

3-14-2000

University of Dayton Receives Record Applications, Nearly 60 Percent of Prospective Students Apply Online

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Recommended Citation

"University of Dayton Receives Record Applications, Nearly 60 Percent of Prospective Students Apply Online" (2000). *News Releases*. 8931.

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March 14, 2000
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NEWS RELEASE

UNIVERSITY OF DAYTON RECEIVES RECORD APPLICATIONS, NEARLY 60 PERCENT OF PROSPECTIVE STUDENTS APPLY ONLINE

DAYTON, Ohio — For the third consecutive year, the University of Dayton has received a record number of applications for the fall — with more than half obtained electronically.

To date, applications for first-year enrollment are up 4.2 percent from last year and 15.3 percent from 1998. Applications stand at a record 7,265.

"We've already exceeded the total number of fall applications we received last year — which was 7,182," said Chris Muñoz, associate provost for enrollment management at UD.

Among this year's applicants, 4,177 (or 57 percent) have applied online for free through UD's Web site, a 9 percent increase from last year. In 1998 — the first year prospective students could do so — about 30 percent applied via the Internet.

Muñoz said this fall's enrollment goal for first-year students is 1,720.

He attributes the overall record number of applications to an improved economy. And despite a slight decrease in the number of college-aged students in the University's primary and secondary markets, Muñoz says UD drew a "higher percentage of the market share" for those regions than in recent years. The University draws nearly 65 percent of its students from Ohio, with secondary markets in Illinois, Indiana, Kentucky and New York.

Muñoz also believes UD's award-winning Web site is helping to draw students.

"I think we're ahead of other universities in how we're using our Web site to market the distinctiveness of our university," he said. "The site has an interactive quality that prospective students find unique."

The University of Dayton's site (www.udayton.edu/admission.html) allows prospective students to do more than just apply for admission. They can apply for scholarships, use a free financial aid estimator service, check the status of their application and take a virtual tour. In addition, the site provides information in French, Spanish, German, Arabic, Korean, Mandarin and Thai for international students.

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On-line applications aren't the only way the University of Dayton is attracting the electronic generation. UD's efforts to fully wire all University-owned student housing was completed in August 1999. The voice, video and data network extension provides high-speed ethernet computer connections for every student who lives in University-owned housing.

Also, a grand opening of UD's new Learning Technology Center is planned for April. It's designed for faculty members and students to explore innovations in learning and technology, particularly those prompted by technology.

The University of Dayton is the largest private university in Ohio and ranks among the 10 largest Catholic universities in the nation.

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For media interviews, contact **Chris Muñoz** at (937) 229-3717 or munoz@udayton.edu.