### Fall 2013 Funnel Data

Prospects: 182,955  
Inquiries: 17,257

### Fall 2013 Application Data (as of 9/20/13)

<table>
<thead>
<tr>
<th>Category</th>
<th>Applicants</th>
<th>Admits</th>
<th>Deposits</th>
<th>Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>20,592</td>
<td>11,629</td>
<td>3,303</td>
<td>3,228</td>
</tr>
<tr>
<td>International</td>
<td>2,501</td>
<td>1,424</td>
<td>529</td>
<td>444</td>
</tr>
<tr>
<td>Transfer</td>
<td>4,815</td>
<td>3,257</td>
<td>1,714</td>
<td>1,570</td>
</tr>
<tr>
<td>International</td>
<td>1,047</td>
<td>625</td>
<td>390</td>
<td>349</td>
</tr>
</tbody>
</table>

*Our Work in 2012-2013*
Communications

- Outbound calls to prospective students 83,153
- 66,056 incoming calls to our office
- 16 chat sessions held with 1,096 attendees
- 30,146 received to the UBADMIT account

Our Work in 2012-2013
On Campus programs

- 232 Visit UB programs (12,966 registered guests 5,111 prospective students)
- Fall Open House. (3500-4,000 visitors)
- Fall Discovery Day (1000-1200 visitors)
- Spring Open House for Juniors (1300 visitors)
- Spring Accepted Students Day (3500-4,000 visitors)
- Fall SUNY College Night at UB (400 visitors)
- Special Group Visits (80 groups and 2300 students) and High School Bus Trips (80 students)
- Native American Student Outreach Day (50 students)
- Feeder School Fly-In (24 visitors)
Off Campus Programs

- Fall “Visit UB” presentations in New York City (250 visitors)
- Winter/Spring Educational Opportunity Program (EOP) Information Programs (50 visitors per program)
- New Jersey Reception. (60 visitors)
- Admissions and Honors joint programs in Metro New York, Long Island and Westchester (90 visitors per program)
- Alumni Ambassador Programs (12 students)

Our Work in 2012-2013
School Counselor Relations

- SUNY Operation Inform Conference  (200 counselors)
- Fall and Spring Academic Spotlight Days (25-60 counselors per program)
- Spring Metro New York School Counselor Fly-in (12-20 counselors)
- Western New York Consortium School Counselor Tour Program (40 counselors)
- College Board Conference (25-60 counselors)
- NYSACAC Annual Pre-Conference College Tour (25-45 counselors)
- Secondary School Counselor Advisory Councils (7 regional councils, 15 counselors per region)

Our Work in 2012-2013
Liaison Program

Departments:
- College of Arts and Sciences: Biology, Communications, English, Media Study, Physics, Visual Studies
- Other: Architecture, Pharmacy

Purpose: Stronger ties, data and communications support, strategic thinking, action, and partnering to generate and convert files.
- Class Visitation Programs
- Academic Department Visitation Programs
- Academic Presentations to Admissions
- Features in School Counselor Newsletter
- School Counselor Blog Announcements
- Spring Phone Campaigns

Our Work Now
Selection/Scholarships
Open House
Saturday, October 26, 2013
9:00a.m.—3:00p.m.

For Information, contact Stephanie Lichtenthal at sjl7@buffalo.edu or 645-6417