2015 FALL TRAVEL GOALS

For the fall 2015 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 1,500 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.

1,987 EVENTS ATTENDED BY RECRUITERS

1,632 HIGH SCHOOL VISITS

16,395 INFORMATION CARDS COLLECTED AT OFF-CAMPUS RECRUITMENT EVENTS
TRAVEL STATISTICS

OVERALL TRAVEL NUMBERS

<table>
<thead>
<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/Meet Miami</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>OHIO</td>
<td>69</td>
<td>8</td>
<td>346</td>
<td>16</td>
<td>4</td>
<td>443</td>
</tr>
<tr>
<td>OUT-OF-STATE</td>
<td>200</td>
<td>9</td>
<td>1,065</td>
<td>31</td>
<td>4</td>
<td>1,309</td>
</tr>
<tr>
<td>INTERNATIONAL</td>
<td>5</td>
<td>4</td>
<td>221</td>
<td>5</td>
<td>0</td>
<td>235</td>
</tr>
<tr>
<td>TOTAL</td>
<td>274</td>
<td>21</td>
<td>1,632</td>
<td>52</td>
<td>8</td>
<td>1,987</td>
</tr>
</tbody>
</table>

EXCEEDED HIGH SCHOOL VISIT GOAL BY 8.87%

32 COLLEGE FAIRS WITH MUCORP REPRESENTATION

VISITED 33/50 STATES PLUS WASHINGTON, D.C.

TEAM MEMBERS CONDUCTED FALL 2015 TRAVEL 23
FIRST-YEAR DOMESTIC RECRUITMENT

HIGH SCHOOL VISITS SINCE 2011

<table>
<thead>
<tr>
<th>YEAR</th>
<th>NUMBER OF VISITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2011</td>
<td>635</td>
</tr>
<tr>
<td>Fall 2012</td>
<td>976</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>1,083</td>
</tr>
<tr>
<td>Fall 2014</td>
<td>1,296</td>
</tr>
<tr>
<td>Fall 2015</td>
<td>1,632</td>
</tr>
</tbody>
</table>

TOP ATTENDED HIGH SCHOOL VISITS*

1. Kettering Fairmont HS (OH) 138
2. Saint Xavier HS (OH) 118
3. Madison HS (OH) 80
4. Springfield HS (OH) 80
5. Sycamore HS (OH) 52
6. Piqua HS (OH) 51
7. Springboro HS (OH) 46
8. Dixie Heights HS (KY) 45
9. Northmont HS (OH) 45
10. Clark Montessori HS (OH) 43
11. Mariemont HS (OH) 43

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

INCREASE IN HIGH SCHOOL VISITS SINCE 2011

- 25.9%

INCREASE IN HIGH SCHOOL VISITS SINCE 2014

- 157%

FIRST-YEAR DOMESTIC RECRUITMENT

MULTICULTURAL RECRUITMENT TRAVEL

TOP 100 MULTICULTURAL SCHOOLS VISITED (BY MARKET)

<table>
<thead>
<tr>
<th>MARKET</th>
<th>NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cincinnati</td>
<td>24</td>
</tr>
<tr>
<td>Columbus</td>
<td>19</td>
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<tr>
<td>Cleveland</td>
<td>16</td>
</tr>
<tr>
<td>Chicago</td>
<td>14</td>
</tr>
<tr>
<td>Dayton</td>
<td>9</td>
</tr>
<tr>
<td>Toledo</td>
<td>1</td>
</tr>
<tr>
<td>Indiana</td>
<td>5</td>
</tr>
<tr>
<td>Akron</td>
<td>2</td>
</tr>
<tr>
<td>California</td>
<td>1</td>
</tr>
<tr>
<td>Maryland</td>
<td>1</td>
</tr>
</tbody>
</table>

INCREASE IN TOP 100 MULTICULTURAL HIGH SCHOOL VISITS SINCE 2014

- 12%

INCREASE IN COLLEGE FAIRS SINCE 2014

- 19.7%
SPECIAL POPULATION RECRUITMENT

TRANSFER RECRUITMENT TRAVEL

COMMUNITY COLLEGES VISITED

CHATFIELD COLLEGE
CINCINNATI STATE TECHNICAL AND COMMUNITY COLLEGE
CLARK STATE COMMUNITY COLLEGE
COLUMBUS STATE COMMUNITY COLLEGE
CUYAHOGA COMMUNITY COLLEGE
EASTERN GATEWAY COMMUNITY COLLEGE
LAKELAND COMMUNITY COLLEGE
OWENS COMMUNITY COLLEGE
SINCLAIR COMMUNITY COLLEGE

COUNTRIES VISITED

BRAZIL
CHINA
HONG KONG SAR
INDIA
INDONESIA
MACAU SAR
MALAYSIA
PHILIPPINES
SINGAPORE
SOUTH KOREA
SRI LANKA
THAILAND
VIETNAM

ESTIMATED ATTENDANCE AT TRANSFER TRAVEL EVENTS

244

235 INTERNATIONAL RECRUITMENT EVENTS

13 COUNTRIES VISITED

TRANSFER TRAVEL EVENTS

35

PARTNER INSTITUTION
HIGH SCHOOL COUNSELOR EVENTS

HIGH SCHOOL COUNSELOR EVENTS BY LOCATION

**OHIO**
- Akron
- Cincinnati
- Cleveland (Beachwood)
- Cleveland (Westlake)
- Columbus
- Dayton
- Portsmouth
- Toledo

**OUT-OF-STATE**
- Atlanta, GA
- Chicago, IL
- Indianapolis, IN
- Louisville, KY
- Milwaukee, WI
- Minneapolis, MN
- Philadelphia, PA
- St. Louis, MO
- Washington, D.C.

**INTERNATIONAL**
- China
- Indonesia
- Singapore
- South Korea
- Philippines

**551 COUNSELORS ATTENDED A COUNSELOR EVENT**