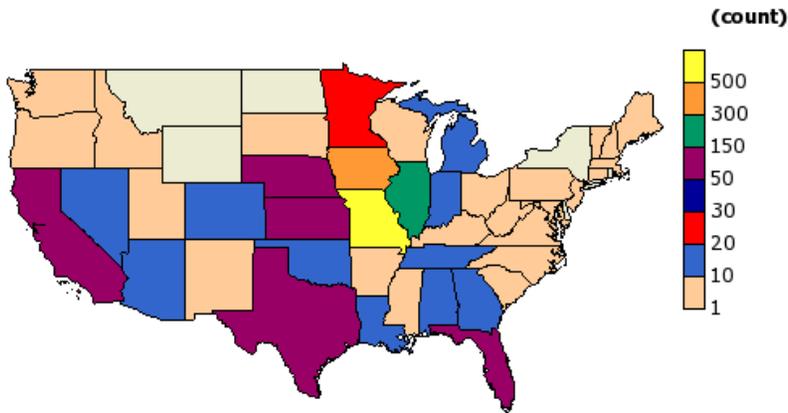


Active Enrollment Funnel by Academic Division

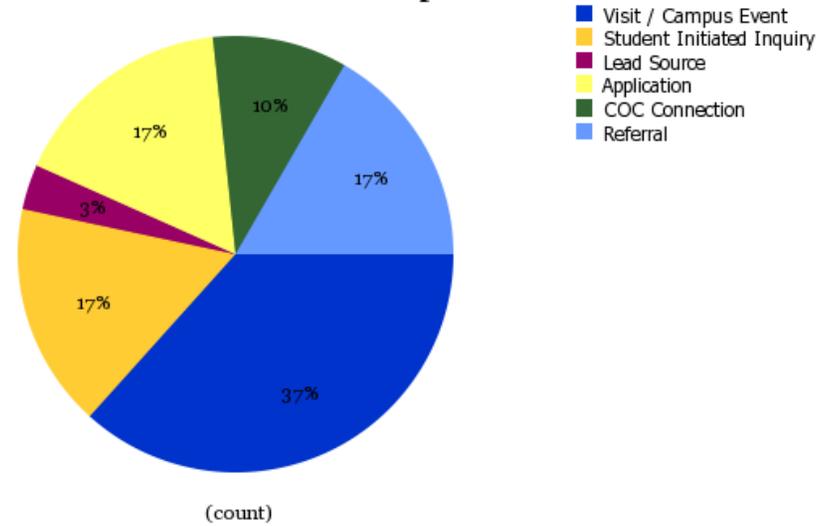
Applicant Count - Distinct	INQUIRED	PREAPP	APPLIED	APPWDOC	APPCOMP	HOLD	ACCEPTED	CONFIRM
C.H. Sandage School of Business	341	6	108	57	8	7	118	4
Division of Visual and Performing Arts	197	4	24	12	2	1	32	2
Edmund J. Gleazer School of Education	35	2	10	7	1		32	4
General	7,925	186	133	105	3	25	240	2
Health and Movement Science	101	1	21	5	2		30	2
Humanities	28		11	4		3	15	2
School of Nursing	388	8	37	26		8	78	3
Science and Mathematics	383	9	81	34	3	9	133	6
Social Science	255	3	57	28	3	7	88	5
Total(Intended Major 1 Division Description)	9,653	219	482	278	22	60	766	30

	INQUIRED	PREAPP	APPLIED	APPWDOC	APPCOMP	HOLD	ACCEPTED	CONFIRM
Community of Christ	492	21	33	24	5	3	77	10

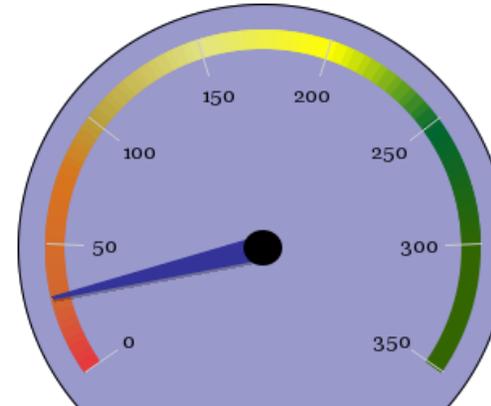
Active Applicants by State



Referral Source of Deposited Students



Deposit Count = 30



Dear Graceland Community,

Many of you have shared your thoughts about how we can achieve our enrollment goals, and you have asked the question, "How can I help?" Your supportive response has been overwhelming and moving. On behalf of the admissions team, *thank you so much*. To know and feel your commitment makes all the difference.

From the messaging that causes a prospective student to inquire about Graceland, until we see the whites of their eyes on move-in day, bringing in a class of at least 350 new students each year requires a *total community effort*.

Graceland Enrollment Summit

You may have heard in December, many of the offices and alumni involved in the enrollment process were invited to the Lamoni campus for an enrollment summit. Led by alumnus and trustee Ivan Joseph '93 and alumnus Mike Seagraves '94, the two-day event was eye-opening, challenging and inspiring.

Resulting from that meeting was a new-found cohesion and a list of ideas and action items to begin working on immediately. Another result of the summit is that I will be updating the campus on our enrollment progress each week, along with providing some simple action items our campus community can implement to help the enrollment process.

Currently, we have 30 confirmed (paid their \$200 deposit) students out of the 350-student goal for Fall 2020. This is slightly behind last year at this time when we had 32 students confirmed year-to-date. There are 33 weeks left in the recruiting cycle. That breaks down to roughly 9-10 students per week, every week, through August.

How You Can Help

As we enter into the peak season for **guest visits**, please keep the following in mind:

1. **Your cooperation is appreciated – and needed.** When you're asked to be a part of the enrollment process – whether it's to meet with a student or simply provide information, your timely response can make the difference between that student choosing Graceland or another institution. We all need to work together to help prospective students feel good about choosing Graceland.
2. **Most group guest visits happen on our Visit Fridays**, which are almost every Friday year-round. However, individual campus visits are scheduled additional days of the week as needed. Please refer to prospective students and their families as **guests** rather than kids, boys and girls, or even visitors.
3. **Guest tours: please be friendly** – smile and greet the tour. **Do not talk long!** Each guest visit is customized to the student's interests and needs. Faculty and staff have adjusted their workloads to be ready for each appointment. The tour hits the key locations requested by guests and cannot veer from that timeline more than a few minutes.
4. **First impressions matter.** Monday, as you enter campus, try to view our campus as if you were a guest arriving for the first time. Has a trash can lid gone askew? Is the entry of your building cluttered? What can be seen from the open door of your office or classroom?
5. **Conversation with a guest:** If you do get the chance to visit with a guest, remember, most people would rather be understood than impressed. Gear the conversation to be more about them than about you.

Above is an enrollment dashboard, which will be updated each week. Thank you for your interest in the enrollment process. When we hit our enrollment goals, we all win. My door is always open, and I would appreciate any feedback you have regarding the enrollment effort.

Sincerely,

Deb

Deborah L. Skinner

Dean of Undergraduate Admissions