

**Wright State University
Board of Trustees**

**Enrollment Management Report
September 6, 2017**

1. College Credit Plus (CCP)

- This year's College Credit Plus program involves (13) partner schools offering a total of (44) classes in their local high schools.
- In addition, students from over (43) high schools will be attending classes on our campus.
- On Day 7 of the fall semester, Lake Campus had enrolled (220) CCP students; Dayton Campus had enrolled (673) CCP students and more will be registered when high school rosters are all in. The program, to date, has grown 22% over last fall.
- A Professional Development Workshop was held on August 3rd where credentialed high school teachers worked with Wright State faculty in preparation for teaching university courses in their high schools.

2. Undergraduate Admissions

- May 1st, UG Admissions hosted the first Signing Day celebration for high school seniors who had selected Wright State. Over (700) seniors registered for the event and (505) came to campus that evening with family and friends. It was a terrific WSU spirit-lifting event! Seniors signed an official certificate proclaiming themselves a Raider, got their first official Wright State picture taken, met with faculty and staff, registered for Orientation, applied for housing and bought lots of Wright State gear. In addition to the campus event, a social media driven campaign was built for students who could not come to campus to celebrate. It included a specialized hashtag, downloadable images and a snapchat filter. Over (1,000) additional students signed on to Wright State via the online campaign. The signing events turned out to be the greatest early indicator of intent to enroll.
- From May through August nearly 2,400 high school students, their families and large high school aged groups visited campus for Admissions presentations and student-led campus tours.
- Raider Open House, hosted August 4th, welcomed nearly (500) visitors to campus to meet our students, faculty and staff, and attend different featured sessions from (20) offered. Fifty-five students applied that same day.

3. Financial Aid

- Summer Tuition Rebate:
The summer tuition rebate applies to undergraduate, degree-seeking students, who are Ohio residents who completed 24 hours during the fall and spring semesters. To learn more go to: <https://www.wright.edu/audience/summer-rebate>

Year	Total Awarded	Number of Students	Average Rebate per Student
Summer 2017	\$411,127	1,808	\$227.39
Summer 2016	\$461,731	2,023	\$228.24

- Disbursements for the fall semester to the student accounts started on August 18, ten days prior to the start of the semester. The first disbursement for fall semester is the single largest disbursement of financial aid to the student accounts annually.
- The Office of Financial Aid and the Office of Bursar have continued to collaborate with Wright-Patt Credit Union for financial literacy programming. Much of the programming consists of direct mail communications to students about debt management, and just-in-time pieces related to handling financial matters at WSU. Other programs implemented are UVC1010 financial literacy lectures, and information shared with students/parents at summer orientation. The co-branded website, RespectYourMoney.com, will be updated this year as well so that more robust information and interactive educational tools are available on the site.

4. Transfer, Transition and Orientation

- In May, the Transfer Office and the Orientation Office were merged into one office to increase staff and efficiency. Interviews are in process for an Assistant Director of Transfer Recruitment. Plans are underway to renovate space near the Admissions Office in the Student Union to house the merged unit so that all of the Admissions' related functions are in adjoining space for easy access for our prospective students and their families.
- On Day 7, a total of (946) new Transfer students had enrolled on both campuses.
- Orientation was offered to three different kinds of groups since May: Orientation for Summer terms, Summer Orientation for Fall 2017 and Transfer Transition. These included (28) full day, partial day, evening and/or Saturday sessions where (2,275) prospective students and their families, over (4,000) more, spent time on campus learning about student life, financial aid, meal plans, housing options and ultimately getting advised and registered for classes this fall. Attendance at Orientation is the strongest indicator of intent to enroll.