

Wooster Admissions

Presented by Tyusha Sarawagi & Sarah Wright

THE COLLEGE OF
WOOSTER

- Of the 263,139 domestic prospects for the College's classes of 2021 and 2022
 - Only 7970 of them inquire about the school
 - Only 2432 of them who inquire and send in an application



More people
inquire about the
college than apply

**Who is Applying
to Wooster?**

**Who is more
likely to apply to
Wooster?**

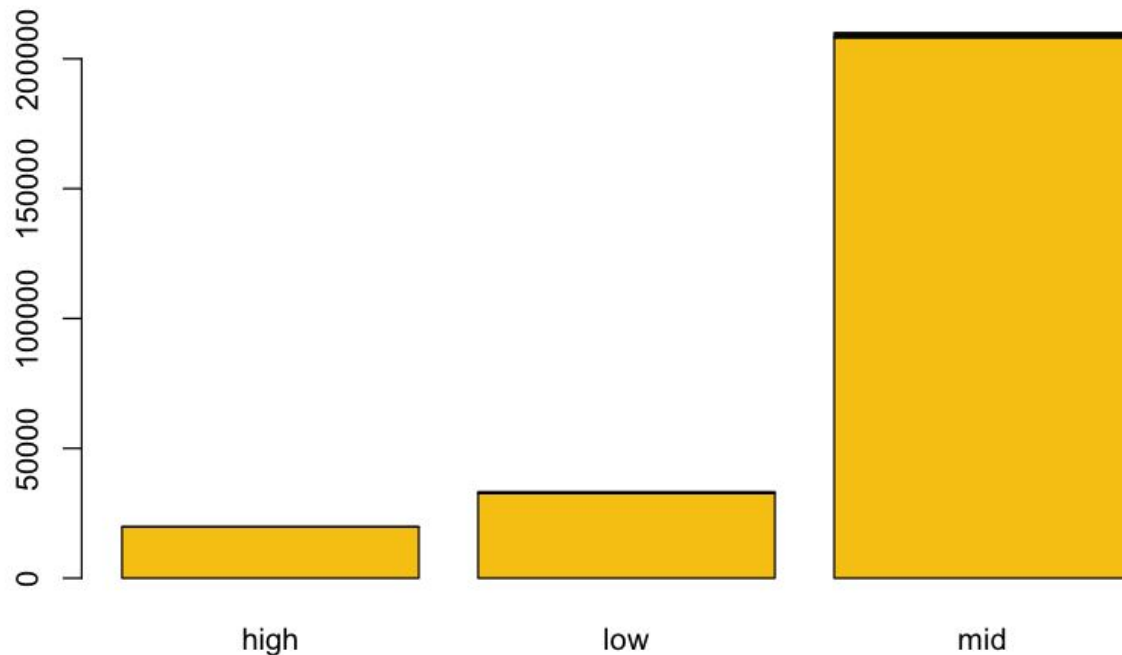
**How can we get
more people to
apply?**



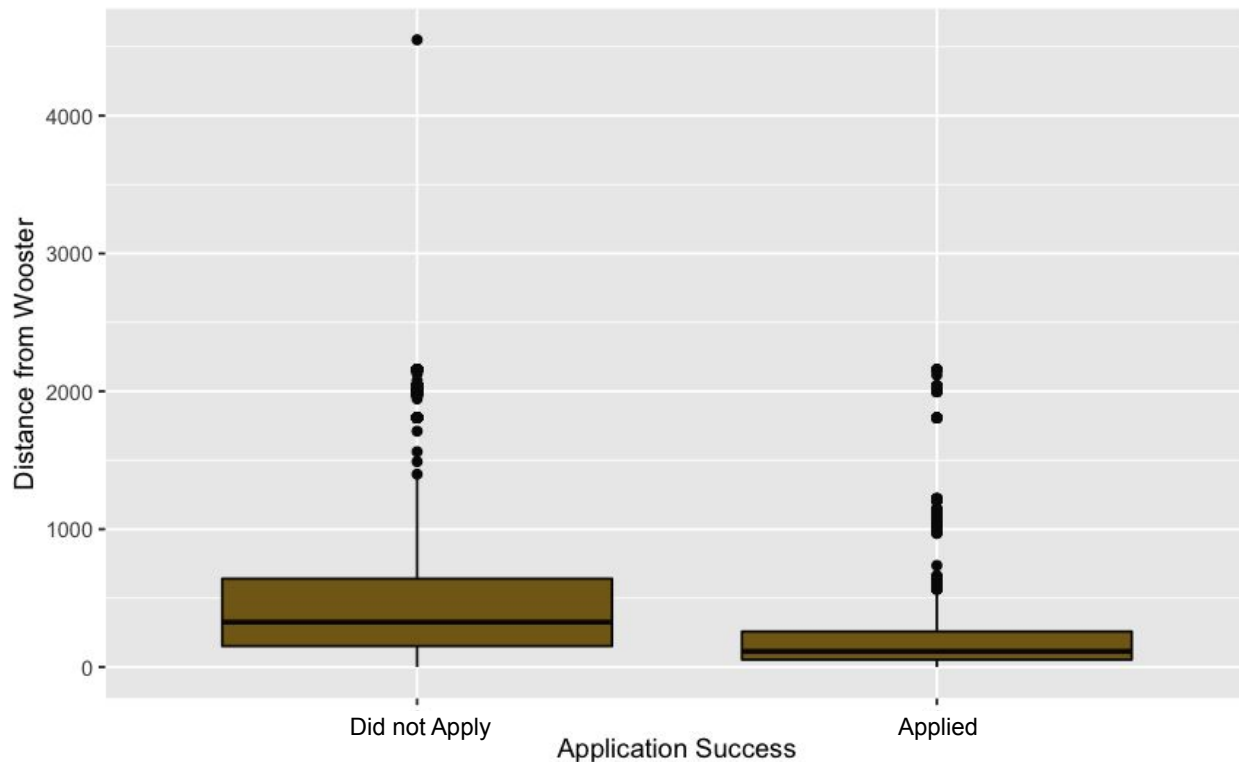


The main economic group to apply to the college are Middle income Families

Who is applying to Wooster?



Who is applying to Wooster?



People who live closer are more likely to apply to the College



Who is applying to Wooster?

Only 356 students are underrepresented minorities. This is approximately a 14.6% success rate using your current recruiting methods.

	Non-Underrepresented Minority Status	Underrepresented Minority Status
Students who Applied	2076	356
Students who did not Apply	223981	36723

Who is more likely to apply to Wooster?

- Middle income Families seem to be the most likely to apply to the College of Wooster
- A larger percentage of students who are applying to the college are local
- Diversity is larger under-represented in recruitment efforts





How can we get more people to apply?

Increase Efforts

- I. Recruiting a Diverse Group
- II. Recruiting in neighboring States

Expand & Maintain Efforts

- I. Getting Local and Interaction with the Community
- II. Appealing to Middle Income Families (*and Providing Aid*)



Q & A