

WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES

Enrollment Management Report
November 22, 2013

1. Undergraduate Admissions/Recruitment/Enrollment Marketing

- On Saturday, November 2, the Office of Undergraduate Admissions hosted another successful Raider Open House, the university's largest recruiting event for future Raiders. Over 1,000 students and families took advantage of this exciting visit experience.
- At the Raider Open House, every academic department was represented by faculty and staff, which allowed the families to acquire details of the academic experience at Wright State. Current Wright State students attended the open house to engage families in conversation and share their student life stories. Special presentations from each academic college, Pre-Health Professions, Undergraduate Admissions, Raider Connect, University Honors Program, and Campus Housing were offered to prospective students and their families. Tours of campus and housing were also available throughout the day including special tours of the Nursing Skills Lab, Soin Trading Center, the Creative Arts Center, and spaces in Russ Engineering Center.
- This year, extensive and targeted communication plans include direct mail, personalized admission viewbooks, postcards focused on the students' academic area of interest, and academic scholarships. This customized experience will allow students to "build their own" viewbook based upon their specific academic or extracurricular interests. Communication plans will continue throughout the year as students move through the Admissions cycle.

2. Financial Aid

- A new academic performance scholarship (APS) program was unveiled in October to attract high achieving new direct from high school students. The APS programs are now based upon a composite score (combination of ACT/SAT & HS GPA) rather than a range of scores for HS GPA and ACT/SAT Score. The scholarship calculator is located on the First Year

Scholarships website along with a description of the new APS Programs. The new program is as follows:

Tier- Level Name	Composite Score	Scholarship Amount	Renewal Criteria
Wright Promise	55.0-59.999	\$1,500	2.5 Cumulative GPA 24 credits earned
Raider Excellence	60-65.999	\$2,500	3.0 Cumulative GPA 30 credits earned
University Achievement	66-69.999	\$3,500	3.0 Cumulative GPA 30 credits earned
University Achievement	70-74.999	\$4,500	3.0 Cumulative GPA 30 credits earned
University Achievement	75.0+	\$6,000	3.0 Cumulative GPA 30 credits earned

The composite score is the sum of the following: HS GPA(10) + ACT Score (or converted SAT Score) = Composite Score

Here's an example: ACT Score = 28 HS GPA = 3.90

$3.90(10) + 28 = 67$ This student would receive the University Achievement Scholarship = \$3,500

- A marketing campaign was launched during October to attract new students to WSU by highlighting the new APS Programs. Personalized marketing materials were sent to students whose names/scores were purchased through a focused ACT name-buy. Additional marketing efforts will be launched during the month of November to reach out-of-state and international students through a focused ACT/SAT name-buy, and personalized marketing campaign.
- Scholarship Manager - the new online scholarship application process went live the week of November 4, 2013. This initiative integrates the various scholarship applications into one common application for scholarships provided by the Foundation, WSU and other sponsors. The Office of Financial Aid has partnered with the Advancement Office on this effort.

3. College Readiness

- Wright State University is currently partnering with several high schools on a College Readiness initiative:
 - Dayton Public Schools
 - Jefferson Township High School, Dayton, Ohio
 - Springfield High School, Springfield, Ohio
 - Memorial High School, St. Mary's, Ohio

- Fairborn High School, Fairborn, Ohio
- On September 10, 2013, the Wright State University College Readiness website was launched. This site will provide area high schools with information about the program, provide the process of scheduling an intake interview, and coordinate with the university.
<http://www.wright.edu/enrollment-management/college-readiness>
- Since August of 2013, the College Readiness program has delivered important content to approximately 600 high school students regarding academic enrichment, non-cognitive skills, financial aid/financial literacy, the college application process and cultural enrichment where applicable.

4. RaiderConnect

- Our vacant Enrollment Services Advisor position has been filled; her initial training will be complete in time for us to be fully staffed for the next extended multi-peak period, which occurs from late November through early February.
- RaiderConnect partnered with CATS to serve as the first non-CATS unit to implement virtual (cloud-based) desktops, also called VDI. VDI allows one to access one's "computer" from any device with a web browser – because the "computer" need not exist; its operating system, applications, and documents exist on a server. We were selected for the pilot because of the unusual needs of our unit – our staff members 'bring their desk with them' throughout the day as they serve students in multiple modes from multiple locations.
- RaiderConnect is one of the first units partnering with Multicultural Affairs and Community Engagement in department-level diversity training reifying the institution's commitment to identify and eliminate artificial barriers that may impede students in their pursuit of excellence.