

WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES

Enrollment Management Report
November 21, 2014

1. Undergraduate Admissions/Recruitment/Enrollment Marketing

- Direct from High School applications are running ahead for Fall 2015 by 13.8% (252) with all new applications for Fall 2015 ahead by 18.5% (372).
- Fall brought many new visitors to our campus with over (1,700) prospective students and families visiting in the month of October through the Office of Undergraduate Admissions.
- November 8th was the Fall Raider Open House with over (900) students/families visiting on this Saturday. The event went smoothly with many positive responses received through the surveys, twitter and Facebook.

2. Financial Aid

- The online scholarship application for the 2015-2016 academic year will go live the week of November 17, 2014. There are some great, new enhancements that allow the application to utilize skip logic for questions that are not-applicable for certain applicants. This scholarship application is used by the foundation, colleges, and departments for scholarship recipient selection.

3. Raider Connect

- In partnership with CATS, Raider Connect will host 3 “Raider Registration Sessions” to assist new and transfer student registering themselves on line for the first time. Developed in response to concerns raised during the evaluation of New Student Orientation, the sessions will occur on November 21, November 24 and November 25. Students will learn to better use WINGS Express and leave registered for Spring 2015 courses.
- Raider Connect has expanded our outreach efforts in the Miami Valley by contacting more than (70) local guidance counselors to offer Financial Aid Awareness and FAFSA Completion Workshops at local high schools. We have already scheduled 17 of these events this winter, with more requests rolling in daily.

4. Transfer Student Resource Center (TSRC)

- As of November 5th, Fall 2015 main campus transfer applications were up 56% (61) from same time last year.
- The TSRC hired two students from the Motion Pictures program to create a series of student-centered videos to utilize in our transformed online orientation for new transfer students.
- TSRC staff have partnered with the Sinclair City Connects and Mathile Scholars program to provide support to SCC Mathile Scholars with the goal of helping more Mathile Scholars continue on at Wright State University.
- Since late September, the TSRC represented Wright State at (35) Transfer Fairs and information sessions at Edison Community College, Sinclair Community College, Southern State Community College, Clark State Community College, Hocking College, Columbus State, Central Ohio Technical College, and at Dayton Veteran Affairs.