WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES

Enrollment Management Report
January 31, 2014

1. Undergraduate Admissions/Recruitment/Enrollment Marketing

- On Tuesday, December 10th, the Office of Undergraduate Admissions hosted a successful Transfer Open House for students transferring into Wright State for Spring Semester. Each academic college was represented, as well as many student service departments. 48 transfer students attended the event, with 35 students submitting applications to Wright State.

- December began a target generation application calling campaign. Over 6,000 students, who have expressed interest in Wright State but not yet applied, will receive a phone call encouraging them to submit a Wright State application. Phone calls also began for students who had submitted an application but not yet finished the application process.

- At the end of December, applications for Fall 2014 were running ahead with a 3% (121) increase in all new main campus undergraduate applications. An 8% (62) increase in all African American new main campus undergraduate applications.

2. Financial Aid

- Preparations for 2014-2015 financial aid processing are well underway. There are many changes in federal regulations this year due to enrollment reporting, so we are working through the regulation changes as well.

- Financial aid award notifications will be mailed to new students this year, instead of the standard email communications. The new paper award notification will include information on how to access WINGS Express, next steps in the enrollment process, and an estimate of costs associated with attending Wright State University. We feel that this new method for communication will assist with the enrollment of new students to Wright State University. New students will have more information at their fingertips, allowing them to make a better enrollment decision due to having the right information at the right time. Continuing students will continue to receive the

standard email for award notifications. All communications for award notifications will begin on Friday, March 14, 2014.

- The new Federal Shopping Sheet requirement will be launched at the same time as award notifications on Friday, March 14, 2014, and will be available to all students. The Federal Requirement indicates that only Veteran students are required to receive this valuable information, however, recommends that all institutions use this information tool for all students. We will have the Federal Shopping Sheet available to all students as recommended by the US Department of Education.

3. Raider Connect

- During its first semester and 'busy' season in the newly renovated space, Raider Connect was able to assist students via 37,799 calls, 24,437 in-person transactions, and 6,348 emails (between August 1st and December 23rd). Raider Connect continues to collaborate with offices across campus in seeking new improvements to streamline processes and services for students.

4. Orientation

- Wright State University will host 16 summer orientation programs from May through August for new students to Wright State University. One additional session will be filled should the need arise in mid-August. The additional session will only be opened if we are at capacity in the first 16 sessions and necessitate an additional date.

- The programs will include presentations from each College, a student success presentation, and students will meet with their academic advisor. Several concurrent interest sessions are being created to educate families on services from Raider Connect, Student Affairs, Academic Services, etc. The common text, *A Fault in Our Stars*, by John Green will also be distributed to all new student attendees.

- The Admitted Student Website from the Office of Undergraduate Admissions will host our orientation information this year, and the online registration process will begin in February. The registration process for orientation will include a pre-orientation questionnaire so that advisors can properly advise new students and create an academic schedule based upon preferences.