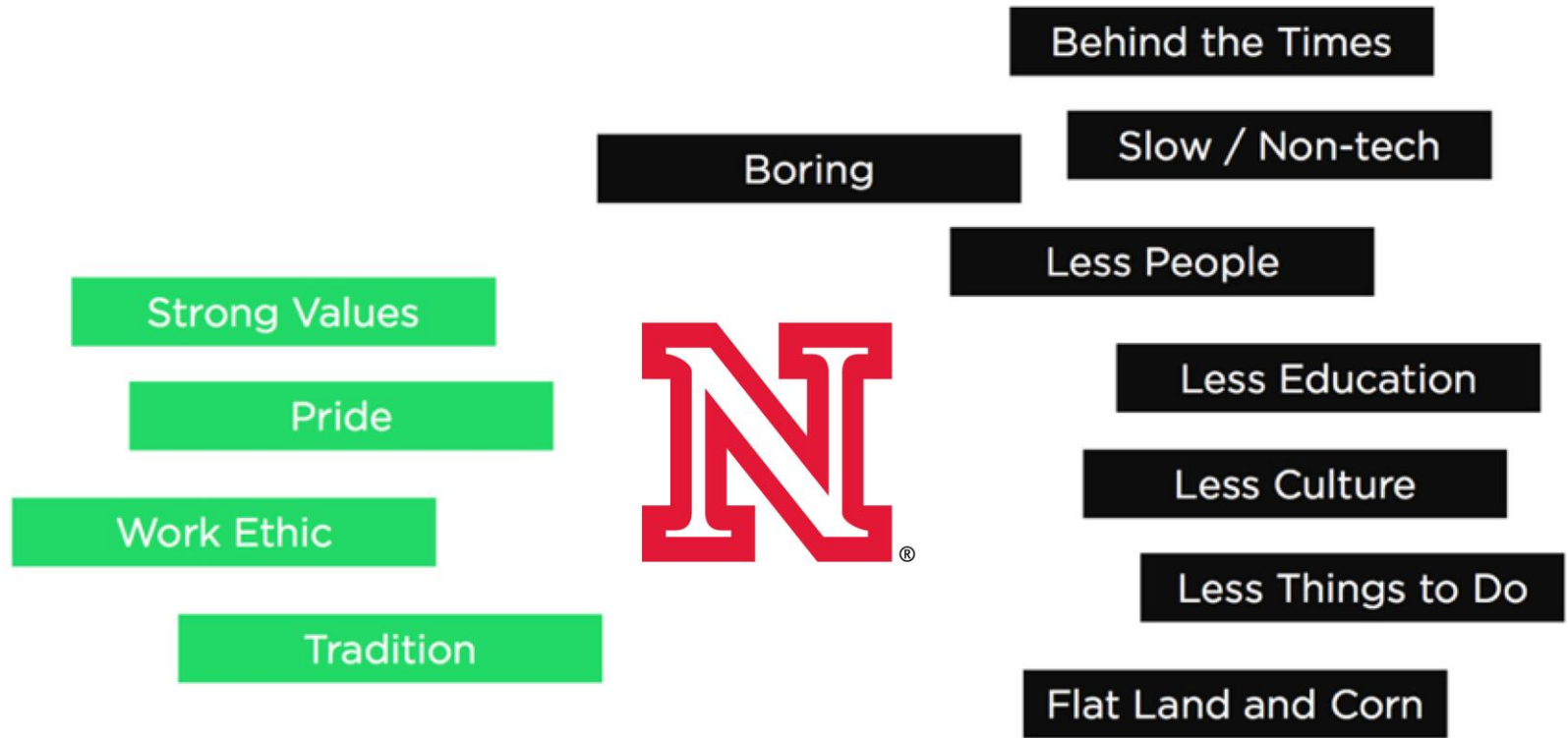
Follow your heart
to UNL and find
your future.



LINCOLN / OMAHA

As the top-rated
university in the
state, UNL plays Big.





Out-of-State Student: Sees the risk in the brand as outweighing the positive attributes, ultimately holding them back.

OUTSIDE NEBRASKA

Nebraska is
surprisingly inspiring.



NEBRASKA

UNIVERSITY of NEBRASKA - LINCOLN



OUT-OF-STATE



ADMISSIONS GUIDE

2013-2014



UNIVERSITY OF NEBRASKA-LINCOLN

*SEE WHAT
IT'S LIKE
TO BE A
HUSKER*

2013-14 Red Letter Day Open Houses

UNIVERSITY *of* NEBRASKA-LINCOLN

MORE THAN YOU MIGHT EXPECT



VALUE IS A STORY





“

PRICE
IS WHAT YOU PAY
VALUE
IS WHAT YOU GET

”

-Warren Buffett
Class of 1951



*ADMISSIONS
UPDATE*