

WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES

Enrollment Management Report
April 17, 2014

1. Undergraduate Admissions/Recruitment/Enrollment Marketing

- Raider Open House is the largest on campus recruitment event for the Office of Undergraduate Admissions. March 1 was our most recent, featuring presentations by each academic college, Pre-Health Professions, University Honors Program, Campus Housing, Raider Connect, and Undergraduate Admissions. 1,097 visitors attended this event (393 students), the largest number since Fall 2012.
- The Office of Undergraduate Admissions has created a new Admitted Student Website to assist new students in their matriculation to Wright State for Fall 2014.
- At the end of March, applications for Fall 2014 were running ahead with a 1% (37) increase in all new main campus undergraduate applications which includes a 7% (101) increase in all African-American undergraduate applications and an 8% (309) increase in direct from high school.

2. Financial Aid

- Financial aid award notifications began the week of March 14, 2014. During the initial distribution of award notices, more than 4,200 students were awarded, a 2% increase over last year.
- New personalized paper award notifications will be mailed to all new students as soon as final award guidance for OCOG (Ohio College Opportunity Grant) is distributed by the Ohio Board of Regents, anticipated the first week of April.
- As of March 19, 2014, Academic Performance Scholarship awards were 15% ahead of last year. More than 55% of all students who are admitted to WSU for the fall semester 2014 are eligible for an Academic Performance Scholarship award, an increase of more than 5% over last year.

3. Raider Connect

- Raider Connect supported various prospective student events hosted by partner offices, by providing early Financial Aid Advising to students and families, including: Raider Open House, Admitted Student Visit Day, and Transfer Student Open House. Our participation affords us the opportunity to proactively engage families in meeting financial aid requirements, and in understanding the process and its deadlines.

4. Orientation

- New student orientation registration began March 19, 2014. As of March 31, 2014, more than 500 new students have registered to attend a summer orientation session. We estimate serving 2,300 students during summer orientation this year.
- The cost for this year's summer orientation program is \$20 per student, \$55 less than previous years. We feel that this cost is less of a burden on the families that we serve and will lead to higher participation in summer orientation.

5. Transfer Student Resource Center (TSRC)

- The Transfer Student Resource Center was officially established late Fall semester 2013 to better serve transfer students, as a conduit between admissions and the degree-granting colleges. We aim to make Wright State University a 'transfer-friendly' institution, with a local and national reputation for such.
- On Tuesday, March 18th, the Transfer Student Resource Center hosted our first Transfer Open House. There were 235 visitors total, including 88 students and their guests, and of those students, 66 (75%) submitted an application to Wright State!
- As of April 1, Fall 2014 main campus transfer applications were up 5% (54) for a total of 1,045 applicants.
- Through collaboration with the Veteran and Military Center and the Student Government, we've established a student Transfer Advisory Board (TAB) to help the TSRC with programming initiatives, shape policy, and draft materials.

We have also set up a Transfer Advisory Council (TAC), which is comprised of professionals from area community colleges and across campus, to serve as a “think tank” with the mission of guiding the TSRC in being innovative in its operations and scope.

- The TSRC represented Wright State at Transfer Fairs at Edison Community College, Sinclair Community College, Owens Community College, and at Cincinnati State Technical and Community College. Additionally, along with advisor representatives from the degree-granting colleges, we conduct weekly visitations at Sinclair Community College, and plan to expand to other community colleges, local businesses, as well as military centers (in partnership with the Veteran and Military Center).