Volunteer Forum 2014

Admission Volunteering: Your Chance to Impact Future Students

Saturday, June 7th, 2014
Presented by: Jeesoo Sohn
Introductions

• Who I am…
  – Jeesoo Sohn, CFA ’13 – Assistant Director of Admission

• A session overview
  – The Admission year
  – Incoming class by the numbers
  – Carnegie Mellon Admission Council
A Year in Review

• Increased application
• Admission staff changes
• New website
• New student information system
• New Common Application
• New financial aid system
Fall 2014 – By the numbers

Enrolled
Admit
Applicants


1409 1428 1416 1465 1423 1486 1436 1410 1486 1526

4730 4951 5044 5129 5132 5164 5029 4807 4813 4767

9479 11176 12821 13527 14153 15496 16527 17313 18877 19809

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Fall 2014 – SAT Average

SAT Average

1440
1420
1400
1380
1360
1340
1320
1360 1370 1380 1390 1390 1400 1410 1420 1430

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Fall 2014 – CR + M

- **SAT Math**
  - 2005: 710
  - 2006: 720
  - 2007: 720
  - 2008: 720
  - 2009: 720
  - 2010: 720
  - 2011: 730
  - 2012: 740
  - 2013: 740
  - 2014: 690

- **SAT Critical Reading**
  - 2005: 650
  - 2006: 650
  - 2007: 660
  - 2008: 660
  - 2009: 670
  - 2010: 670
  - 2011: 680
  - 2012: 680
  - 2013: 680
  - 2014: 690

- **Graph Key**:
  - Blue line: SAT Math
  - Red line: SAT Critical Reading
Fall 2014 – Class Demographics

- Women: 39%, 40%, 39%, 43%, 43%, 42%, 40%, 45%, 45%, 45%
- Non-US Citizen: 13%, 10%, 13%, 12%, 15%, 15%, 18%, 15%, 18%, 19%
- Minority: 12%, 12%, 12%, 12%, 12%, 9%, 15%, 15%, 15%, 13%

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Fall 2014 – Class Demographics cont.

Top 5 States (Enrolling)
• California (190)
• New Jersey (181)
• Pennsylvania (168)
• New York (143)
• Massachusetts (63)

Top 5 Countries (non-US) (Enrolling)
• China (142)
• South Korea (49)
• Singapore (34)
• India (31)
• Hong Kong (14)
The CMAC Program

• Share your Carnegie Mellon experience
• Student demonstrated interest
• One year commitment
• Alumni Interviews
• Adopt-A-High-School
• Follow Up
• Referrals
CMAC Changes

- College Fairs – no longer a focus
- Kelly Runco – Administrative Assistant
The CMAC Calendar

• Summer
  – Membership drive renewal
  – Print materials for the year

• Fall
  – Begin interviewing

• Winter
  – Interviewing continues

• Spring
  – Calling admitted students
  – Yearly wrap up
CMAC Communication Flow

- Prospective student mailings
- CMAC Manual (guidelines)
- CMAC Newsletter (bulletin board)
- Interview reports
- CMAC website – www.cmu.edu/cmac
- Social Media
CMAC Interviews (informational)

Interview Objectives

- Opportunity for students to demonstrate interest
- Ask questions
- Connect with alumni network
- Determine “fit”
How do students connect?

- September 1\textsuperscript{st} – February 1\textsuperscript{st}
- Online Interviewer Database
  - http://admission.enrollment.cmu.edu/pages/interview-with-alumni
- Students reach out to you
- Submit online interview report
- Becomes part of the student’s file
CMAC Interviews

• Not to evaluate, but to provide information
• Proper location for interviews
• Who should participate?
• Gifts
• Returning interview sheets
Other CMAC Opportunities

- Adopt-a-High-School
- Ethnic Minority outreach
- Referrals
- Regional outreach
CMAC – Open Q&A

• Share your CMAC experience
• What is it about CMAC that you enjoy the most?
• What additional training would be helpful?
• Webinar feedback
• New interview form feedback
• Other questions?
THANK YOU!