

WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES

Enrollment Management Report  
September 20, 2013

1. Undergraduate Admissions/Recruitment/Enrollment Marketing

- A Raider Open House was held on August 2<sup>nd</sup> with over 600 attending. This was an increase of more than 100 students over last year.
- A New Transfer Open House was held on August 8<sup>th</sup> with 64 transfer students attending.
- On August 5 the Office of Undergraduate Admissions moved into their dedicated new space in the Student Union that will serve as a gateway to the university. The new space features a 50-seat presentation room with an 80” touchscreen to accommodate daily tours. The space also features artwork and iPads that will help to tell the Wright State story and the success of our many graduates.

2. Financial Aid

- The Office of Financial Aid is collaborating with Institutional Research, Dr. Xinhui Zhang (CECS), and Ms. Bev Grunden of the Statistical Consulting Center to investigate new ways to leverage institutional financial aid resources. It is anticipated that a new academic merit scholarship program will be developed for use during the recruitment of the fall 2015 class of new, direct from high school students. Smaller, more focused programs will also be introduced and used for the recruitment of the fall 2014 class.
- Ms. Cathy Bussen (Associate Director of Scholarships & Financial Aid) is working with the Office of Institutional Advancement on a new scholarship application process, called Scholarship Manager. This new program will allow students to more easily apply for Foundation and university scholarship programs and allow scholarship committees to make recommendations more efficiently. Scholarship Manager is set to “go live” for scholarship applicants yet this year.

### 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
- The College Readiness program delivers content to high school students regarding academic enrichment, non-cognitive skill building, financial aid/literacy, the college application process and cultural enrichment where applicable.

### 4. RaiderConnect

- Opening in its new permanent location at the front of the Student Union on July 29, RaiderConnect provided enrollment services (aided by the implementation of queuing software) for walk-in visitors for the first Fall Semester start since its inception.
- During the last two weeks of August 2013, the 12 RaiderConnect staff assisted students as follows:

Service Delivery Method	Number of Students	Average/Day
Service Desk	2,200	220
Sit-down Advising	820	82
Telephone	7,000	700
Email	560	56
Ask RaiderConnect	383	29
Self-service Kiosk	~15% of service desk	33

### 5. Orientation

- Orientation 2013 theme was "Bound for Success." Sixteen sessions were held between May 1 and August 10. The Orientation day kicked off with the "Your College Open House, Points of Pride Breakfast," offering students and families an opportunity to meet college personnel and Deans in an informal and welcoming atmosphere.