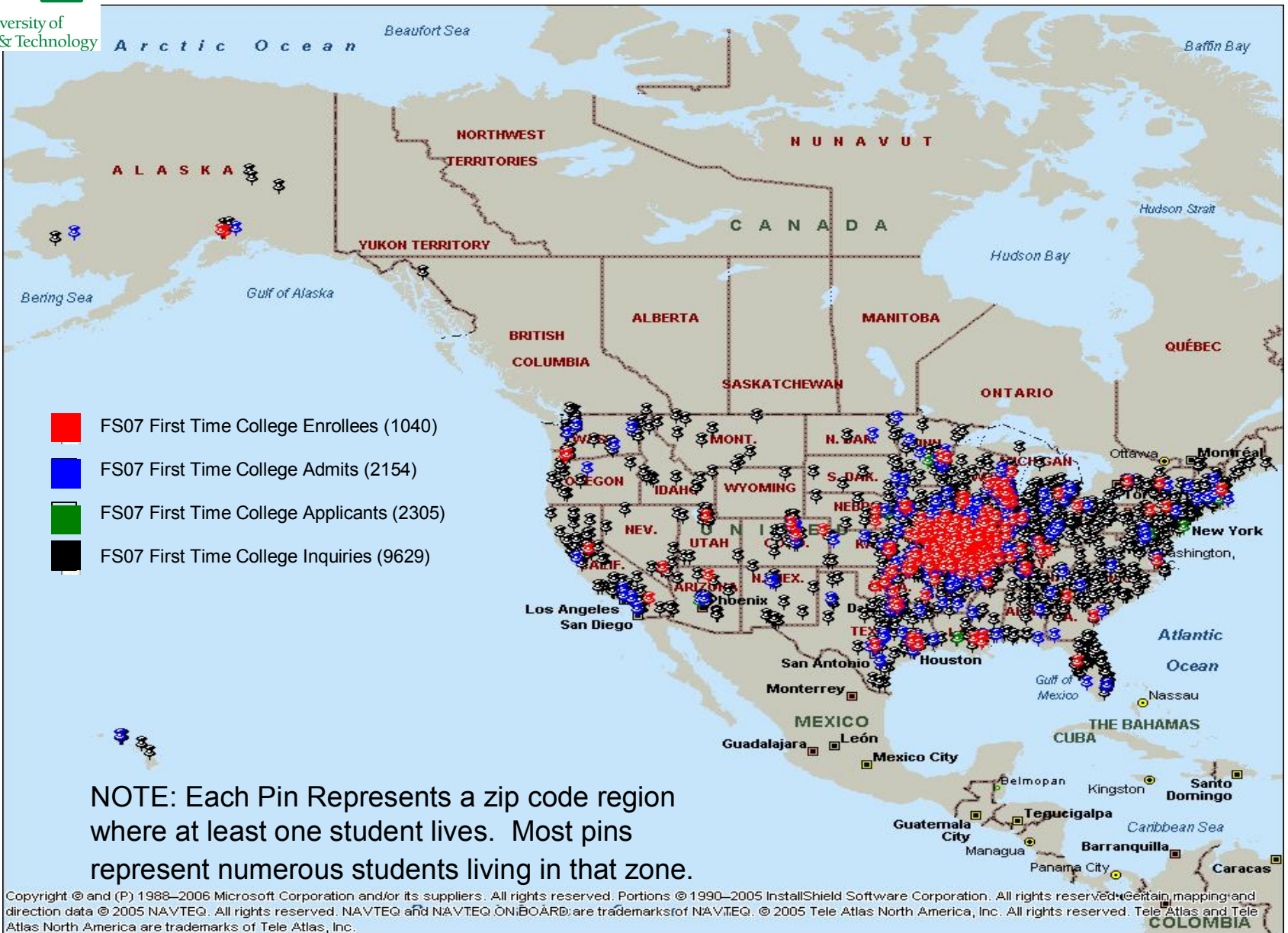


# **Fall 2007 Freshman Class Recruitment Cycle**

# Fall 2007 Freshman Class Recruitment Cycle

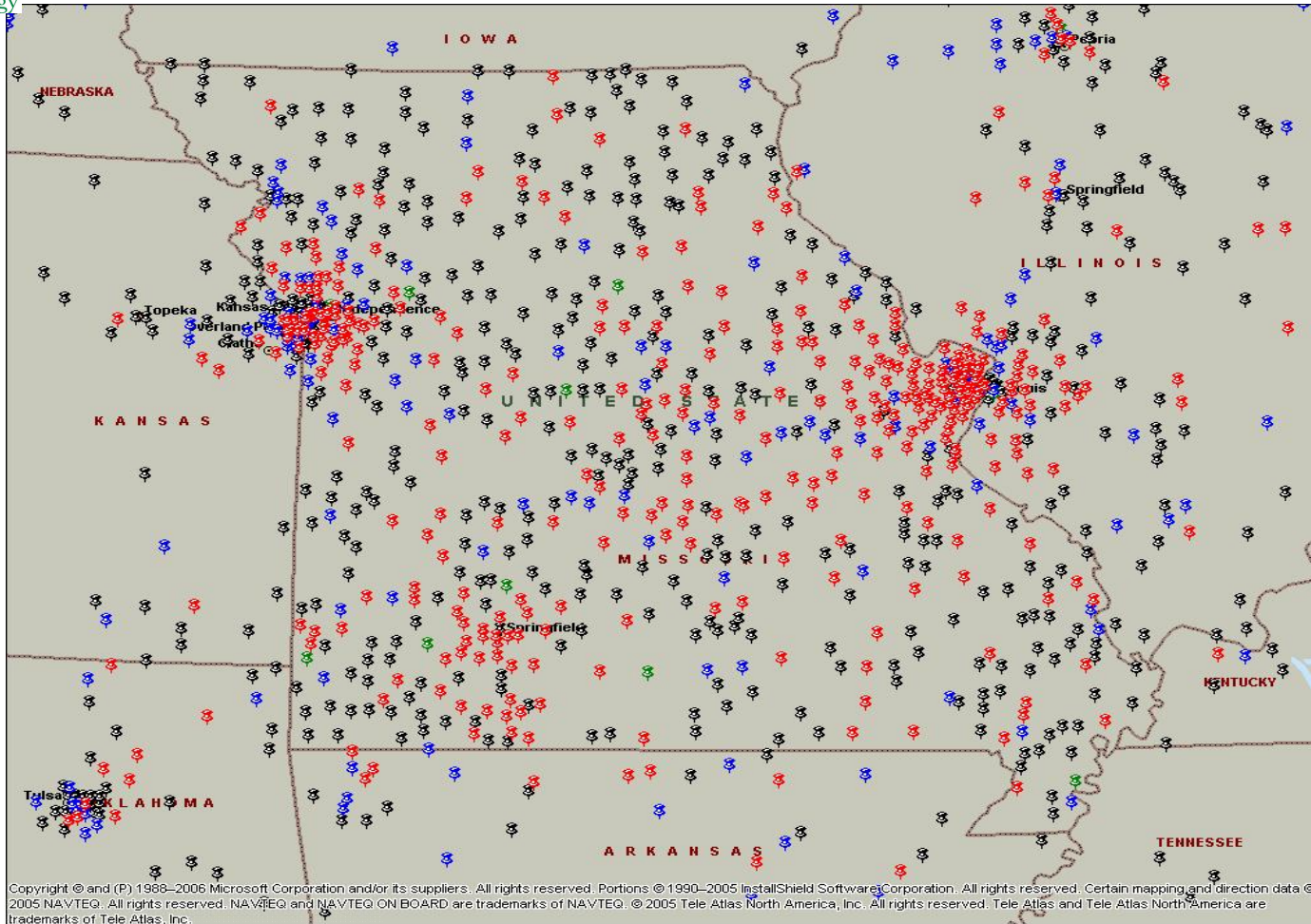
## Domestic Enrollment Yield Funnel by Zip Code



- FS07 First Time College Enrollees (1040)
- FS07 First Time College Admits (2154)
- FS07 First Time College Applicants (2305)
- FS07 First Time College Inquiries (9629)

NOTE: Each Pin Represents a zip code region where at least one student lives. Most pins represent numerous students living in that zone.

# Fall 2007 First-Time College Freshmen Market Penetration and Recruitment Cycle For Missouri Region

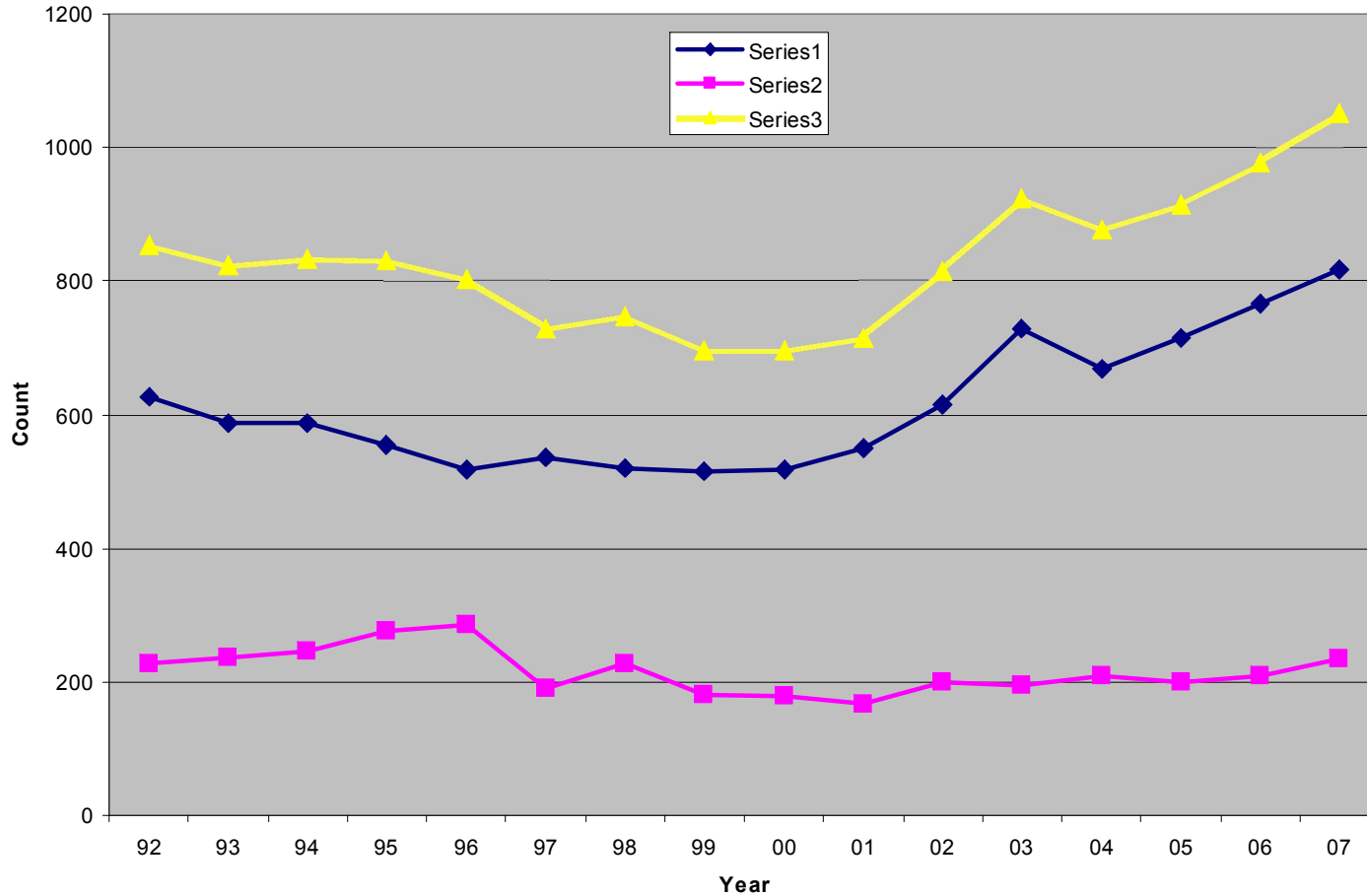


- FS07 First Time College Enrollees (822)
- FS07 First Time College Admits (1511)
- FS07 First Time College Applicants (1641)
- FS07 First Time College Inquiries (6247)

NOTE: Each Pin Represents a zip code region where at least one student lives. Most pins represent numerous students living in that zone.

## Geographic Origin of UMR First-time Freshmen

1992-2007



### Overall Enrollment by Residency:

Missouri Residents: 76%

Out-of-State Students: 24%