

WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES

Enrollment Management Report  
April 16, 2015

1. Undergraduate Admissions / Recruitment

- Direct from High School applications for both campuses are running ahead for Fall 2015 by about 8% (494) with all new applications ahead by 9.6% (980).
- On Saturday, February 28, the Office of Undergraduate Admissions hosted Raider Open House, the university's largest recruiting event for future Raiders. A total of 1,091 people came to campus, including 444 prospective students, to find out more about Wright State. Every academic department was represented by faculty and staff, which allowed our visitors to explore multiple academic experiences at Wright State. Visitors also heard from current Wright State students who shared their student life experiences. Following the event, an online survey was sent to all prospective students who attended and the results were overwhelmingly positive.

2. Enrollment Processing & Financial Aid

- WSU received 3,083 scholarship applications through the online scholarship application process in Scholarship Manager. Last year 2,499 students submitted applications, so this is an increase of 19% over last year. Scholarship committees are now reviewing applications to determine scholarship awards for the 2015-2016 academic year. Awards will be made from March 15 through the end of the academic year.
- Financial Aid award notifications began on March 23, 2015. Paper copies of the financial aid award notifications will be mailed to all new undergraduate students beginning mid-April. Students can begin accepting their financial aid awards immediately. The chart below contains some trend data that may be useful.

*Count of Undergraduate Students Awarded Financial Aid on First Auto-Packaging Run  
2012-2013 – 2015-2016*

<b>Aid Year</b>	<b>Date</b>	<b>New</b>	<b>Other</b>	<b>Readmitted</b>	<b>Transfer</b>	<b>Continuing</b>	<b>Total</b>
<b>*2012-2013</b>	March 15, 2012	2,171	13	N/A	92	N/A	2,276
<b>2013-2014</b>	March 15, 2013	1,965	28	44	174	1,488	3,699
<b>2014-2015</b>	March 17, 2014	1,851	32	48	256	1,477	3,664
<b>2015-2016</b>	March 23, 2015	2,168	25	61	247	2,356	4,857

*\*2012-2013 First Packaging Run included only New, Other, and Transfer Students.*

- The new College Credit Plus website and application process was launched prior to the state deadline. This program replaces the former Dual Enrollment and PSEO programs and is now open to Ohio 7th-12th grade students who plan to pursue college level credit while also enrolled in their middle-high schools.
- This year, 7,396 more high school seniors have inquired (requested information about WSU) than last year. That is a 33% increase over last year. Additionally, 6,298 more high school juniors have inquired (requested more information about WSU) than last year. That is a 50% increase over the previous year.

### 3. Raider Connect

- On April 1, 2015 Raider Connect welcomed Spelicha Mott and Doran Brock to our team as Enrollment Service Advisors. They bring a combined 17 years of experience working in Financial Aid and both have worked previously in One Stop environments. We are excited to have them join our team.
- Raider Connect surpassed our goal of increasing outreach to area high school students and parents by 10% in 2014-15. With a total of 86 programs in local high schools, churches and social groups, we were able to increase outreach by 19%. Data shows that we made contact with nearly 2,000 local students, providing assistance with Financial Aid and Financial Literacy.
- On February 1, Raider Connect went live on Facebook and Twitter, creating our first presence on Social Media. We have reshaped our Graduate Assistant position to help manage this new project, and initial reports show that students are viewing and using our tweets and posts.

#### 4. Transfer Student Resource Center (TSRC)

- On March 10, the Transfer Student Resource Center hosted our fourth Transfer Open House. There were 83 prospective student attendees and their guests for a total of 122 visitors. 77% (including 6 registrants who were unable to attend but still applied) submitted an application to Wright State.
- On April 10, 2015, Executive Director, Charles Long, and Transfer/Veteran Military Center Recruiter, Melissa DeButz, gave a presentation at the National Association of College Admission Counseling (NACAC) conference on “Assisting Veteran and Military-connected Students to Successfully Navigate the Transfer Process”.
- We recently developed a partnership program with Cincinnati State called “Pathways,” which is similar to Wright State partnership programs with Sinclair (Dual Degree) and Clark State (Gateway).
- We have updated five expired articulation (transfer) agreements and created more than a dozen new agreements.

#### 5. Orientation

- We are re-designing the Summer Orientation Program to provide students and family members with more of a connection to Wright State University.
- The Website and Orientation Publications are all being revised with messaging that will make prospective new students feel like they are already a part of the Wright State Community and the Class of 2019.