

WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES

Enrollment Management Report
January 20, 2017

1. Early College High School Programs

- College Credit Plus registration is underway for Spring Semester. There will be more courses offered in the high schools with new partner schools added this spring. We are expecting over (100) more students in the program; had (805) in Fall.
- The new online application for College Credit Plus for the next academic year went live on December 1. Students are now applying and attending the CCP information sessions held at all local high schools. We are expecting a larger number of students participating in CCP next year.

2. Undergraduate Admissions Recruitment

- Our fall Raider Open House was held on Saturday, November 5. New to Raider Open House this fall, we included transfer students and also a transfer track to make the event more inclusive to all incoming new undergraduate students. (344) students attended the Raider Open House, with (43) students being transfer and/or non-traditional.
- The Undergraduate Admissions-Recruitment team has completed (485) high school visit outreach opportunities as of November 23, 2016.
- Road Raiders continues to be a popular opportunity for current WSU students that are interested in returning to their hometown high schools, sharing their WSU stories, and helping others make the WRIGHT choice during their college search. Training, messaging and marketing materials are provided by the Admissions Office.
- In the last week, the Undergraduate Admissions-Recruitment team has called (218) students to encourage them to apply for admission.

3. Financial Aid

- Through a collaboration with Wright-Patt Credit Union, a pilot financial literacy challenge named the Respect Your Money Rowdy Challenge was launched. The program ran for (10) weeks, from September 12 through November 17. This program was a pilot to gauge student interaction and to assess student financial wellness knowledge after the program ended. More than (300) undergraduate students participated in the challenge. Students

earned points for each financial wellness challenge completed. For every (15) points earned, students were entered into a drawing to earn prizes at the conclusion of the challenge. The final assessment is underway at this time, and a final report will be released in January.

- More than (12,000) FAFSA's have been received for the 17-18 academic year. This is on par with prior years for (10) weeks after the launch of the FAFSA. This year the FAFSA was launched (3) months early on October 1 for the 17-18 academic year, and students were required to use tax information from 2015 to complete the FAFSA. The new FAFSA process was launched due to a change in legislation from the U.S. Department of Education upon executive order from President Obama.
- Award notices to new undergraduate students will be sent out starting 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. will begin to receive award notices in early February. This change is in response to the updated FAFSA process that was launched on October 1.

4. Enrollment Processing

- Started Phase II of our Targeted Application Generation program reaching out to more than (20,000) high school seniors via email, direct mail and phone calls.
- Started Phase I of the Junior search campaign with outreach via email and direct mail to more than (19,000) high school juniors from Ohio, Indiana and Illinois.

5. Transfer and Nontraditional Student Center (TNT Center)

- In November, staff finalized and posted (1) new and (5) updated articulation agreements.
- On December 9, we received our first list of Edison PASS partnership participants with (43) names, to which we have since added (4) more.
- In the months of November and December, staff conducted (19) college recruitment visits.
- On November 19, two staff members attended the Ohio National Guard Education Fair in North Canton, Ohio.

6. Orientation

- Enhanced the Spring Orientation Program to include a Transfer and Nontraditional Student Track designed to build on a Transfer Student's prior experience. Offered two dates for this program, one in December for students who were anxious to complete their tasks, and one in January for our last minute admits. This program contained a course

advising and registration component to ensure that students were registered for Spring Semester. The December program has 40 student registrations to date, with 2/3 of those being Transfer and Nontraditional Students.

- Developed an abbreviated evening Transfer and Nontraditional Transition program as an option to connect students to the institution who would not choose a comprehensive daytime program. Ensured that each Academic College would be in attendance to make certain Transfer students received information about Internships, research with faculty, and upper-level College requirements.
- Coordinated with other departments on campus to design and publish a comprehensive list of all Finals Preparation Programs taking place at the University. Created a flyer that was sent to each First-Year student via email, and a poster that was hung on each Residence Hall Floor and in public spaces on campus. This project was initiated by discussions with the First-Year Student Advisory Board.
- Added a permanent Spring Orientation section to the New Student Orientation Website. Redesigned the Transfer and Nontraditional Student Orientation page to reflect our new Transfer and Nontraditional Orientation and Transition options.
- Presented “Go Beyond Breaking the Ice – the Art of Fostering Real Relationships at Orientation” to a packed room at the National Orientation Director’s Annual Conference.

7. Raider Connect

- Raider Connect partnered with the College of Liberal Arts and the College of Science and Math to provide (8) sessions educating students and their families about the 2017-18 competitive Foundation scholarship application. Students received instruction on how to apply for scholarships at WSU, and were also warned about proprietary outside scholarship contests. More than (200) students attended these events.
- Raider Connect has also developed a brief orientation for new students who are veterans of the armed services, in conjunction with the Veterans and Military center. The session, facilitated by one of two veterans on the Raider Connect staff, focuses on balancing benefits and financial aid, along with an introduction to our office. Spring will be the third semester for this new joint program.