

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

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa on behalf of Vice President Melynda Huskey

DATE: April 13, 2018

SUBJECT: Admissions and Enrollment Report

PURPOSE: Information Item

Purpose of Submittal:

To provide a general update on enrollment and admissions.

Spring Quarter 2018

We are on track to enrolling a similar number of transfer (165) and freshmen students (7) compared to last year.

Fall Quarter 2018

Freshman Applications

Freshman applications received for the upcoming Fall consist of the second highest in Western's history. We are pleased to report that overall freshman confirmations are up by 10.1%/123 thanks to focused, quicker review of applications in Admissions and the accompanying awarding of financial aid. Applications received from students of color are equal to those received at the same time last year at 4,103 with confirmations up by 18.8%/49 students. In addition, we are seeing a significant increase in Running Start applicants, up 7.1%/155 compared to last year.

Fall 2018 represents the second year in which Admissions implemented an early action freshman deadline of November 1. Prospective students are responding positively, as evidenced by an increase of 31.5%/968 students who met the deadline for Fall 2018. Students who file by the deadline are guaranteed an Admissions response by December 31, as well as expedited scholarship review and financial aid notification if they are admitted. Admissions still has a regular decision deadline of January 31.

Transfer Applications

Transfer applications are down 9.5%/201 compared to last year. While overall offers of admission place us ahead of last fall, the overall decline in applications received from "feeder" state community colleges may prove especially challenging. Admissions has taken measures to mitigate these conditions by:

- Doubling our transfer advisor workshops – Admissions took their show on the road and hosted a transfer advisor workshop last fall in Bellevue to meet with community college transfer advisors closer to home as well as a second workshop on Western's campus (as usual), which served to diversify participation from community colleges.
- Providing more scholarships for transfer students - \$200,000 in scholarships in the form of tuition waivers are being used to award one-time, \$2,000 scholarships to high-achieving transfer students, substantially increasing the scholarship and waiver budget for transfer applicants from \$40,000 to \$200,000.
- Reconnecting with former transfer applicants - Using the report from the National Student Clearinghouse, Admissions “repurposed” the names of approximately 300 students who had applied to Western for last fall but ended up enrolling at a community college instead. We reconnected and communicated with them as potential prospective students for Fall 2018.
- Reaching out to transfer honors students: Admissions purchased approximately 1,500 names of Washington students who are members of Phi Theta Kappa (the national honors society for community colleges) and are seeking entry in Fall 2018. We informed them about application deadlines, visit options, and, most critically for transfer students, information about transferability of credit and opportunities for scholarships.

Supporting International Admissions, Including Onboarding of Study Group Global Pathways

Following a nationwide downward trend in 2016-17, international student admission continues to rebound from a difficult cycle.

- The Admissions Working Group has finalized the processing guidelines for Study Group applicants, and are happy to report that we have received several first-year and transfer applications from a diverse set of countries, and with varying academic interests.
- Admissions continues to work closely with our community college partners on international student outreach, having recently attended 10 International Transfer Student Fairs within the greater Seattle region.
- Admissions recently hosted personalized international student and advisor on-campus group visits. Known as International Connections Days (ICD), these events allow students and advisors to choose a schedule that fits their needs, while providing tours, meals, academic sessions, presentations, as well as meetings with current students.

Ruffalo Noel-Levitz 2-day Consult

Enrollment and Student Services engaged the services of Ruffalo Noel-Levitz in late January to perform a mini enrollment management consultation that examined Admissions, Financial Aid and Retention practices and extended beyond the Enrollment and Student Services Division to include academic leadership, faculty and Business and Financial Affairs.

The consultants congratulated us on the 6.5% enrollment increase we experienced since 2013 and provided us with recommendations, which are under discussion. Recommendations included strengthening our enrollment management structure, increasing early outreach for populations we are targeting for growth, making targeted improvements to our marketing and recruitment program, identifying subpopulations of student aid applicants we might be losing in terms of yield and retention and adjusting our awarding strategy accordingly and adopting retention and graduation initiatives we are capable of supporting.

Scholarship Center Outreach

Western's Scholarship Center recently provided a drop-in, hands-on workshop with representation from the Hacherl Research and Writing Studio, Career Services Center, and Education Abroad as well as on-campus representation from departments that offer scholarships. In addition, the Scholarship Center expanded outreach to include scholarship presentations at Edens, Higginson, Nash and Fairhaven residence halls and launched the "Passport to Scholarship Success" initiative in February. Students who complete five of eight tasks associated with increasing their competitiveness for scholarships are eligible to submit their passport by April 13 and be entered into a drawing for a \$500 scholarship.

National Student Employment Week and 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 tenth annual Student Employee of the Year Reception on April 13. 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, community and campus service and professionalism.