Each year the admissions standards for freshmen have been raised, this year’s SAT minimum was 940, and the CAA was an 81 average. The freshman target for fall 2011 was 570 and we exceeded that target enrolling 629 freshmen, only 11 students down from fall 2010. The mean SAT for this freshmen class was 1020, and the mean CAA was an 85.

Over the past few years outreach to high school students and counselors has been greatly enhanced. The following is a list of recruitment and outreach initiatives that have taken place.

**Campus Visit/Information Sessions:** The number of Information Sessions and High School Campus Tours offered has greatly increased. In 2009/2010 we hosted 2,205 students through these programs and in 2010/2011 the number of students increased to 2,550. We brought 77 high schools to visit the campus last year. This year our goal is target schools with higher achieving students.

**Recruitment Fairs:** The admissions counselors cover fairs hosted by high schools, regional and national organizations throughout the New York Metropolitan area. Over the past few years we greatly expanded our outreach in Westchester and Rockland. This year with the assistance of The Office of Admission Services we are hoping to maintain our presence in Westchester and Rockland, and reach out to New Jersey as well.

**Private Visits to High Schools in NYC, Westchester and Rockland:** The private visit program to high schools has expanded over the past few years, forming closer relationships with high school counselors and students throughout the area. An outgrowth of these visits has been larger numbers of high school visits to campus and increased application numbers.

**Faculty Recruitment Program:** Terrence Cheng, Timothy Alborn, and Laurie Austin launched a Faculty Outreach Program two years ago with the goal of fostering relationships between Lehman Faculty and the high schools. A number of collaborative programs were developed which include a literary contest, students conducting research at Lehman, faculty speaking at high school conferences, tutoring programs at the schools. In order to grow this program both on campus and in the field more faculty participation is needed.

**Events for High School Counselors and Students on Campus:** Throughout the year numerous conferences, receptions and events are hosted at Lehman for counselors and students. These have included The Big Apple College Fair; Bronx DOE meetings; OAS conferences for high school counselors; workshops and programs for Bronx Institute students and parents; thematic conferences hosted by Admissions and The School of Humanities and Arts; College Now events; Honors Information Sessions, a large reception for accepted students and more.

**Macaulay Honors College and Lehman Scholars Program:** Admissions works very closely with the Macaulay Honors College Director, Gary Schwartz to recruit and enroll high achieving students to these programs. The MHC enrollment target has been met for the past few years, and
approximately 20 new freshmen have enrolled in the Lehman Scholars Program. This year’s mean SAT for Macaulay was a 1300 and the mean average was a 91. Students have also been targeted for merit based scholarships.

**Hobson’s Communication System:** With the help of this tool an extensive communication plan has been developed for both prospective and accepted students. On a regular basis students are receiving targeted e-mails from Lehman including: invitations to Information Sessions, letters from the Deans, encouragement to apply, invitations to orientation, and other important messages to ease a student’s transition to Lehman.

**Publications:** The brochures and print materials that we distribute to students have been redesigned, and many new pieces have been created over the past few years.

**Advertising:** Advertisements have been run in print, on radio, on the internet and at Westchester and Rockland Malls.

**Admissions Website and Social Media:** The admissions website has been totally redesigned and students have access to any information they need about Lehman and to the application. An admissions Face book page and Twitter account have been created which are updated on a regular basis.

**Direct Admission:** In order to reach the college’s enrollment targets, the Admissions Office has been conducting Direct Admission for two to three months each semester. Students come in person with their official documents, are evaluated for admissions, and admitted on the spot if they meet the admissions standards. At that time they are given all of the information they need to successfully enroll at Lehman.

**Focus Group on Attracting High Achieving Students:** Attracting and enrolling high achieving students must be a campus-wide initiative. In this competitive market, Lehman must show students what is special about us, and why they should ultimately decide to enroll. To accomplish this goal, faculty, current students, alumni, administrators and staff must be involved in this process. Representatives from all of these areas will be invited to be part of this focus group which will create a plan and action steps to move in this direction.