



2017 FALL TRAVEL GOALS

For the Fall 2017 recruitment season, Admission team members committed to:

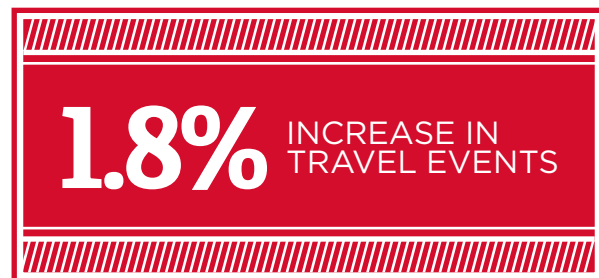
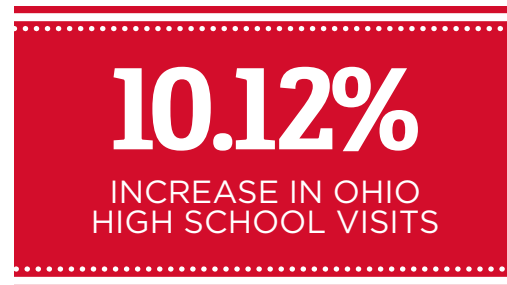
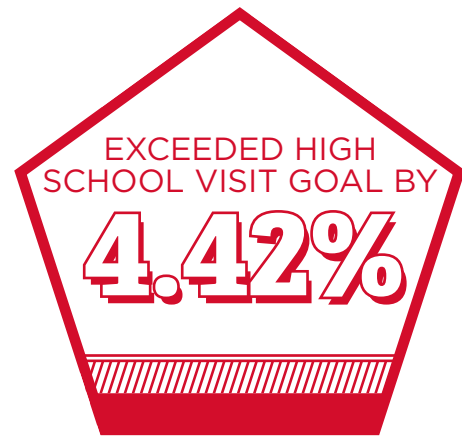
- » Expand Miami's reach in primary, secondary, tertiary, and emerging markets through increased travel efforts both by Oxford- and regionally-based recruitment staff to exceed more than 1,650 high school visits.
- » Use a data-driven approach to make smart and efficient travel decisions.
- » Generate tremendous energy with prospective students, parents, and alumni.
- » Share a consistent and exciting message about the Miami experience.
- » Build strong relationships with counselors, community colleges, and community-based organizations.
- » Encourage students and families to attend a campus visit.
- » Leverage the Early Decision (ED) application where appropriate.
- » Increase overall application numbers, and enhance Miami's student profile.



TRAVEL STATISTICS

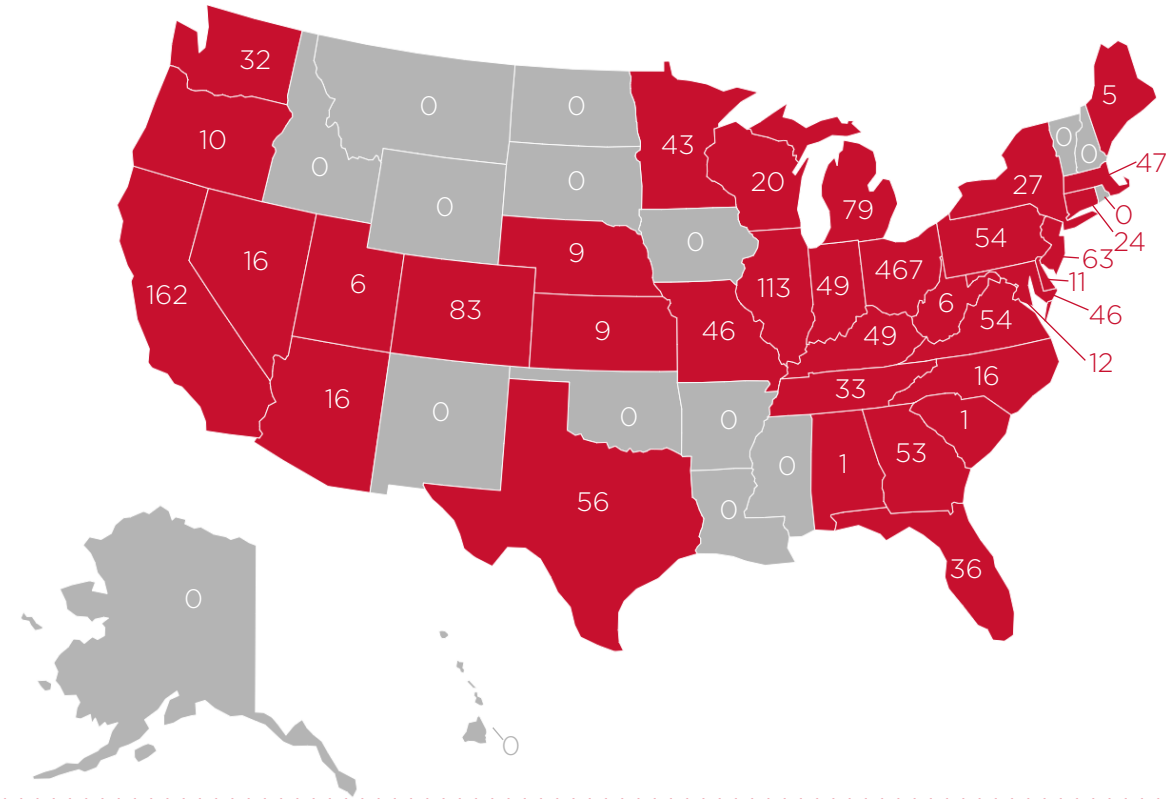
OVERALL TRAVEL NUMBERS

	COLLEGE FAIRS	COUNSELOR PROGRAMS	HIGH SCHOOL VISITS	HS WORKSHOPS, PROGRAMS, PANELS & PRESENTATIONS	PROSPECTIVE STUDENT RECEPTIONS	TOTAL
OHIO	51	8	381	27	0	467
OUT-OF-STATE	173	8	1,068	31	7	1,287
INTERNATIONAL	24	0	274	5	0	303
TOTAL	248	16	1,723	63	7	2,057



GEOGRAPHIC BREAKDOWN

TRAVEL EVENTS BY STATE



OHIO

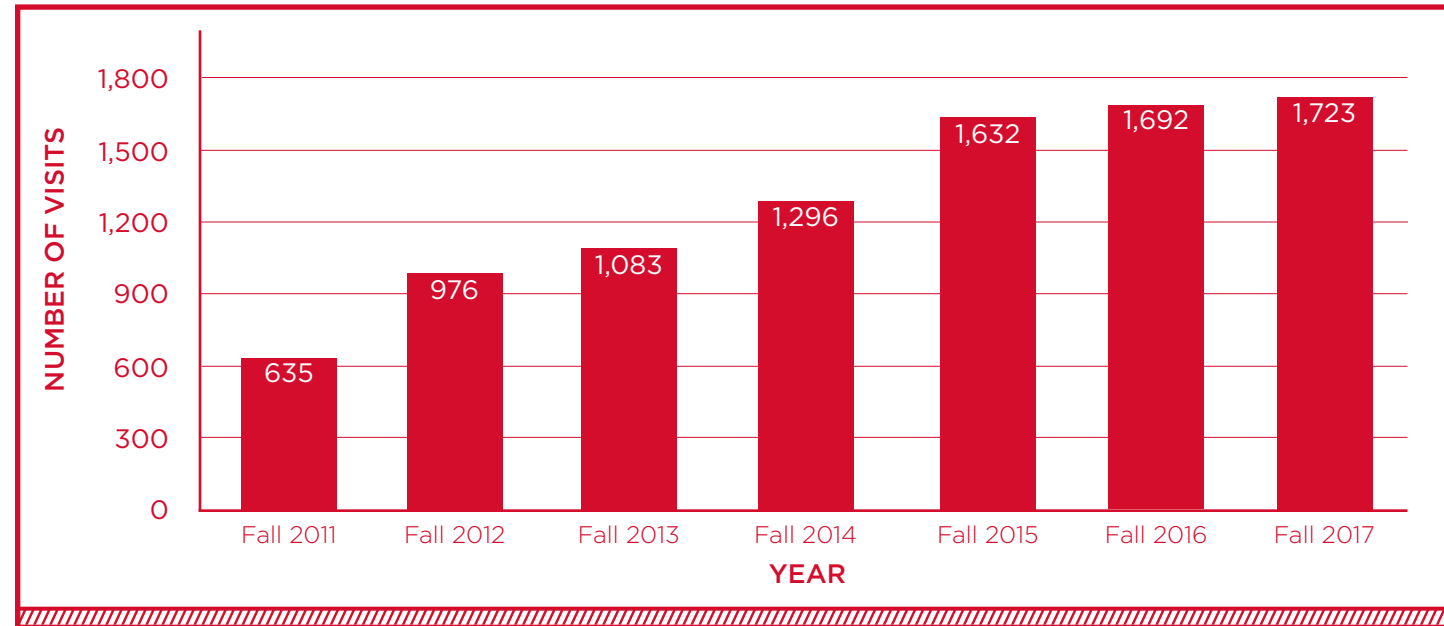
Akron: 54	Cleveland: 92	Dayton: 73	Toledo: 45
Cincinnati: 87	Columbus: 75	Southeast Ohio: 41	

OUT-OF-STATE

Alabama: 1	Hawaii: 0	Massachusetts: 47	New Mexico: 0	Tennessee: 33
Alaska: 0	Idaho: 0	Michigan: 79	New York: 27	Texas: 56
Arizona: 16	Illinois: 113	Minnesota: 43	North Carolina: 16	Utah: 6
Arkansas: 0	Indiana: 49	Mississippi: 0	North Dakota: 0	Vermont: 0
California: 162	Iowa: 0	Missouri: 46	Oklahoma: 0	Virginia: 54
Colorado: 83	Kansas: 9	Montana: 0	Oregon: 10	Washington: 32
Connecticut: 24	Kentucky: 49	Nebraska: 9	Pennsylvania: 54	West Virginia: 6
Delaware: 11	Louisiana: 0	Nevada: 16	Rhode Island: 0	Wisconsin: 20
Florida: 36	Maine: 5	New Hampshire: 0	South Carolina: 1	Wyoming: 0
Georgia: 53	Maryland: 46	New Jersey: 63	South Dakota: 0	DC: 12

FIRST-YEAR DOMESTIC RECRUITMENT

HIGH SCHOOL VISITS SINCE 2011



TOP ATTENDED DOMESTIC HIGH SCHOOL VISITS*

1. Kettering Fairmont High School, Kettering, OH	157
2. Waynesville High School, Waynesville, OH	114
3. Archbishop McNicholas High School, Cincinnati, OH	84
4. Mount Notre Dame High School, Cincinnati, OH	64
5. Saint Xavier High School, Cincinnati, OH	54
6. Meadowdale High School, Dayton, OH	48
7. Kings High School, Mason, OH	47
T8. Saint Charles Preparatory High School, Columbus, OH	46
T8. Lake Forest High School, Lake Forest, IL	46
10. Saint Ignatius High School, Cleveland, OH	45

*Note: All attendance figures used throughout this report, including event rankings, are based on the number of information cards collected.

1.8%

INCREASE IN
HIGH SCHOOL VISITS
SINCE 2016

271%

INCREASE IN
HIGH SCHOOL VISITS
SINCE 2011

FIRST-YEAR DOMESTIC RECRUITMENT

DIVERSE STUDENT RECRUITMENT TRAVEL

Statistics in this section are based on schools that generate the highest number of diverse students for Miami University.



TOP SCHOOLS VISITED (BY MARKET)

Columbus, OH: 26

Dayton, OH: 21

Cleveland, OH: 19

Cincinnati, OH: 18

Illinois: 11

COLLEGE FAIRS

TOP ATTENDED DOMESTIC COLLEGE FAIRS*

1. Minnesota National College Fair (NACAC), Minneapolis, MN	194
2. Baltimore National College Fair (NACAC), Baltimore, MD	187
3. Cincinnati National College Fair (NACAC), Cincinnati, OH	169
4. Indianapolis National College Fair (NACAC), Indianapolis, IN	121
5. Seattle National College Fair (NACAC), Seattle, WA	119
6. Columbus Suburban College Fair, Westerville, OH	118
7. WACAC Reno College Fair, Reno, NV	97
8. Infinite Scholars College Fair, Cincinnati, OH	93
9. Louisville National College Fair (NACAC), Louisville, KY	88
10. Infinite Scholars College Fair, Trotwood, OH	84

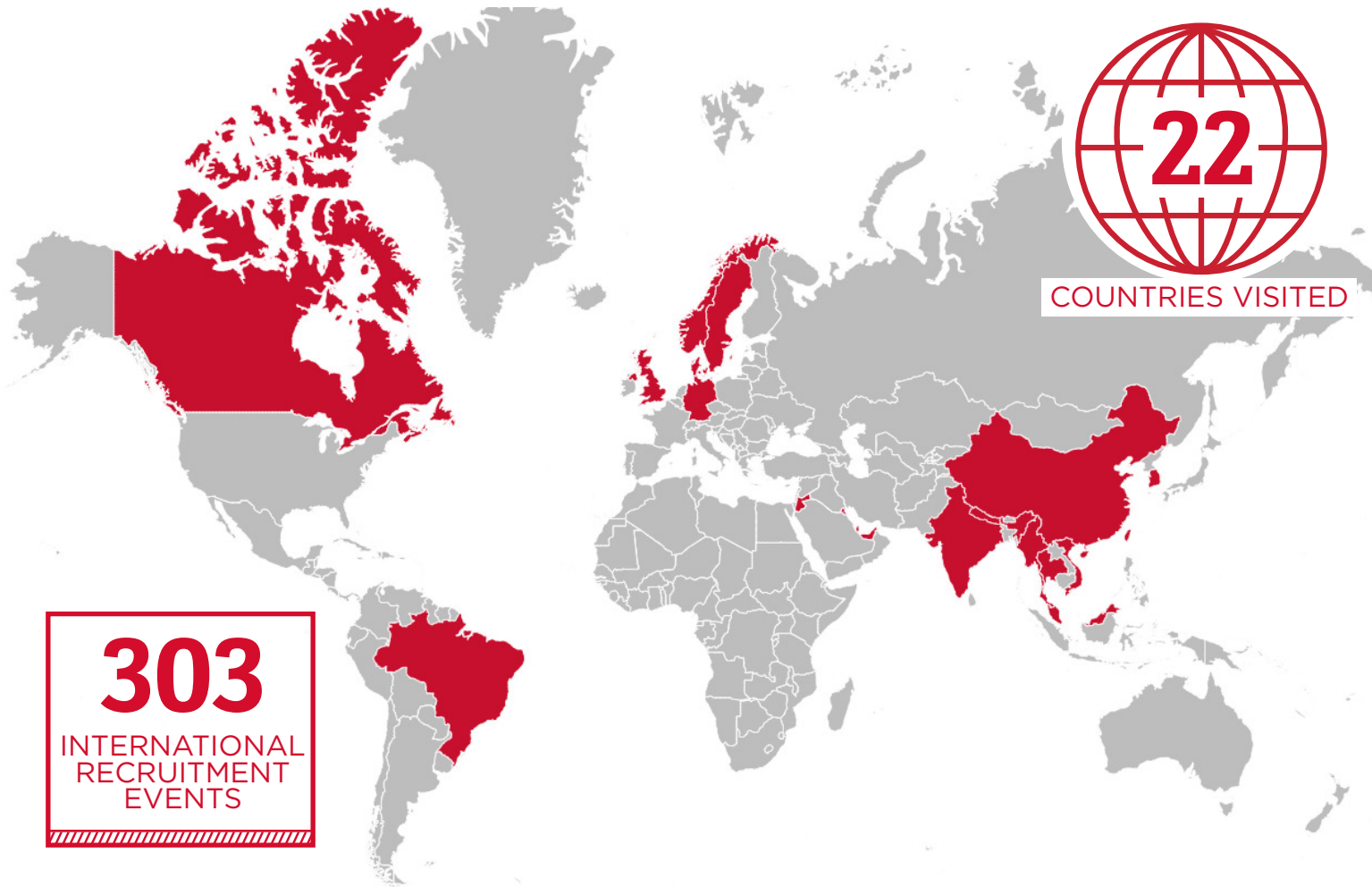
*Note: All attendance figures used throughout this report, including event rankings, are based on the number of information cards collected.



17.7%
INCREASE
IN OUT-OF-STATE
COLLEGE FAIRS
SINCE 2016

STRATEGIC RECRUITMENT INITIATIVES

INTERNATIONAL RECRUITMENT TRAVEL



COUNTRIES VISITED		
BRAZIL	JORDAN	SOUTH KOREA
CANADA	KUWAIT	SWEDEN
CHINA	MALAYSIA	TAIWAN
DENMARK	MYANMAR	THAILAND
GERMANY	NEPAL	UNITED ARAB EMIRATES
HONG KONG S.A.R.	NORWAY	UNITED KINGDOM
INDIA	QATAR	VIETNAM
	SINGAPORE	

STRATEGIC RECRUITMENT INITIATIVES

TRANSFER RECRUITMENT TRAVEL

COMMUNITY COLLEGES VISITED

- CENTRAL OHIO TECHNICAL COLLEGE
- CINCINNATI STATE TECHNICAL AND COMMUNITY COLLEGE
- COLLEGE OF DUPAGE (ILLINOIS)
- COLLEGE OF LAKE COUNTY (ILLINOIS)
- COLUMBUS STATE COMMUNITY COLLEGE (2 CAMPUSES)
- CUYAHOGA COMMUNITY COLLEGE (2 CAMPUSES)
- LAKELAND COMMUNITY COLLEGE
- LORAIN COUNTY COMMUNITY COLLEGE
- OAKTON COMMUNITY COLLEGE (ILLINOIS)
- OWENS COMMUNITY COLLEGE
- SINCLAIR COMMUNITY COLLEGE
- ZANE STATE COLLEGE



312
ESTIMATED ATTENDANCE AT TRANSFER TRAVEL EVENTS

38
TRANSFER TRAVEL EVENTS

HIGH SCHOOL COUNSELOR EVENTS

HIGH SCHOOL COUNSELOR EVENTS BY LOCATION



OHIO

- Akron
- Cincinnati
- Cleveland (Beachwood)
- Cleveland (Westlake)
- Columbus
- Dayton
- Portsmouth
- Toledo



OUT-OF-STATE

- Atlanta, GA
- Chicago, IL
- Milwaukee, WI
- Minneapolis/St. Paul, MN
- Nashville, TN
- Roswell, GA
- St. Louis, MO
- Washington, D.C.

555 COUNSELORS ATTENDED A COUNSELOR EVENT

