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Enrollment Success

University of Dayton

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The University of Dayton expects to continue its strong enrollment momentum this fall, welcoming another large class that is more academically prepared and culturally and geographically diverse.

"Our brand is strong and the value of our Catholic, Marianist education continues to resonate with students and families across the country," said Sundar Kumarasamy, vice president for enrollment
management and marketing.

The University has received about 2,100 deposits, which is about 5 percent over the goal, and has set a new record for applications at 16,700. Average college entrance test scores and high school GPAs, measures of academic preparedness, also increased, indicating the University's appeal to top students in the nation.

The University was early to act on demographic trends that have increased competition among colleges and universities. With this fall's class, the University will have enrolled four of the largest classes in school history during the past five years, despite dwindling numbers of high school seniors in Ohio.

"We continue to attract the majority of our new students from outside Ohio," Kumarasamy said, adding that enrollment from Indiana and Missouri was especially strong this year. He expects international undergraduate and graduate enrollment to equal last year's mark of more than 1,500.

Jason Reinoehl, who will take over as interim vice president for enrollment management and marketing when Kumarasamy leaves for Northeastern University later this month, said the signs are already good for the class that will enroll in fall 2016.

"We are seeing an increase in inquiries about the University and especially about our guaranteed four-year tuition plan," Reinoehl said. "Students and families are hearing good things about it and the peace of mind it gives them."

The tuition plan promises families scholarships and grants will increase every year to offset any tuition increases. In addition, students pay no fees and can qualify for up to $1,000 annually for textbooks.

Reinoehl said with the end of the plan's second full year, the University is seeing the continuation of important trends that started with the first year of the tuition plan.

"Retention made a 3 percent jump in one year and hit an all-time high," he said. "We know that finances are one reason students often don't continue from their first year to their second. We think the increase in retention is a sign that families knew upfront what second-year costs would be and were better prepared.

"We are also seeing promising indications that fewer of our students are borrowing, and those who borrow are borrowing less."
For more information, contact Cilla Shindell, director of media relations, at 937-229-3257 or shindell@udayton.edu.

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A transformational gift

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