

## **Enrollment Workshop presented to the Board of Trustees**

**First Floor Gallery Space  
2455 Presidential Drive**

**April 26, 2018**

### **Minutes**

**Present:** D. Fecher, S. Fitzpatrick, S. Green, B. Langos, W. Montgomery, A. Rains, G. Ramos

**Guests:** M.E. Ashley, W. Branson, L. Chan, B. Holmes, D. Kimpton, C. Schrader, G. Sample, M. Snow, T. Sudkamp, J. Ulliman

Dr. Tom Sudkamp, provost, began the workshop at 4:00 p.m. by introducing the presenters and outlining the order of presentations. Presentations were received from:

- Ms. Mary Ellen Ashley, Vice President for Enrollment Management
- Mr. Bill Holmes, Associate Vice President, University Center for International Education
- Ms. Monica Snow, Interim Executive Director, Office of Marketing

### **Enrollment Workshop Content**

Enrollment Management, the University Center for International Affairs and the Office of Marketing utilize a very close working relationship to attract new and transfer students to Wright State. Recruitment efforts include a set of tailored outreaches to potential new students with email, social media, direct mail, advertising, and visits to high schools; college fairs, awareness programs, international recruitment visits, campus visits, open houses, and orientations.

Ms. Ashley outlined Wright State's recruiting programs, the importance of financial aid in student decisions, and detailed the efforts of Wright State's enrollment task forces who assist in aligning students with their major and supporting student retention and success.

Attracting international students is also an important part of Wright State's focus for building community and providing a diverse and cultural experience inside and outside the classroom to both domestic and international students. Nationally, there has been a decrease in international student enrollment over the last few years brought on by economic, political, and global changes and unrest. Mr. Holmes spoke about the challenges in attracting international students and the outlook for future international growth.

College students receive their information in vastly different ways than previous generations. Ms. Snow spoke about the different channels Wright State uses to provide information to students. From website design, to social media campaigns, to paid advertising, mailers, printed brochures, or mobile apps, prospective and current students want easily accessible information delivered how and when they want it. Measurements like click rates and analytics allow Wright State to see if they are meeting these needs.

The workshop concluded at 6:17 p.m.

Respectfully submitted by  
Deborah Kimpton