

Unit Overview/Mission/Purpose

Undergraduate Admissions serves two roles: Undergraduate Recruitment and Enrollment Processing. Undergraduate recruitment is responsible for recruiting high school students to Wright State. We serve as the gateway between Wright State and future Raiders by providing campus visits, recruiting at off campus events including high school visits and college fairs and building relationships with future students, families and school counselors. Enrollment Processing is responsible for processing all undergraduate domestic applications for College Credit Plus, high school, adult, transfer, returning and non degree. The team collects all transcripts that are sent to the university and routes them appropriately. Additionally the team is responsible for executing all communication plans and system maintenance and testing for all Banner and Salesforce upgrades. In addition to serving future students, Enrollment Processing has a large internal service group that includes Registrar and the colleges.

Staffing

	FY16	FY17	FY18	FY19
# Full Time Staff	10	15	17	15
# Student Employee	37	26	20	18

Undergraduate Recruitment

Success Outcome 1:

The Admissions funnel is an industry standard that is used to evaluate volume and movement of an incoming class. Undergraduate Recruitment is responsible for generating inquiries and applicants in the admissions funnel and assisting in moving students from applicant to admit and admit to enrolled.

KPI 1.1

Data:

Recruitment Conversion Ratios					
	Wright State Fall 2016	Wright State Fall 2017	Wright State Fall 2018	Benchmark Fall 2016	Benchmark Fall 2015
Conversion rate from inquiry to application	35.20%	28.20%	29.90%	24.00%	26.00%
Admit rate from application to admit	78.30%	83.00%	86.70%	65.00%	66.00%
Yield rate from admission to enrollment	41.30%	41.90%	36.80%	26.50%	28.50%

Benchmark Data is from Ruffalo Noel Levitz 2016 Recruitment Conversion and Yield Rate Benchmarks for Four-Year Institutions.

Wright State data is from Salesforce

Result: Wright State continues to perform above the median benchmark scores from the most recent Ruffalo Noel Levitz data. We will need to continue to analyze our inquiry data and improve our conversion rates if we want to see an increase in applications and enrollment.

Response/Action Plan: Future goals for success for Wright State include an increase in the yield rate and an increase in the application rate.

Success Outcome 2:

Campus visits allow for students to explore campus, meet Raiders, and learn about processes. Campus visits are also a key indicator for application generation. Success is measured by attendance at visit events and customer satisfaction surveys

KPI 2.1

Data: Number of students who participated in a daily campus visit

Campus Visitors			
	2016	2017	2018
Student Visitors	3196	3394	2878
Group Tours	5165	4273	3175

Result: Campus tours are offered daily, Monday through Friday at 10 am and 2pm. Daily we have capacity in our presentation room for 50 total guests. A campus visit is an indicator of a high level of interest in Wright State and often results in a student applying to Wright State. The dramatic decline in group tours is a direct result of a decline in budget due to the way graduate assistantships were funded. Additionally, the decline of student visitors from 2017 to 2018, was in line with the enrollment decline we saw for Fall 2018.

Response/Action Plan: 2018 included a significant change to the budget. The specific change had a direct impact on the number of tours we were able to provide. Because our funding for graduate assistants was cut at the last minute, we shifted budget from student wages to cover the graduate assistants contracts. As we move to FY2019/recruitment cycle for 2019, we have restructured responsibilities and reduced the number of graduate assistants, freeing up our student wages budget to open more campus visit options and we are seeing an increase.

Additionally we are offering new ways to participate in a campus visit specifically incorporating our daily campus visit and amplifying it by providing a specialized academic session on specific days of the months for students. We are leveraging more space in the Student Union and are leveraging our student ambassadors' hours more effectively to provide quality small group tours.

Beginning July 2018, we started collecting survey results from our visitors to understand the experience they had on campus and the likelihood to apply. Although not provided in this report, we use this information for training purposes and to improve our campus visit experience for students.

KPI 2.2

Data: Raider Open House Survey of attendees: Students; Parents

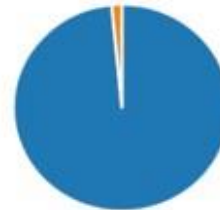
Raider Open House Survey results March 2018

Student-Survey-March-2018¶

I am more interested in attending Wright State as a result of attending Raider Open House

[More Details](#)

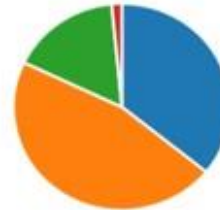
yes	66
no	1



How knowledgeable are you on the next steps to becoming a Raider?

[More Details](#)

Very knowledgeable	24
Knowledgeable	31
Somewhat knowledgeable	11
Not at all knowledgeable	1



How many colleges are you currently looking at?

[More Details](#)

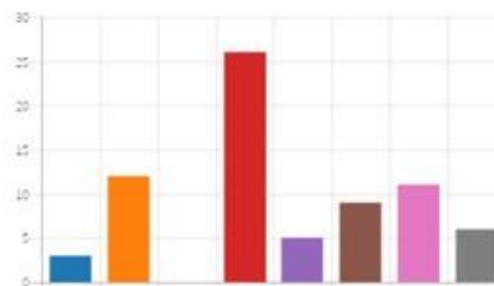
1	23
2	18
3	9
4+	16



How did you hear about Raider Open House?

[More Details](#)

Facebook	3
Postcard	12
College Fair	0
Email	26
Admissions Representative	5
Friend	9
Parent	11
Other	6



Parent/Family Survey March 2018

Has your student's interest level increased as a result of attending Raider Open House?

[More Details](#)

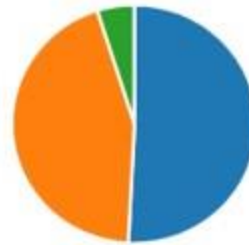
● Yes	62
● No	0



Is Wright State a good fit for your student?

[More Details](#)

● Perfect Fit	31
● Good Fit	27
● Not sure yet	3
● Not a good fit for my student	0



How knowledgeable are you on the next steps for your student to become a Raider?

[More Details](#)

● Very Knowledgeable	17
● Knowledgeable	35
● Somewhat Knowledgeable	9
● Not at all knowledgeable	0



Are you a Wright State alumnus?

[More Details](#)

● Yes	4
● No	55



Student Survey Results August 2018

1. High School Grad Year

[More Details](#)

● 2020 or later	3
● 2019	46
● 2018 or earlier	8



2. I am more interested in attending Wright State as a result of attending Raider Open House

[More Details](#)

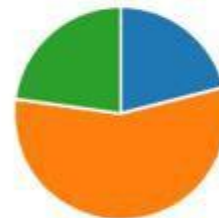
● yes	53
● no	3



3. How knowledgeable are you on the next steps to becoming a Raider?

[More Details](#)

● Very knowledgeable	12
● Knowledgeable	32
● Somewhat knowledgeable	13
● Not at all knowledgeable	0



4. How many colleges are you currently looking at?

[More Details](#)

● 1	11
● 2	15
● 3	14
● 4+	17



5. What most interests you when looking at a college/university?

[More Details](#)

56
Responses

Popular responses:

1. Majors/Programs
2. Environment/Atmosphere
3. Student Life Opportunities
4. Size
5. Price

6. Which session was most helpful?

[More Details](#)

52
Responses

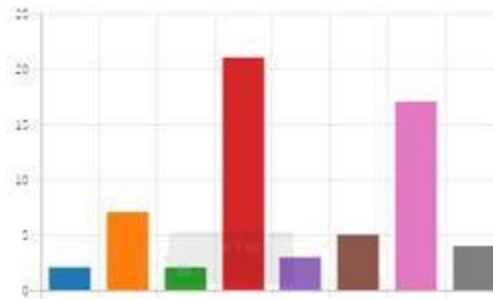
Popular responses:

1. Campus Tours
2. Resource Fair
3. Your Raider Experience
4. Engineering Info Session
5. RSCOB Info Session

7. How did you hear about Raider Open House?

[More Details](#)

Facebook	2
Postcard	7
College Fair	2
Email	21
Admissions Representative	3
Friend	5
Parent	17
Other	4



Family Survey Results

1. In your opinion, has your student's interest level increased as a result of attending Raider Open House?

[More Details](#)

● Yes	42
● No	1



2. Is Wright State a good fit for your student?

[More Details](#)

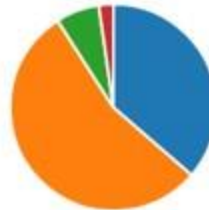
● Perfect Fit	16
● Good Fit	21
● Not sure yet	6
● Not a good fit for my student	0



3. How knowledgeable are you on the next steps for your student to become a Raider?

[More Details](#)

● Very Knowledgeable	16
● Knowledgeable	24
● Somewhat Knowledgeable	3
● Not at all knowledgeable	1



6. Are you a Wright State alumnus?

[More Details](#)

● Yes	3
● No	40



4. Favorite part about today's Raider Open House

[More Details](#)

35

Responses

Popular Responses:

1. Very Informative/Received Good Information
 2. Campus Tour
 3. Helpful/Friendly Staff and Volunteers
 4. Opportunity to talk to Departments & Faculty
 5. Department Tours
-

5. Suggestions

[More Details](#)

9

Responses

Popular Responses:

1. Welcome/Opening Meeting
2. Seperate Housing Tours
3. Parent/Family Support Sessions
4. Lack of Programs
5. More Time for Resource Fair

Raider Open House November 2018 Survey Results

Student Survey Results November 2018¶

1. High School Grad Year

[More Details](#)

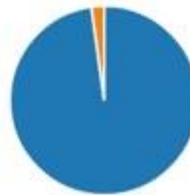
2020 or later	22
2019	147
2018 or earlier	13



2. I am more interested in attending Wright State as a result of attending Raider Open House

[More Details](#)

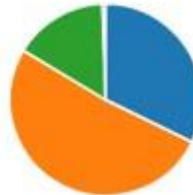
yes	179
no	4



3. How knowledgeable are you on the next steps to becoming a Raider?

[More Details](#)

Very knowledgeable	59
Knowledgeable	94
Somewhat knowledgeable	29
Not at all knowledgeable	1



4. How many colleges are you currently looking at?

[More Details](#)

1	37
2	45
3	42
4+	58



5. What most interests you when looking at a college/university?

[More Details](#)

168

Responses

- Top Answers:
1. Education/Education Opportunities
 2. Community/Students/Faculty
 3. Campus/Area

6. Which session was most helpful?

[More Details](#)

155

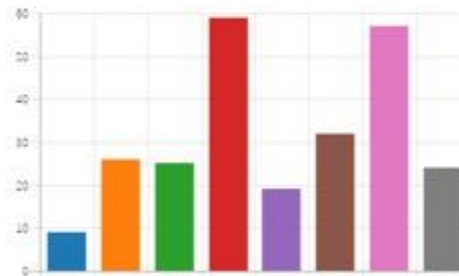
Responses

- Top Answers:
1. Academic Sessions
 2. Tours
 3. Academic Dept. Tours

7. How did you hear about Raider Open House?

[More Details](#)

Facebook	9
Postcard	26
College Fair	25
Email	59
Admissions Representative	19
Friend	32
Parent	57
Other	24



Family Survey Results

1. In your opinion, has your student's interest level increased as a result of attending Raider Open House?

[More Details](#)

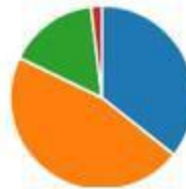
● Yes	145
● No	11



2. Is Wright State a good fit for your student?

[More Details](#)

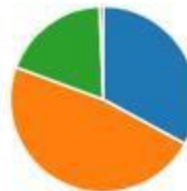
● Perfect Fit	56
● Good Fit	73
● Not sure yet	25
● Not a good fit for my student	3



3. How knowledgeable are you on the next steps for your student to become a Raider?

[More Details](#)

● Very Knowledgeable	51
● Knowledgeable	74
● Somewhat Knowledgeable	29
● Not at all knowledgeable	1



4. Favorite part about today's Raider Open House

[More Details](#)

140

Responses

- Top Answers:
1. Academic Dept. Tours
 2. Tours
 3. Academic Info Sessions

5. Suggestions

[More Details](#)

36

Responses

- Top Answers:
1. Bags/Folder to hold collected materials
 2. Small tour groups
 3. More opportunities to explore other parts of campus

6. Are you a Wright State alumnus?

[More Details](#)



Result: We continue to see positive results in our surveys for those that attend Raider Open House. Students are more interested in attending as a result of the visit and understand the process to become a Wright State student. Parents find that Wright State is a good fit for the student.

Response/Action Plan: We continue to leverage the survey feedback to make improvements to the program adjusting where sessions are located, how we welcome families to campus, how we market the event and what sessions we host.

Enrollment Processing

Success Outcome 1:

Enrollment processing is responsible for moving students from applicants to an admission decision. For admission decisions to be made, applications must be completed. This includes successful gathering of all required documents from students. Success is measured in the success of applications completed which then results in an admission decision being made.

KPI 1.1

Data:

Applications by year			
Year	Total Applications Received	Total Applications Completed	Percentage of Applications Completed
2016	15310	11667	76.2%
2017	14266	10997	77.1%
2018	12936	10518	81.3%

Data pulled from Salesforce; Year represents Spring, Summer and Fall terms for that year and includes all domestic degree and non-degree undergraduate applications processed by the enrollment processing team. Note: 2018 is the first term enrollment processing was responsible for non degree applications (CCP applications have always been processed by enrollment processing)

Result: While applications continued to decline, the percent of applications completed increased which means the team was able to achieve a higher percentage of applications to a complete status (complete requires students to submit all required documents) which shows an increase in efficiency.

For comparative norming on national benchmarks, we need to look at the data at a more detailed level. National average for First Year students for four-year public applicants completing the application process according to a Ruffalo Noel Levitz report was 82.5% in Fall 2016 and 80% in Fall 2015. For the same comparative group for fall entry, Wright State had a completion rate of 89.8% Fall 2018; 85.3% Fall 2017; 81.2% Fall 2016 putting Wright State in line and above national averages.

Response/Action Plan: While application generation is not a responsibility of the enrollment processing team, many new strategies have been deployed this year to increase the number of applications. Some of these strategies include Wright State becoming a member of the Common Application; participating in application events for African American students in the state of Ohio; application events at community college partner institutions; broad based marketing to raise awareness and encourage applications. Enrollment processing will continue to work towards the goal of 80% application completion rate. Additional communications to applicants including emails and phone calls, introduced in early 2018 will continue to be leveraged to encourage application completion.