

on the move

ENROLLMENT AT DEFIANCE COLLEGE

Defiance College is experiencing a record number of applications from outside the state

While tough economic times have made it difficult for some colleges to keep pace with their enrollment expectations, Defiance College has been surging ahead in popularity as an affordable, quality, private college with an emphasis on the success of each student. Enrollment for the upcoming 2010-2011 academic year is shaping up to be the largest in nearly 40 years, especially among traditional full-time undergraduates. Even before the recruitment cycle has ended, commitments from freshmen students beginning classes in the fall of 2010 are ahead 25 percent.

While Defiance College continues to remain the college of choice for a large number of students in the Northwest Ohio region, we are experiencing a record number of applications this year from students outside of Ohio. "This is probably the broadest distribution of interest DC has ever known," said Mike Suzo, Vice President for Enrollment Management. "President Gordon has given us the charge to recruit nationally, and we have responded aggressively. It has been fun to see the results. More and more students are learning who we are." Prospective students have applied to DC from 42 states and two U.S. territories. That compares to 29 states last year. Forty-four percent of DC applicants this year are from outside of Ohio.

"Success in student recruitment is a function of quality of product and investment," said Suzo. "We now have more and more

of the tools we need to reach out to new markets and to be successful in achieving our enrollment goals."

"We are ever mindful that students and their parents want value for their investment," Suzo continued. "They want to know that there is going to be a level of support that doesn't end at an arbitrary point in time. President Gordon has set the standard for this. He has become personally involved in so many of our students' efforts to make the most of their college years. Providing a positive and successful educational experience is what we do especially well, and this resonates with prospective students. We are going to continue to aggressively get the word out to a national audience this coming

year and expect even greater results."

In fact, what prospective students see most clearly now is a Defiance College that is very much on the move. Whether in new and innovative programs like the student-run nonprofit and the cold-case initiative with the Wayne County Prosecutor, or in expanded job opportunities through the Defiance College Partnership for Jobs, prospective students are reacting very positively to the new opportunities at DC. Add to that the upcoming groundbreaking for the field house, new more individualized attention through the pioneering Personal Success Plans, expanding opportunities in the arts - Defiance College is truly a college on the move. ♦

