2016 FALL TRAVEL GOALS

For the Fall 2016 recruitment season, Admission team members committed to:

» Expand Miami’s reach in primary, secondary, tertiary, and emerging markets through increased travel efforts both by Oxford- and regionally-based recruitment staff to exceed more than 1,650 high school visits.

» Use a data-driven approach to make smart and efficient travel decisions.

» Generate tremendous energy with prospective students, parents, and alumni.

» Share a consistent and exciting message about the Miami experience.

» Build strong relationships with counselors, community colleges, and community-based organizations.

» Encourage students and families to attend a campus visit.

» Leverage the Early Decision (ED) application where appropriate.

» Increase overall application numbers, and enhance Miami’s student profile.

2,020
EVENTS
ATTENDED BY
RECRUITERS

1,692
HIGH
SCHOOL
VISITS

15,736
INFORMATION
CARDS COLLECTED
AT OFF-CAMPUS
RECRUITMENT
EVENTS
TRAVEL STATISTICS
OVERALL TRAVEL NUMBERS

<table>
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<tr>
<th></th>
<th>COLLEGE FAIRS</th>
<th>COUNSELOR PROGRAMS</th>
<th>HIGH SCHOOL VISITS</th>
<th>HS WORKSHOPS, PROGRAMS, PANELS &amp; PRESENTATIONS</th>
<th>PROSPECTIVE STUDENT RECEPTIONS</th>
<th>TOTAL</th>
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<td>15</td>
<td>1,692</td>
<td>66</td>
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EXCEEDED HIGH SCHOOL VISIT GOAL BY 2.55%

1ST TIME IN MIAMI ADMISSION HISTORY TO CONDUCT MORE THAN 2,000 OFF-CAMPUS RECRUITMENT EVENTS

GEOGRAPHIC BREAKDOWN
TRAVEL EVENTS BY STATE

OHIO
Akron: 55
Cincinnati: 83
Dayton: 87
Toledo: 40
Columbus: 78
Southeast Ohio: 31

OUT-OF-STATE
Alabama: 0
Alaska: 0
Arizona: 14
Arkansas: 0
California: 192
Colorado: 85
Connecticut: 36
Delaware: 14
Florida: 21
Georgia: 59
Hawaii: 0
Idaho: 4
Illinois: 104
Indiana: 57
Iowa: 0
Kansas: 10
Kentucky: 86
Louisiana: 0
Maine: 0
Maryland: 49
Massachusetts: 39
Michigan: 68
Minnesota: 32
Mississippi: 0
Missouri: 39
Montana: 0
Nebraska: 8
Nevada: 11
New Hampshire: 0
New Jersey: 49
New Mexico: 5
New York: 66
North Carolina: 15
North Dakota: 0
Oklahoma: 0
Oregon: 13
Pennsylvania: 58
Rhode Island: 4
South Carolina: 2
South Dakota: 0
Tennessee: 21
Texas: 46
Utah: 9
Vermont: 0
Virginia: 27
Washington: 35
West Virginia: 1
Wisconsin: 17
Wyoming: 0
DC: 12

4.13% INCREASE IN OUT-OF-STATE HIGH SCHOOL VISITS

VISITED 35/50 STATES PLUS WASHINGTON, D.C.
FIRST-YEAR DOMESTIC RECRUITMENT

HIGH SCHOOL VISITS SINCE 2011

YEAR | NUMBER OF VISITS
--- | ---
Fall 2011 | 635
Fall 2012 | 976
Fall 2013 | 1,083
Fall 2014 | 1,296
Fall 2015 | 1,632
Fall 2016 | 1,692

INCREASE IN HIGH SCHOOL VISITS SINCE 2011

- 63% increase in high school visits since 2011
- 266% increase in high school visits since 2011

TOP ATTENDED DOMESTIC HIGH SCHOOL VISITS*

1. Kettering Fairmont High School, Kettering, OH | 98
2. Springfield High School, Springfield, OH | 61
3. Saint Ignatius High School, Cleveland, OH | 57
4. Shroder Padeia High School, Cincinnati, OH | 52
5. Fairborn High School, Fairborn, OH | 50
6. Taylor High School, Cleves, OH | 47
7. Olentangy Orange High School, Lewis Center, OH | 44
8. Northmont High School, Clayton, OH | 43
9. Bishop Watterson High School, Columbus, OH | 43
10. Sacred Heart Academy High School, Louisville, KY | 42

*Note: All attendance figures used throughout this report, including event rankings, are based on the number of information cards collected.

FIRST-YEAR DOMESTIC RECRUITMENT

DIVERSE STUDENT RECRUITMENT TRAVEL

Statistics in this section are based on schools that generate the highest number of diverse students for Miami University.

TOP SCHOOLS VISITED (BY MARKET)

- Columbus, OH: 22
- Illinois: 21
- Cincinnati, OH: 19
- Dayton, OH: 16
- Cleveland, OH: 15
- 6.8% increase in high school visits since 2015
- 14.5% increase in Ohio college fairs since 2015

COLLEGE FAIRS

TOP ATTENDED DOMESTIC COLLEGE FAIRS*

1. Cincinnati National College Fair (NACAC), Cincinnati, OH | 250
2. Baltimore National College Fair (NACAC), Baltimore, MD | 235
3. Minnesota National College Fair (NACAC), Minneapolis, MN | 206
4. Columbus Suburban College Fair, Westerville, OH | 188
5. Indianapolis National College Fair (NACAC), Indianapolis, IN | 148
6. Greater Phoenix National College Fair (NACAC), Phoenix, AZ | 89
7. St. Xavier Mini College Fair, Cincinnati, OH | 88
8. Philadelphia National College Fair (NACAC), Philadelphia, PA | 82
9. Seattle National College Fair (NACAC), Seattle, WA | 79
10. Archbishop McNicholas College Fair, Cincinnati, OH | 76

*Note: All attendance figures used throughout this report, including event rankings, are based on the number of information cards collected.
STRAEGIC RECRUITMENT INITIATIVES

INTERNATIONAL RECRUITMENT TRAVEL

252 INTERNATIONAL RECRUITMENT EVENTS

COUNTRIES VISITED

BRAZIL
CANADA
CHINA
HONG KONG S.A.R.
INDIA
INDONESIA

JAPAN
MACAU S.A.R.
MALAYSIA
MYANMAR
NEPAL

SINGAPORE
SOUTH KOREA
SPAIN
TAIWAN
THAILAND
VIETNAM

COMMUNITY COLLEGES VISITED

Chatfield College
Cincinnati State Technical and Community College
Clark State Community College
Columbus State Community College (2 Campuses)
Cuyahoga Community College (6 Campuses)
Hocking College
Lakeland Community College
Lorain County Community College

Marion Technical College
North Central State College
Northwest State Community College
Owens Community College
Rhodes Community College
Sinclair State College
Southern State Community College
Zane State College

PARTNER INSTITUTION

ESTIMATED ATTENDANCE AT TRANSFER TRAVEL EVENTS

520

TRANSFER TRAVEL EVENTS

59
HIGH SCHOOL COUNSELOR EVENTS

HIGH SCHOOL COUNSELOR EVENTS BY LOCATION

OHIO

Akron
Cincinnati
Cleveland (Beachwood)
Cleveland (Westlake)
Columbus
Dayton
Portsmouth
Toledo

OUT-OF-STATE

Wilmington, DE
Chicago, IL
Indianapolis, IN
Baltimore, MD
Detroit, MI
Minneapolis, MN
St. Louis, MO

510 COUNSELORS ATTENDED A COUNSELOR EVENT