

WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES

Enrollment Management Report
April 7, 2017

1. Early College High School Programs

- College Credit Plus students overall performed well for Fall '16 semester. With (1,179) grades being given out, average Fall '16 cumulative grade point average was 3.229 with 93% passing.
- CCP students are now applying for the '17-18 school year using the new online application. Currently, over (600) CCP students have applied so far for the next school year.
- Wright State attended over (25) College Credit Plus nights in our local school districts working with students/families to inform them on CCP processes and options on our campus.

2. Undergraduate Admissions / Recruitment / Enrollment Processing

- Our spring Raider Open House was held on Saturday, March 11 and included invitations sent to high school seniors and transfer students. (293) students and an estimated (600) guests attended the Raider Open House. (97%) of the survey responses from students indicated that the student's interest level in Wright State increased after attending Raider Open House.
- The undergraduate recruiters are participating in spring college fairs around the state. We will attend (32) college fairs in Ohio and Indiana.
- Hosted (850) visitors on campus for tours and large group visits in February.

3. Financial Aid

- The summer tuition rebate program that was approved by the Board of Trustees and the Chancellor of Ohio Department of Higher Education has been fully implemented for the summer 2017 session. Marketing efforts are now underway to inform students of the opportunity to save money by taking advantage of the cost savings during the summer term. Go to <https://www.wright.edu/audience/summer-rebate> to learn more about the rebate program.

- Award notices to new undergraduate students started on December 15. The award notices will include need-based financial aid and any scholarships earned at this time. Continuing undergraduate students, graduate students, etc. began receiving awards on February 15. The number of award notices sent to students as of March 15 are on par with the number sent last year, same date.
- Financial literacy/wellness programming efforts for students are continuing to grow. This year additional communications have been sent to students informing them of fee payment options, loan debt resources, reminders to finish financial aid requirements, etc. Funds used from a grant awarded by Wright Patt Credit Union were used to create and distribute additional communications to students. Additionally, the Respect Your Money website that is a collaboration between WSU and WPCU continues to be a great resource for students. Go to www.respectyourmoney.com to view the great resources available to WSU students and families.

4. Transfer and Nontraditional Student Center (TNT Center)

- Since December, staff finalized and posted (11) new and (5) updated transfer agreements. Furthermore, staff revised the web page for ease of access to transfer agreements.
- We received our second list of Edison PASS partnership participants with (31) names. We have created and launched our first emails via the new CRM for PASS participants and are replicating the same with Southern State Connector participants.
- From January through March, staff have conducted (48) transfer recruitment visits.
- We launched our first communication via the CRM utilizing marketing cloud to reach back to nontraditional fall 2016 admits who never registered. Furthermore, we sent our first communication to non-degree students inviting them to consider becoming degree-seeking students.

5. Orientation

- Facilitated (3) Orientation Sessions for students starting in Spring 2017. These programs included a mix of Direct from High School, Transfer and Nontraditional Students with a total of over (175) students in attendance.
- Developed a comprehensive Orientation and Transition Model for Transfer and Nontraditional Students starting in Fall 2017. Transfer and Nontraditional students will have (3) Orientation Options:
 - Transfer Transition – an abbreviated evening program that introduces students to support services and other students, as well as connects them to their Academic College. This evening program will be preceded by an optional open advising afternoon in each College.

- A Transfer Track at our traditional Summer Orientation Programs. This would allow students to complete a more traditional full day orientation and attend a pre-scheduled advising appointment as part of the experience.
 - Online Orientation. Online Orientation will move to a program that students will need to register for to be able to access. This will assist us in determining a student's commitment to Wright State, and will also allow us to follow up with students to ensure that they have had access to important information before they begin classes.
- Currently developing targeted printed materials and exploring an in-person Transition program for College Credit Plus High School seniors to continue to "recruit" them to become full time students at Wright State in the Fall.

6. Raider Connect

- Raider Connect traveled to Warren County to conduct a FAFSA Workshop and Financial Aid training session for social workers and juvenile probation officers at Warren County Job and Family Services. We focused on specific financial aid issues facing students who are in foster care or a legal guardianship when they turn 18. The successful workshop has opened opportunities to make similar presentations throughout the region.