

Admissions Office

The goal of the Admissions Office is to identify, recruit, select, and enroll the best students in science, engineering, and technology in the world. We admit all undergraduate students (freshmen and transfers) and serve as a clearinghouse for graduate application paperwork. We work closely with the Student Financial Services Office, the Academic Resource Center, the Registrar's Office, the President's Office, the Alumni Association, the Office of Minority Education, and the Committee on Undergraduate Admissions and Financial Aid at various times throughout the year, and with other offices in the Dean for Undergraduate Education (DUE), Dean for Student Life (DSL), Facilities, and academic departments during Campus Preview Weekend (CPW).

Accomplishments

We had 10,482 freshman applicants, a decrease of one percent from last year, primarily due to the 20 percent decrease in early action applicants resulting from the Early Action policy changes of our primary competitor schools (Harvard, Stanford, Yale). Our applications have leveled off for four years now. This is due to two major factors shared by other schools: sharply declining interest in computer science and decreasing international applications. (International applications decreased 10 percent this year.)

We re-evaluated our selection process this year; anticipating a higher yield, we admitted 1,665 students (16 percent of the applicant pool) to enroll a freshman class of 1,020. It appears that we had an even higher yield than anticipated (65%, up from 59% last year), so we will enroll approximately 1,070 freshmen. We admitted only six transfer students.

Diversity in the incoming class is very strong. As self-reported,

- 17% are underrepresented minorities
- 26% are Asian Americans
- 35% are Caucasian
- 7% are international, representing 47 countries
- 43% are women

CPW was the largest and most successful ever. A record 53 percent (882) of admitted prefreshmen attended, accompanied by a record 798 parents. Overall yield of the participants of CPW was 80 percent (up from 74 percent for the previous year). This partially accounts for our higher enrollment yield. We established a CPW Advisory Group consisting of the department heads and deans of both DUE and DSL; as a result, more of the community was involved in the planning of this event.

Recruitment efforts have been consolidated and reorganized. Under a director for recruitment, our recruitment team of four assistant directors and three admissions counselors has increased outreach to minority populations, females, and academic superstars by 10 percent over previous years. Our newly created Admissions Office

website and portal (a collaboration of Edgewater Technologies, Tank Design, and MIT Admissions), which should help us recruit students more effectively, will be operational in early August 2004. These efforts should result in more applications over the next three admissions cycles.

Year two of our four-year publications plan is complete. We produced newly designed publications including the Admit Package, Campus Preview Weekend materials, and a national Travel Piece. We began work on a general inquiry piece. We completed the design and production of the new admitted-freshman website and expanded functionality to the Educational Council website for our educational counselors.

The Educational Council Office has a new director who has already begun redesigning EC goals, training, and outreach. Nine percent more alumni were appointed as educational counselors (ECs) in the past two years, for a record 2,160 currently serving. Due to vigorous recruiting efforts, the number of minority ECs increased by 58 percent this year, rising to 120 this year from 76 last year.

Staffing Changes

The Admissions Office is made up of 14 administrative and 21 support staff. This year we reorganized the office to provide appropriate staffing to support our new web portal. This involved converting an associate director position into a communications manager position, and the transfer of an analyst programmer head-count to Student Services Information Technology. We completed the second year of a temporary-staff minority-recruitment initiative sponsored by the Dean for Undergraduate Education, then hired Juan Acosta as an admissions counselor. Over the course of the year we hired four temporary support staff: Sandra Cyr, Sarah Hoff, Brad McCoy, and Susannah Webster, and three administrative staff: Ben Jones, communications manager; Juan Acosta, admissions counselor; and Amy Perez, admissions counselor. Four staff members left MIT: Amrys Williams and Laura Iverson, admissions counselors; Zaragoza Guerra, associate director of admissions; and Marina Hauptman, analyst programmer II.

Marilee Jones
Dean of Admissions

More information about the MIT Admissions Office can be found on the web at <http://web.mit.edu/admissions/>.