



NKU Faces Huge Demand by Prospective Students For University's Increasingly Limited Resources

Northern Kentucky University has seen unprecedented demand for admission to the fall 2009 class.

For the first time in the university's history, over 6,000 students have applied for admission. This correlates to a 38.1 percent increase in applicants. These applicants represent one of the most diverse and well-prepared admission pools in the university's history.

Freshman regular admits are up nearly 18 percent, African-American student applications are up 54 percent and students who achieved a 29+ on their ACT are up 34 percent.

This demand comes at a time when NKU's resources are stretched to extremes. In addition to having \$17 million less in FTE state funds than the average of its sister Kentucky universities, NKU must also contend with a space deficit of about 22 percent.

These funding and academic space constraints have forced the university to institute a June 1 deadline for consideration to the university. For the first time in its history, NKU faces the prospect of turning away otherwise qualified students.

NKU Unveils New iPhone Application That Helps Students and Visitors Acclimate to Campus

Northern Kentucky University has unveiled an iNKU application for the iPhone and iPod Touch.

This latest addition to the university's technology innovations is part of NKU's efforts to become a technologically savvy powerhouse with the programs and tools expected by a new generation of "digital natives." The NKU Office of Information Technology is leading efforts to develop a strategic plan that makes NKU a forerunner in the implementation of a technology-enriched campus.

The first version of this free mobile application is now available in iTunes (search "NKU"). The application's many features include

a glossary of terms used at NKU, a trivia game, an NKU fight song player and a campus map that works with the iPhone's GPS.



The map feature will be especially useful to new students learning their way around campus or visitors looking for a specific building. The map will show you your current location on campus, as well as direct you to your next class, the library or another building. The GPS capability has an accuracy of three to four feet.

The university is currently exploring ways to expand and enhance the iNKU application, and to develop academic uses for the technology.

The College of Informatics plans to begin offering a course that will cover the iPhone SDK (Software Development Kit) in the spring of 2010. Students in the course will learn how to write their own iPhone applications.

CEAD Provides Forecasting and Data Analysis

The Center for Economic Analysis and Development (CEAD) was created this year as a critical outreach component of the College of Business. Its mission is to increase NKU's visibility as an institution committed to regional stewardship and economic development through economic analysis and business research conducted to benefit the organizations of our region.

Northern Kentucky/Greater Cincinnati by the Numbers is distributed each month to business leaders, politicians, educators, civic leaders and others to communicate market trends and economic forecasting. May's edition deals with real estate trends, recession effects on out-migration, population growth and recurring economic indexes.

For more information, please visit <http://cead.nku.edu> or email community@nku.edu to register for the monthly newsletter.

DID YOU KNOW

NKU graduated approximately 1,900 undergraduate, 500 graduate and 140 law students this year