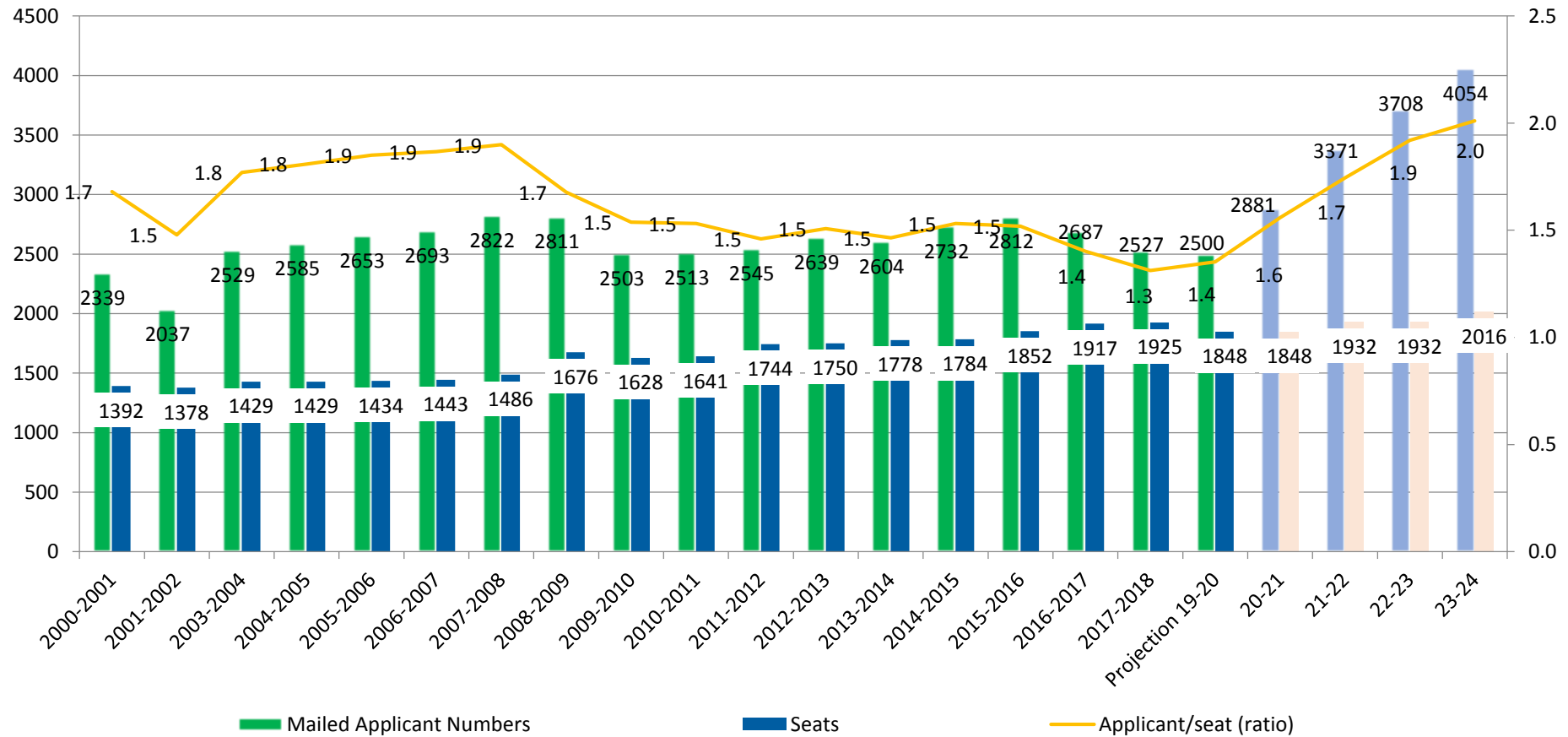




- Attract a bright, diverse and most motivated student body with demonstrated leadership potential
- Ensure the affordability of the Doctor of Optometry degree program



Total Number of Applicants vs. Available Seats

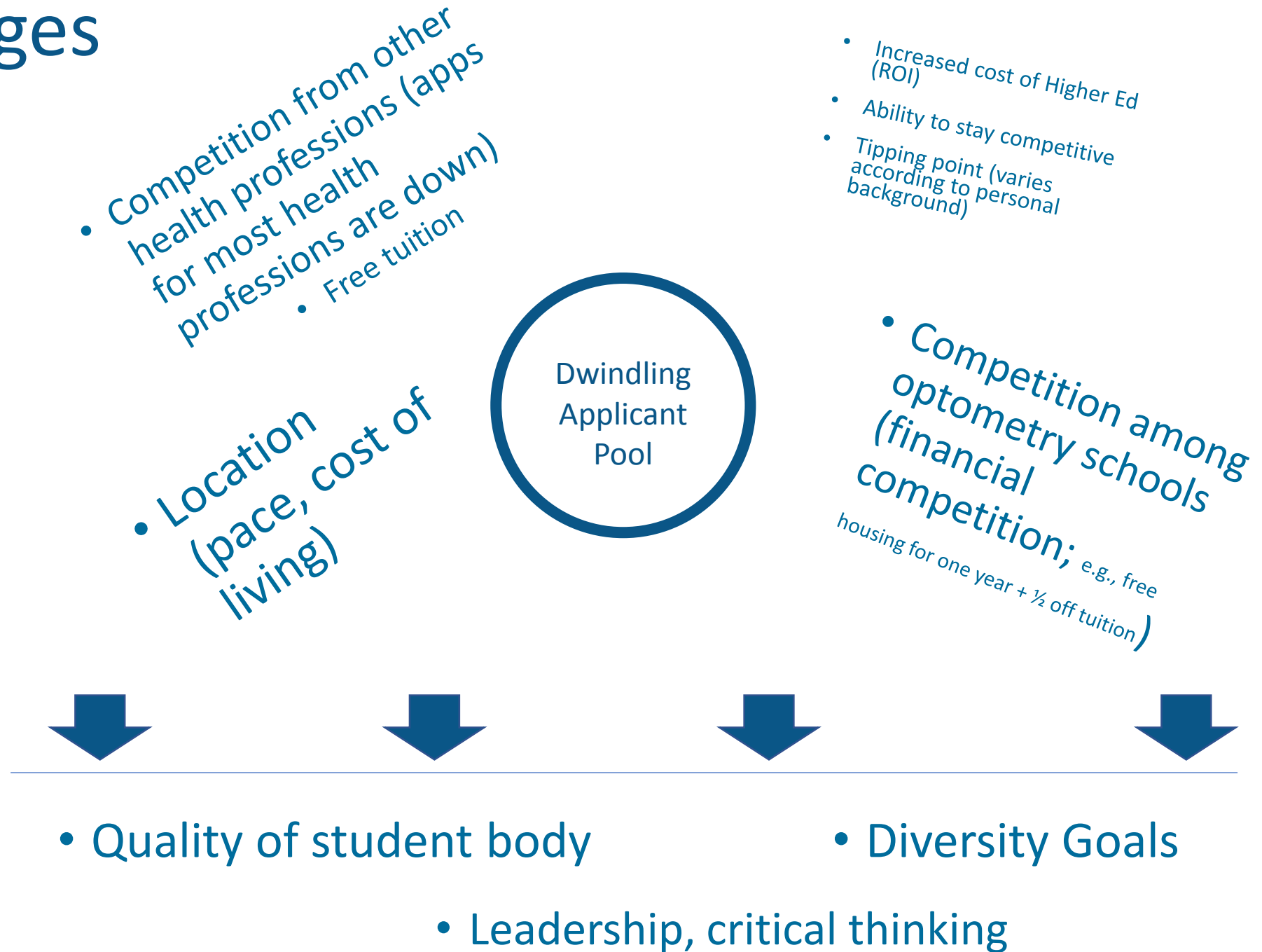


*Not all applicants are qualified - applicant-to-seat ratio more like 1:1.

**For application cycle 2017-2018, we experienced a 6% decrease in applicants.

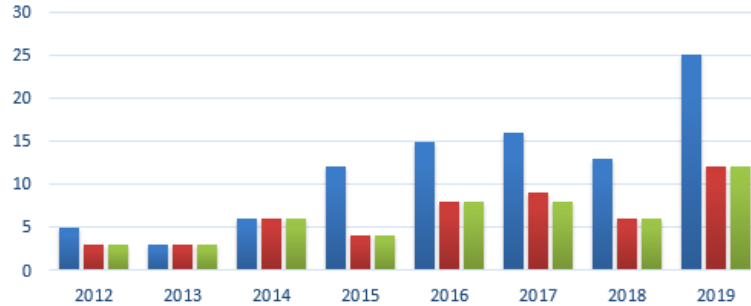


Challenges



Current

Students Who Completed CSTEP Program and Applied to Professional Program



■ Applicants ■ Acceptances ■ Enrolled

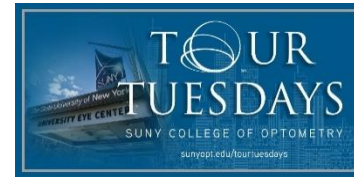
Entering Year	Applicants	Acceptances	Enrolled
2012	5	3	3
2013	3	3	3
2014	6	6	6
2015	12	4	4
2016	15	8	8
2017	16	9	8
2018	13	6	6
2019	25	12	12



Digital:
Retargeting; e-Ads
Webinars
Vision Board



Open House
Tour Tuesday
Admissions Camp



College Events

$\frac{3}{4}$ (10 apps; 9 AA & Dep.)

Schools Visits (high yield, exploratory mkts)

Inquiry pool
(Direct inquiries + SAT, GRE lists)

Pre-Health Advisors



High School

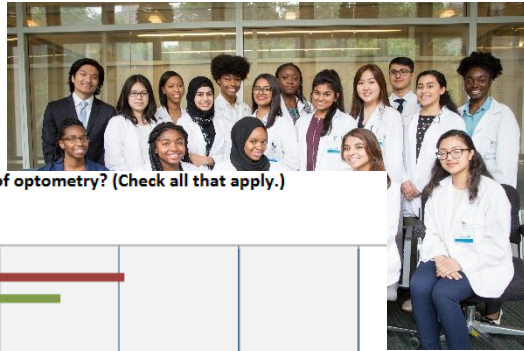
Yield – E-deposit;
Housing day,
Admitted Std Day
GRE, MCAT, DAT

NOSA

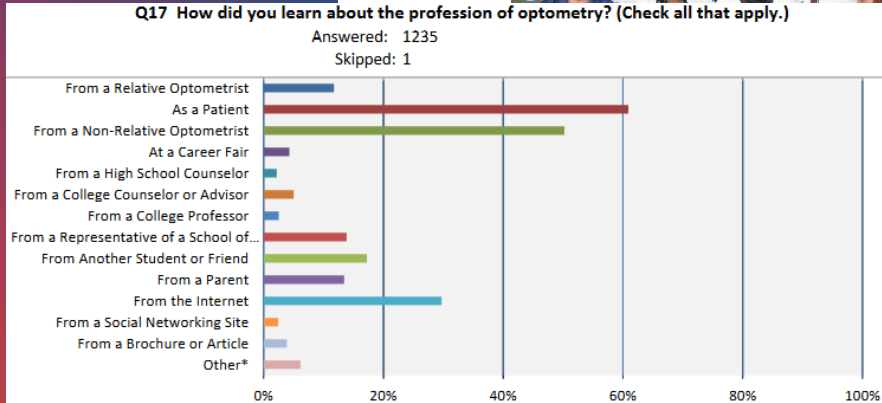
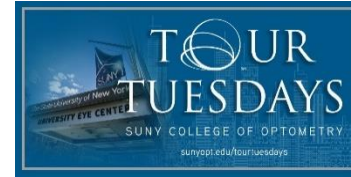
Seat
@
the
College

Attract a bright, diverse and most motivated student body with demonstrated leadership potential





Open House
Tour Tuesday
Admissions Camp



Digital: (Year round + YouTube)
 Retargeting; e-Ads
 Webinars
 Vision Board



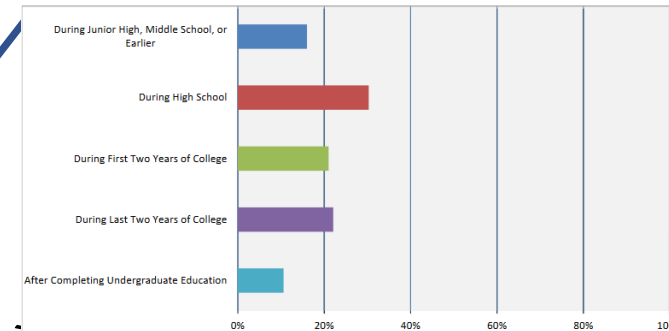
College Events

$\frac{3}{4}$ (10 apps; 9 AA & Dep.)

Schools Visits (high yield, exploratory mkts)

Seat @ the College

Q18 When did you first think about optometry as a potential career? (Please check one.)
 Answered: 1218
 Skipped: 18



iries + SAT, GRE

isors



Attract a bright, diverse and most motivated student body with demonstrated leadership potential

assadors

SUNY Camp

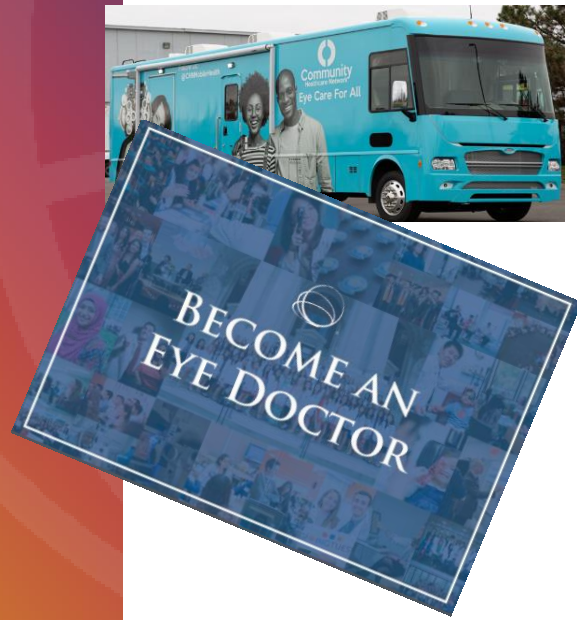
Outreach

Outreach coordinator

NOSA STEP(?)

High School

Hc
Adm.
GRE, M





BECOME AN EYE DOCTOR

www.sunyopt.edu/myfuture





LEAD A CAREER THAT PRESERVES AND IMPROVES SIGHT

HELP PATIENTS LIVE PRODUCTIVE LIVES

CREATE A DESIRABLE LIFESTYLE WITH FINANCIAL SECURITY

ENJOY WORK-LIFE BALANCE

LEARN MORE HOW TO BECOME AN EYE DOCTOR AT ONE OF THE TOP-RANKED COLLEGES OF
OPTOMETRY AND IN ONE OF THE LARGEST EYE CLINIC IN THE COUNTRY:

WWW.SUNYOPT.EDU/VIEW

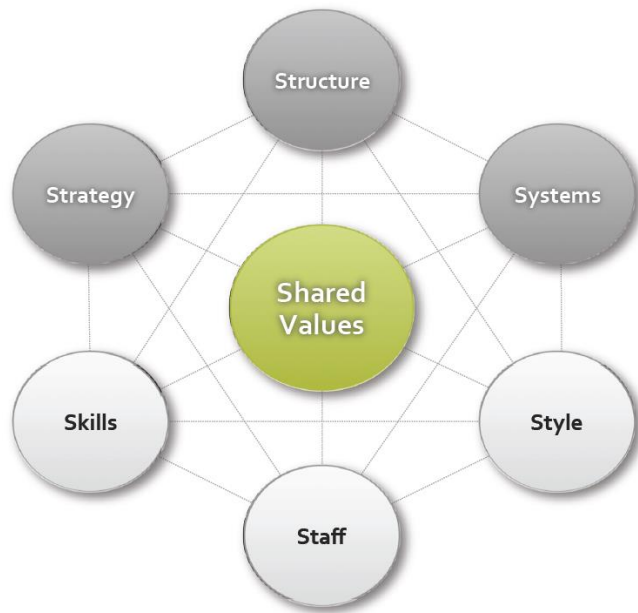


“It’s hard to be what you can’t see.”

Marian Wright Edelman



Success Factors of EM Operation



- **Strategy:**
 - Lack of presence further down the pipeline
 - Mainly due to staff size
- **Staff:**
 - Small, dedicated staff
 - Outstanding customer service skills
 - Student-centered
 - Highly committed to the mission of the College
- **Skills:**
 - Graphic design
 - Digital marketing expertise (SEO)



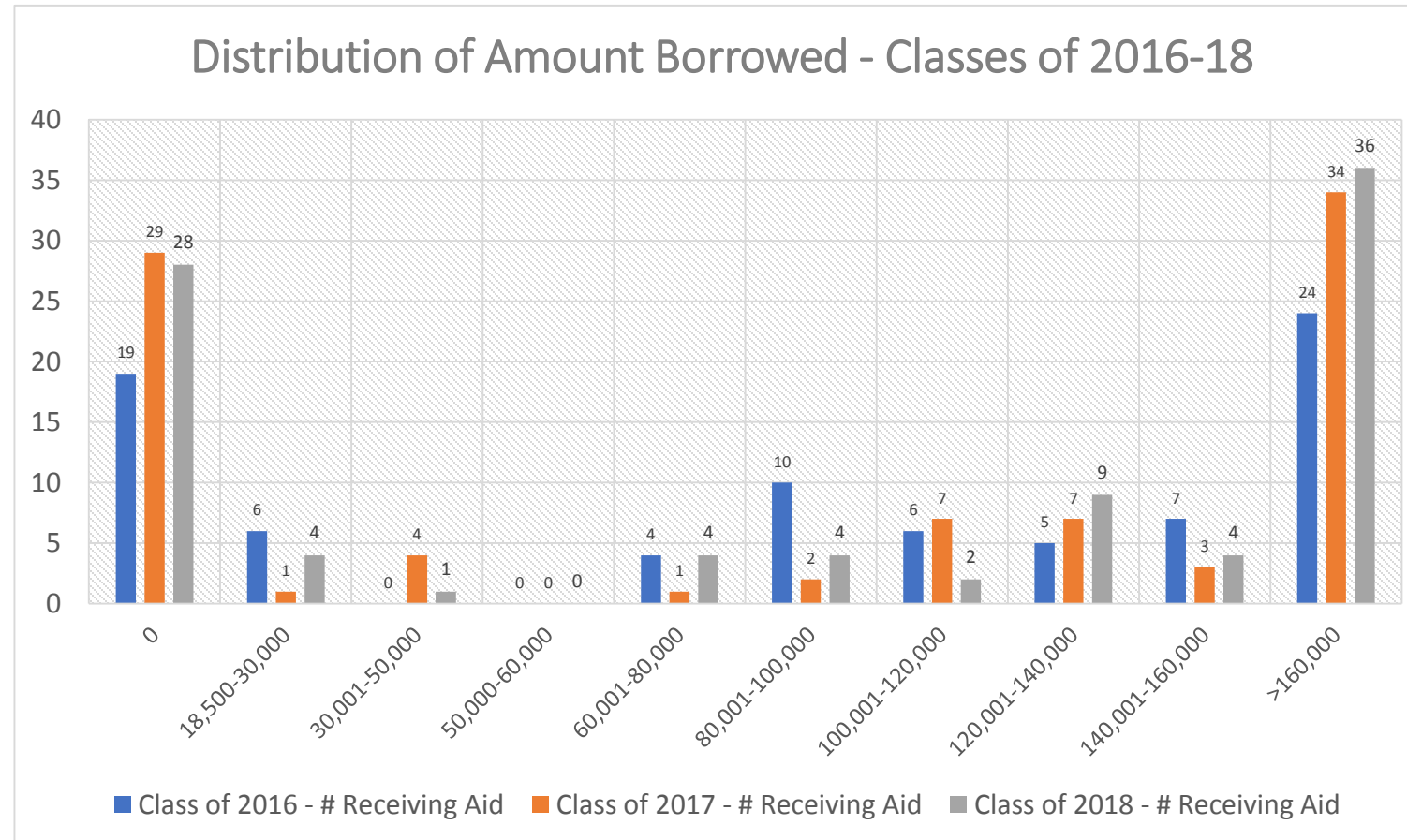
Ensure the affordability of the Doctor of Optometry degree program



Debt Profile of Class of 2018

Class of 2018 – Distribution of Amount Borrowed

40 students over \$140,000



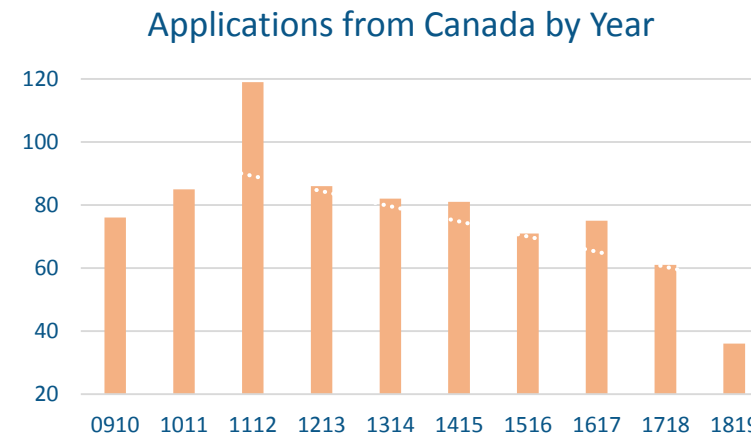
Borrowed Amount: \$10,267,077

Average Debt All Students: \$111,598

Average Debt All Students w/ Debt: \$160,423



- President's Award For International Students (PAIS)
 - 5 scholarships at \$10,000 for 4 years
- Graduate Diversity Fellowship
 - Students who overcome adversity and bring diversity to College community
 - \$144,000 (\$5,000 - \$7,000/student for all 4 years)



Risks we face from other colleges/professions

- Increase in scholarships
- Free tuition
- Tuition discounting
- Locking tuition
- Payment plans
- To grant alumni children in-state status even if they are from out of state

