

UNIVERSITY OF SOUTHERN MAINE				OFFICE OF ADMISSIONS Spring 2021 Comparative Inquiry Report by Initial Referral Source - 09/21/2020 Sophomores/Juniors/Seniors/Graduate																				
	SOPHOMORES				JUNIORS				SENIOR/TRANSFER				SENIOR/TRANSFER INQUIRY TOTALS				GRADUATE							
	SOPHOMORE INQUIRY TOTALS				JUNIOR INQUIRY TOTALS				SENIOR/FIRST-YEAR INQUIRIES				TRANSFER/READMIT INQUIRIES				SENIOR/TRANSFER INQUIRY TOTALS				GRADUATE INQUIRY TOTALS			
	09/21/20	09/23/19	09/24/18	% Change 20 to 21	09/21/20	09/23/19	09/24/18	% Change 20 to 21	09/21/20	09/23/19	09/24/18	% Change 20 to 21	09/21/20	09/23/19	09/24/18	% Change 20 to 21	09/21/20	09/23/19	09/24/18	% Change 20 to 21	09/21/20	09/23/19	09/24/18	% Change 20 to 21
TOTAL INQUIRIES																								
Total	27	72	86	-63%	249	261	219	-5%	398	449	332	-11%	725	788	737	-8%	1123	1237	1069	-9%	442	362	338	22%
Male	3	24	41	-88%	89	76	72	17%	111	101	88	10%	228	271	248	-16%	339	372	336	-9%	80	79	67	1%
Female	10	27	36	-63%	75	81	90	-7%	108	124	116	-13%	336	341	336	-1%	444	465	452	-5%	210	178	189	18%
Gender Unknown	14	21	9	-33%	85	104	57	-18%	179	224	128	-20%	161	173	153	-7%	340	397	281	-14%	152	105	82	45%
Adult (25 or >)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	78	87	76	-10%	337	396	396	-15%	415	483	472	-14%	267	265	258	1%
In-State	14	35	61	-60%	90	128	124	-30%	187	232	190	-19%	553	631	586	-12%	740	863	776	-14%	249	269	272	-7%
Out-of-State	13	37	25	-65%	159	133	95	20%	211	217	142	-3%	172	157	151	10%	383	374	293	2%	193	93	66	108%
TRAVEL																								
Total	10	18	18	-44%	29	29	21	0%	36	29	32	24%	16	12	13	33%	52	41	45	27%	0	0	0	n/a
College Fairs	0	2	7	-100%	5	11	9	-55%	13	13	10	0%	1	4	4	-75%	14	17	14	-18%	0	0	0	n/a
HS Visits	3	1	1	200%	4	6	0	-33%	8	1	6	700%	6	4	7	50%	14	5	13	180%	0	0	0	n/a
Mini-Fairs	4	6	5	-33%	11	7	4	57%	10	5	9	100%	4	1	1	300%	14	6	10	133%	0	0	0	n/a
NEACAC/NACAC Fairs	3	9	2	-67%	9	2	8	350%	2	10	7	-80%	5	1	1	400%	7	11	8	-36%	n/a	n/a	n/a	n/a
Post-Secondary Workshops	0	0	3	n/a	0	3	0	-100%	3	0	0	n/a	0	1	0	-100%	3	1	0	200%	0	0	0	n/a
Transfer Fairs	0	0	0	n/a	0	0	0	n/a	0	0	0	n/a	0	1	0	-100%	0	1	0	-100%	0	0	0	n/a
Transfer Interviews	0	0	0	n/a	0	0	0	n/a	0	0	0	n/a	0	0	0	n/a	0	0	0	n/a	0	0	0	n/a
Transfer Visits	0	0	0	n/a	0	0	0	n/a	0	0	0	n/a	0	0	0	n/a	0	0	0	n/a	0	0	0	n/a
STUDENT INITIATED																								
Total	2	18	30	-89%	130	89	96	46%	161	160	150	1%	490	490	421	0%	651	650	571	0%	256	203	190	26%
Phone Calls	0	1	0	-100%	2	1	1	100%	2	1	0	100%	5	2	7	150%	7	3	7	133%	2	2	1	0%
Emails	0	0	0	n/a	1	1	0	0%	3	1	3	200%	19	19	21	0%	22	20	24	10%	0	7	5	-100%
Adms Web Inq Form	0	4	7	-100%	20	26	23	-23%	48	48	56	0%	107	104	75	3%	155	152	131	2%	39	28	23	39%
Tour	1	1	0	0%	3	5	11	-40%	7	16	6	-56%	16	20	16	-20%	23	36	22	-36%	0	0	0	n/a
Interviews	0	0	0	n/a	0	0	1	n/a	0	1	1	-100%	6	9	3	-33%	6	10	4	-40%	0	0	1	n/a
YouVisit	0	0	0	n/a	3	0	0	n/a	1	0	0	n/a	11	0	0	n/a	12	0	0	n/a	0	0	0	n/a
FrontRush	0	2	1	-100%	3	1	0	200%	1	0	0	n/a	3	5	2	-40%	4	5	2	-20%	0	0	0	n/a
Application-Corr. term	1	8	18	-88%	95	50	41	90%	94	74	64	27%	314	323	293	-3%	408	397	357	3%	215	166	160	30%
Cappex	0	1	3	-100%	2	4	16	-50%	4	16	20	-75%	4	8	2	-50%	8	24	22	-67%	0	0	0	n/a
In-State	0	0	1	n/a	0	2	2	-100%	2	2	1	0%	4	6	1	-33%	6	8	2	-25%	0	0	0	n/a
Out-of-State	0	1	2	-100%	2	2	14	0%	2	14	19	-86%	0	2	1	-100%	2	16	20	-88%	0	0	0	n/a
Hobson/Radius	0	1	1	-100%	1	1	3	0%	1	3	0	-67%	5	0	2	n/a	6	3	2	100%	0	0	0	n/a
In-State	0	1	1	-100%	1	1	3	0%	1	3	0	-67%	5	0	1	n/a	6	3	1	100%	0	0	0	n/a
Out-of-State	0	0	0	n/a	0	0	0	n/a	0	0	0	n/a	0	0	1	n/a	0	0	1	n/a	0	0	0	n/a
TEST SCORES SENT																								
Total	0	3	1	-100%	3	1	2	200%	2	3	0	-33%	10	10	5	0%	12	13	5	-8%	1	1	2	0%
SAT	0	2	1	-100%	2	1	2	100%	2	2	0	0%	10	10	5	0%	12	12	5	0%	0	0	0	n/a
ACT	0	1	0	-100%	1	0	0	n/a	0	1	0	-100%	0	0	0	n/a	0	1	0	-100%	0	0	0	n/a
GRE	0	0	0	n/a	0	0	0	n/a	0	0	0	n/a	0	0	0	n/a	0	0	0	n/a	1	1	2	0%
NEW ENGLAND																								
Total	7	23	14	-70%	50	44	42	14%	57	64	38	-11%	38	54	51	-30%	95	118	89	-19%	34	22	11	55%
Connecticut	0	4	5	-100%	8	9	11	-11%	11	19	6	-42%	2	4	7	-50%	13	23	13	-43%	6	2	6	200%
Massachusetts	4	8	3	-50%	19	16	18	19%	22	24	21	-8%	15	17	19	-12%	37	41	40	-10%	16	7	2	129%
New Hampshire	2	6	0	-67%	13	9	7	44%	12	12	7	0%	14	24	18	-42%	26	36	25	-28%	6	10	1	-40%
Rhode Island	1	3	5	-67%	5	8	3	-38%	10	4	0	150%	4	3	1	33%	14	7	1	100%	2	1	1	100%
Vermont	0	2	1	-100%	5	2	3	150%	2	5	4	-60%	3	6	6	-50%	5	11	10	-55%	4	2	1	100%
OUTSIDE NEW ENGLAND																								
Total	3	6	10	-50%	28	28	34	0%	49	61	58	-20%	80	55	55	45%	129	116	113	11%	113	50	41	126%

\*Based on home state

UNIVERSITY OF SOUTHERN MAINE			OFFICE OF ADMISSIONS Spring 2021 Undergraduate Admission Funnel Report by Initial Referral Source As of 09/21/2020																									
	INQUIRIES					APPLICANTS					ADMITS					NET DEPOSITS					ENROLLED					Yield		
	09/21/20	09/23/19	09/24/18	% Change 20 to 21	Diff 20 to 21	09/21/20	09/23/19	09/24/18	% Change 20 to 21	Diff 20 to 21	09/21/20	09/23/19	09/24/18	% Change 20 to 21	Diff 20 to 21	09/21/20	09/23/19	09/24/18	% Change 20 to 21	Diff 20 to 21	09/21/20	09/23/19	09/24/18	% Change 20 to 21	Diff 20 to 21	%App-Enroll 21 20	Final 2020	
TOTAL INQUIRIES																												
Total	1123	1237	1069	-9%	-114	299	256	260	17%	43	118	88	99	34%	30	63	38	44	66%	25	0	0	0	n/a	0	0%	0%	298
Male	339	372	336	-9%	-33	143	98	108	46%	45	51	36	41	42%	15	29	25	22	16%	4	0	0	0	n/a	0	0%	0%	136
Female	444	465	452	-5%	-21	152	154	149	-1%	-2	66	51	58	29%	15	34	13	22	162%	21	0	0	0	n/a	0	0%	0%	160
Gender Unknown	340	397	281	-14%	-57	4	4	3	0%	0	1	1	0	0%	0	0	0	0	n/a	0	0	0	0	n/a	0	0%	0%	2
Adult (25 or >)	415	483	472	-14%	n/a	94	112	113	-16%	n/a	45	39	42	15%	6	22	15	18	47%	7	0	0	0	n/a	0	0%	0%	125
In-State	740	863	776	-14%	-123	157	168	201	-7%	-11	83	74	85	12%	9	45	35	39	29%	10	0	0	0	n/a	0	0%	0%	261
Out-of-State	383	374	293	2%	9	142	88	59	61%	54	35	14	14	150%	21	18	3	5	500%	15	0	0	0	n/a	0	0%	0%	37
TRAVEL																												
Total	52	41	45	27%	11	6	4	4	50%	2	5	1	0	400%	4	3	0	0	n/a	3	0	0	0	n/a	0	0%	0%	8
College Fairs	14	17	14	-18%	-3	2	0	1	n/a	2	1	0	0	n/a	1	0	0	0	n/a	0	0	0	0	n/a	0	0%	n/a	0
HS Visits	14	5	13	180%	9	2	2	2	0%	0	2	1	0	100%	1	2	0	0	n/a	2	0	0	0	n/a	0	0%	0%	3
Mini-Fairs	14	6	10	133%	8	1	1	1	0%	0	1	0	0	n/a	1	1	0	0	n/a	1	0	0	0	n/a	0	0%	0%	4
NEACAC/NACAC Fairs	7	11	8	-36%	-4	1	1	0	0%	0	1	0	0	n/a	1	0	0	0	n/a	0	0	0	0	n/a	0	0%	0%	1
Post-Secondary Workshops	3	1	0	200%	2	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	n/a	n/a	0
Transfer Fairs	0	1	0	-100%	-1	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	n/a	n/a	0
Transfer Interviews	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	n/a	n/a	0
Transfer Visits	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	n/a	n/a	0
STUDENT INITIATED																												
Total	651	650	571	0%	1	245	189	190	30%	56	80	57	69	40%	23	40	19	26	111%	21	0	0	0	n/a	0	0%	0%	195
Phone Calls	7	3	7	133%	4	1	3	0	-67%	-2	1	1	0	0%	0	1	1	0	0%	0	0	0	0	n/a	0	0%	0%	2
Emails	22	20	24	10%	2	2	3	3	-33%	-1	1	0	1	n/a	1	0	0	0	n/a	0	0	0	0	n/a	0	0%	0%	4
Adms Web Inq Form	155	152	131	2%	3	14	25	22	-44%	-11	7	10	12	-30%	-3	5	2	4	150%	3	0	0	0	n/a	0	0%	0%	16
Tour	23	36	22	-36%	-13	3	1	8	200%	2	2	1	4	100%	1	2	0	0	n/a	2	0	0	0	n/a	0	0%	0%	9
Interviews	6	10	4	-40%	-4	2	1	2	100%	1	0	0	2	n/a	0	0	0	1	n/a	0	0	0	0	n/a	0	0%	0%	1
YouVisit	12	0	0	n/a	12	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	n/a	n/a	0
Front Rush	4	5	2	-20%	-1	6	6	6	0%	0	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	0%	0%	n/a
Application	408	397	357	3%	11	214	147	145	46%	67	66	43	48	53%	23	30	14	19	114%	16	0	0	0	n/a	0	0%	0%	156
Cappex	8	24	22	-67%	-16	1	1	3	0%	0	1	1	2	0%	0	1	1	2	0%	0	0	0	0	n/a	0	0%	0%	4
In-State	6	8	2	-25%	-2	0	1	1	-100%	-1	0	1	1	-100%	-1	1	1	2	0%	0	0	0	0	n/a	0	n/a	0%	4
Out-of-State	2	16	20	-88%	-14	1	0	2	n/a	1	1	0	1	n/a	1	1	1	2	0%	0	0	0	0	n/a	0	0%	n/a	4
Hobson/Radius	6	3	2	100%	3	2	2	1	0%	0	2	1	0	100%	1	1	1	0	0%	0	0	0	0	n/a	0	0%	0%	3
In-State	6	3	1	100%	3	2	2	1	0%	0	2	1	0	100%	1	1	1	0	0%	0	0	0	0	n/a	0	0%	0%	3
Out-of-State	0	0	1	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	1	1	0	0%	0	0	0	0	n/a	0	n/a	n/a	3
TEST SCORES SENT																												
Total	12	13	5	-8%	-1	3	1	0	200%	2	1	0	0	n/a	1	1	0	0	n/a	1	0	0	0	n/a	0	0%	0%	3
SAT	12	12	5	0%	0	2	1	0	100%	1	1	0	0	n/a	1	1	0	0	n/a	1	0	0	0	n/a	0	0%	0%	3
ACT	0	1	0	-100%	-1	1	0	0	n/a	1	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	0%	n/a	0
GRE	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	n/a	n/a	0
NEW ENGLAND																												
Total	95	118	89	-19%	-23	28	19	20	47%	9	14	4	6	250%	10	12	2	3	500%	10	0	0	0	n/a	0	0%	0%	15
Connecticut	13	23	13	-43%	-10	3	2	4	50%	1	0	0	1	n/a	0	0	0	0	n/a	0	0	0	0	n/a	0	0%	0%	0
Massachusetts	37	41	40	-10%	-4	11	11	5	0%	0	2	2	3	0%	0	1	1	1	0%	0	0	0	0	n/a	0	0%	0%	5
New Hampshire	26	36	25	-28%	-10	8	5	7	60%	3	7	2	0	250%	5	7	1	0	600%	6	0	0	0	n/a	0	0%	0%	9
Rhode Island	14	7	1	100%	7	2	1	1	100%	1	1	0	0	n/a	1	1	0	0	n/a	1	0	0	0	n/a	0	0%	0%	0
Vermont	5	11	10	-55%	-6	4	0	3	n/a	4	4	0	2	n/a	4	3	0	2	n/a	3	0	0	0	n/a	0	0%	n/a	1
OUTSIDE NEW ENGLAND																												
Total	288	256	204	13%	32	114	69	39	65%	45	21	10	8	110%	11	6	1	2	500%	5	0	0	0	n/a	0	0%	0%	22