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DSU Receives National Marketing & Recruitment Award

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Delaware State University has been awarded the Noel Levitz 2012 Marketing-Recruitment Excellence Award for its significant strides made over the last seven years in the area of enrollment management.

Awarded on July 26 during the National Conference on Student Recruitment, Marketing and Retention, DSU was one of four universities to receive the prized award, joining Averett University of Danville, Va.; Oral Roberts University of Tulsa, Okla.; and Salisbury University in Salisbury, Md.

Accepting the award on behalf of DSU President Harry L. Williams and the University were Carolyn Curry, vice president of Institutional Advancement and chief of staff, and Erin Hill, executive director of Admissions.

According to Noel Levitz, DSU received the award for its implementation of a comprehensive enrollment management model and for the resulting record increase in enrollment to 4,178 in the fall of 2011.

In addition, DSU was also commended for increasing its net tuition revenue and its mean academic profile, as well as for the increase of its retention rate for new freshmen (from 64% in 2007 to 70.5% in 2011). It was also cited for exemplary market plans and communiques.

?Delaware State University exemplifies how to successfully use innovative strategies to promote student awareness, increase enrollment, and improve student retention and completion,? said Sarah Coen, Noel-Levitz vice president. ?We are pleased to recognize DSU with a 2012 Marketing-Recruitment Excellence Award.?

Noel-Levitz is a nationally recognized higher education consulting firm that focuses on strategic planning for enrollment and student success.

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