Project: Every Wright State student will receive a scholarship to support their experiential learning

Description:
Wright State will provide scholarships for every student in support of required experiential learning. This will be an incentive for students to embrace experiential learning, and serve as an inducement for faculty to better engage students by including experiential learning in required curricula. It will also be a reason for students to choose WSU. In addition, it will signal the importance the university community places on experiential learning, and give us an opportunity to reach out to donors and granting agencies for support. This unique program would be used as a tool to distinguish the university and attract new students. It would also function as an effective retention strategy, as engaged and connected students are retained students.

Actions:
1. Determine how best to subsidize experiential learning
2. Assess cost
3. Identify donor interest, and research grant opportunities
4. Secure funding
5. Develop internal and external strategic marketing strategies focused around this program to recruit and retain students

Milestones:
1. Process for financial support for experiential learning finalized
2. Dollar cost assessed and weighed against projections for increased enrollment
3. Donor interest assessed. List of potential granting agencies created and grants written
4. Grants and donations secured to offset costs
5. A. Targeted marketing strategies created for donors and for students.
   B. Student ambassadors recruited to market program to incoming and existing students
   C. Internship providers, alumni, and community partners market program success

Metrics:
1-3 Students have a lower cost burden
4. A. Outside funding secured, including donor funding, grant funding, foundation funding
   B. Funding pool increases, donors renew or expand funding, new donors added
5. A. Menu of experiential learning opportunities offered at WSU used as marketing tool. Increased retention and enrollment as a result of marketing experiential learning program calculated. Marketing leverages experiential learning increase
   B. Student ambassadors effectively recruit incoming and existing students
C. The number of community partners actively marketing the program grows

**Timeline:**
1. Completed by end of F18
2. Completed by end of S19
3. Completed by end of S19
4. Completed by F20
5. Completed by F20

**Resources:** Funding to offset scholarships costs, and support student ambassadors

**Success factors:** Student costs are offset without unintended consequences for financial aid

**Suggested project ownership:** Financial aid, advancement