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: June 15, 2018
SUBJECT: Admissions and Enrollment Summary
PURPOSE: Information Item

Purpose of Submittal:
To provide a general enrollment management update.

Spring Quarter 2018

Spring 2018 enrollment was very similar to last year with 13 freshmen and 162 transfer students, compared to 7 freshmen and 166 transfer students for Spring 2017.

Fall Quarter 2018

By all measures, this has been a solid year for enrollment, with the second-largest number of applications received: 11,094 freshman admissions applications this year compared to 11,225 at the same time last year. Freshman confirmations are similar to last year at 3,390 for Fall 2018 compared to 3,388 for Fall 2017. Confirmed freshman students of color are up by 2.7% at 974 compared to 948 the same time last year. Despite the slight decrease in applications, our goal continues to consist of welcoming an incoming class similar in size (3,108), academic profile, and diversity as last year. So far, we are on track to achieve this.

Transfer applications are down by 10.5% at 2,134 compared to 2,383, a function of decreased community college enrollments. That said, we are pleased to report that confirmations are similar to last year at 1,140 for Fall 2018 compared to 1,150 for Fall 2017, as a result of increased recruitment efforts. Confirmed transfer students of color are up by 1.4% at 292 for Fall 2018 compared to 288 at the same time last year. We will continue to receive applications well into July so we anticipate that our transfer enrollment will likely resemble what we achieved last fall.

Efforts are underway to prevent melt by reaching out to confirmed freshman students who have not applied for housing to inquire about their plans and refer them to University Residences as warranted, addressing unusual financial circumstances through the Financial Aid Department, encouraging students to take the math placement exam and directing all incoming students to new student orientations: Transitions for transfer students in late July and Summerstart for freshman students throughout the month of August.
International Student Recruitment

We have had 11 freshman international students confirm this year as direct admits, compared to 7 at the same time last year. Transfer international student confirms total 30 compared to 26 last year. Admissions continues to collaborate with our colleagues from Extended Education and Study Group to encourage applications and enrollment of international students. In addition, Admissions recently participated in the Canadian Independent School Counselor Conference in Victoria, BC, and featured a Western table at the national college fair in Vancouver, BC, hosted by the National Association for College Admission Counseling.

Gearing Up for Fall 2019 and 2020

On Saturday, May 19, Admissions hosted Spring into Western, a program for high school juniors and sophomores. We were thrilled that interest was very strong, with nearly 1000 guests registered to participate in the day’s activities that included sessions on admissions, financial aid, the Honors Program, and each of the academic colleges.

Improved Communications with Incoming Students and Their Families

We are seeing increased numbers of students bringing family members with them to orientation programs. Recognizing the influential role that parents and other family members play regarding student success, New Student Services/Family Outreach is collaborating with University Communications to create two new orientation booklets: one for students and the other for family members, to use as a ready reference throughout the student's first year at Western.

In addition, for the second year since inception, New Student Services/Family Outreach will partner with University Communications to create and distribute a calendar for the parents and other family members of new students to highlight important dates and information about campus resources. We are pleased to convey that the Council for Advancement & Support of Education awarded Western the Bronze Award as a Specialty Piece for the calendar we provided for 2017-2018.