

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** President Sabah Randhawa on behalf of Senior Vice President, Eileen Coughlin

**DATE:** April 10, 2017

**SUBJECT:** Enrollment and Admissions Report

**PURPOSE:** Information Items

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**Record Number of Freshman Applications for Fall 2017**

Western received the highest number of freshman applications in its history at 11,166 compared to 10,443 at the same time last year - an increase of nearly 7%. Admissions implemented an early action deadline for freshman students of November 1, along with a regular deadline of January 31, to encourage early applications. In addition, Western's Financial Aid office was the first among the four-year public universities in our state to begin sending estimated award letters to freshman students. Our enrollment goal for Fall 2017 of 3000 freshmen is in part to make up for an estimated decrease of 100 resident undergraduates expected to continue from Spring 2017 to Fall 2017, due to graduation and other attrition.

Freshman applications from high-achieving students admitted with Highest Honors or Distinction are comparable to last year. Applications from students of color are up by 404 or (10.8%). Freshman applications from first-generation students are also up by 3%. Nonresident freshman applications which are up slightly, comprise 1% more of the freshman pool of applications than last year. The top 5 states with the highest number of applicants continue to be: California, Oregon, Colorado, Alaska and Hawaii. It is too early to predict the composition of our enrollment for Fall 2017, as confirmations are still in process.

**Fall 2017 Transfer Applications Slightly Down Compared to Last Year**

The application deadline for transfer students was March 1. Admissions is still processing transcripts accompanying the admissions applications. As of April 4, transfer applications were comparable to 2,205 at the same time last year with a slight decrease. As with freshman applications, transfer applications continue to trickle in and applicants will be admitted on a space-available basis.

**Western Preview**

Western Preview, held April 1, was our largest Preview ever with 2,535 total attendees. Students and their families spent the day exploring campus and learning about Western's academic offerings, University Residences, financial aid, campus culture and extracurricular programs. For 562 admitted students, this was their first visit to campus.

The night before Preview, Admissions hosted an Out-of-State Reception for 139 out-of-state guests to welcome them to campus. Also, as a part of Preview, Admissions provided a successful MAP (Multicultural Achievement Program) lunch reception for 91 Western Preview attendees to recognize MAP scholarship recipients and their families. Campus officials throughout campus who are invested and involved in multicultural efforts, took the opportunity to congratulate and engage with students,

parents and other family members at the reception. Western again provided free round-trip transportation to students from the greater Seattle area as in past years, via the “Western Express” bus program.

### **Freshman Phone-a-thon**

April 4 - 6, peer advisors including 50 Student Admissions Representatives and 2 Orientation Student Advisors phoned 2,873 admitted freshman students to encourage them to confirm, inform them of key next steps (i.e., reserving their room with University Residences, registering for Summerstart) and answer questions. In addition, arrangements were made for current Honors students to call students admitted to the Honors program. The ultimate goal of the phone-a-thon was to encourage students to confirm their enrollment to Western prior to the May 1 national deadline.

### **Experience Western Honors**

In collaboration with the Honors Program, Admissions held a day-long visit for prospective Honors students and their families on February 26, 2017. Student participants had previously been admitted to Western with highest honors or distinction. This invitation-only event featured an Honors seminar, catered lunch, campus tour, afternoon reception and Q&A panel. Seventy-nine students were able to attend - almost double the number of attendees from 2016. Following the event, an additional 20 attendees applied to the Honors Program. Director of Honors Scott Linneman greatly assisted in the planning of this event with a specific enrollment goal of increasing diversity among Honors applicants.

### **International Recruitment Updates**

International recruitment this winter included attending 10 International Transfer Fairs in the Seattle area at the following community colleges: Everett, Edmonds, Shoreline, Cascadia, Bellevue, North Seattle, South Seattle, Green River, Highline and Seattle Central. In addition, Admissions attended 2 general transfer fairs while coordinating an international-specific breakout session following the fair at Bellevue and Green River. This month, Admissions will represent Western at the NACAC college fair and the U.S. College Expo Fair in Vancouver, Canada. ISSS (International Student and Scholars Services) will represent Western and at the College Expo Fair circuit in Calgary and Toronto. New student enrollment is expected to be stable.

### **Student Employment Wage Schedule Task Force**

Initiative 1433 mandates significant increases in the Washington State minimum wage over the next several years. A Student Employee Task Force studied the opportunities and challenges Initiative 1433 brought and made recommendations to adjust Western’s student employment policies. Among other recommendations, the Vice Presidents approved the following recommended wage schedule adjustment:

- Simplify the student employee wage schedule by using three classifications levels rather than five.
- Use a 10% separation between the minimum wages for each classification instead of 3.5%.
- Use a fixed 30% wage range for each classification.

These changes offer supervisors the flexibility to assign wage rates of student employees based on job scope and work experience while providing a wage schedule designed with consideration of State wage guidelines for permanent staff.

### **WWU Student Scholarship Workshops**

Two Student Scholarship Workshops were held this year on February 28, and on March 1. Scholarship Center staff facilitated two 90-minute panel discussions for students on how to effectively conduct a scholarship search and create a competitive scholarship application. Panel members included current student scholarship recipients, past scholarship committee members, and colleagues from Career Services, Education Abroad and the Research-Writing Studio.

### **Student Employee of the Year Reception**

Each year colleges and universities across the country recognize the importance of the student work experience during National Student Employment Week – the second full week in April. Western will celebrate our student employees in our ninth annual Student Employee of the Year Reception on April 14. The Student Employee of the Year Award is given to one exceptional student worker to congratulate and thank them for their hard work and dedication. Student employee nominations are judged on a variety of characteristics including reliability, quality of work, initiative, professionalism, the uniqueness of the student's contribution, and community and campus service.