



DIVISION OF ENROLLMENT SERVICES

Message from Vice President Carmen Brown

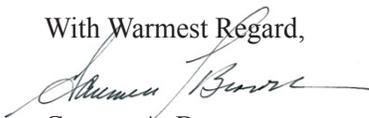
Fall is in the air and a new academic year has begun. It is wonderful to welcome students back to campus. They are the focus of our mission.

As we begin this fall, we have a renewed commitment in support of student success and enrollment. The Enrollment Services Division, collectively, has accomplished much and this year our goals are ambitious and bold as we pursue service excellence to all we serve. The following are some of the initiatives that will be undertaken by various units within our division. Our success depends on the hard work of all of you and we appreciate very much your commitment to the task.

- Articulation agreements with feeder community colleges
- A robust communication plan for prospective students
- Expand live chatting services
- Introduce a comprehensive financial literacy program
- Improve degree audit
- Student friendly class schedule that meets students' course demand
- A state-of-the-art mail operation
- Expand local international recruitment efforts through the use of local agencies and social media

I am enthusiastic and appreciative of all the work that is accomplished within this division. I value the role that each of you play in the success of your respective offices and of the division. I continue to encourage suggestions to improve efficiencies and further enhance service to students. Please share your suggestions with your respective supervisors, directors or me.

With Warmest Regard,



Carmen A. Brown

Fall 2014
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Marketing & Recruitment

Rob Spademan, Associate Vice President

Directors:

Lee Furbeck, Admissions

Kevin Ziegler, Strategic Communications

Managers:

Jennifer Moran, Marketing Communications

David Roll, Creative Services

All-In-1 Enrollment Services

Thomas Collins, Assistant Vice President

Debra Fenty, Associate Director

Registration/Records

Janet Stimple, Assistant Vice President

Kevin Neal, University Registrar

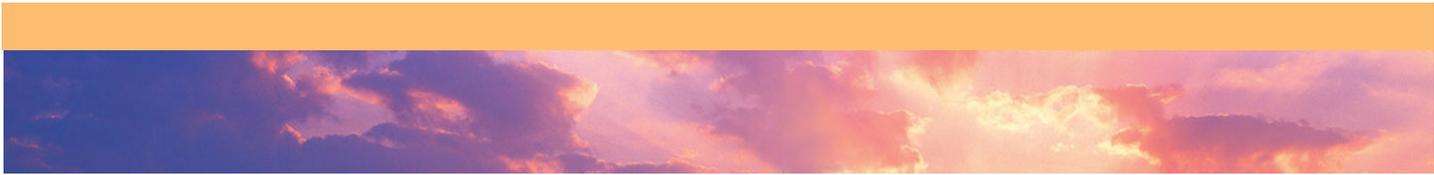
Financial Aid

Rachel Schmidt, Director

Anne Coburn, Associate Director

Pat Mitchell, Associate Director





Kicking Off the 2015 Admissions Cycle

Even though the semester has just started, we're already working hard to recruit the next class of new Cleveland State University students. The 2015 cycle brings several changes to the Admissions Office.

- The Viking Application went live for Fall 2015 on August 1, a full month earlier than last year. At two weeks in, more than 200 freshmen and almost 50 transfer students have already applied.
- For the first time in more than a year, the Admissions Office is fully staffed. Positions filled during the last year include Director, Visit Experience Manager, International Recruitment Program Administrator and several Enrollment Representatives.
- The recruitment communication plan has been rewritten and expanded.
- All admissions letters have been rewritten as well.
- Enrollment Representatives have new tools to use for deciding where to travel and which students to recruit.
- As of September 1, application processing is part of the Admissions Office.
- A new scholarship strategy, based on retention and yield, is being employed.
- Transfer partners are being engaged as we are redefining how we reach out to transfer students.
- We are working with Royall & Company to enhance our inquiry management and to boost applications from both traditional and exploratory markets.

As all of the pieces fall into place, we look forward to the year ahead and to welcoming the Class of 2019 and our new transfers!

Admissions Visits and Events - It Takes A Campus

The campus visit continually ranks as one of the most important factors in the college decision-making process. The trip to campus, parking, interactions with the people who are there, the learning environment, the residence halls, food - all of these elements are important. The feeling that a student gets from being on campus is often referred to as "fit" - and for many of our guests, CSU just fits.

Enrollment Services and many other campus partners make many recruitment and orientation events possible. From August 2013 through May 2014, more than 6,200 students and their guests attended a campus visit or event. By the time classes begin, approximately 2,300 new freshmen and transfer students will have participated in an orientation program. And they bring guests too. Each visit is an opportunity for us to show what we have to offer and to prove we are a good fit. All of us play an important part in orchestrating the campus visit.

For the 2015 cycle, the Admissions Office has put together a calendar of recruitment and orientation events for the year. Selected event dates for Fall 2014 are:

| | |
|--------------|----------------------|
| September 10 | OACAC Articulation |
| September 19 | CSU Block Party |
| October 24 | Scholar Day |
| November 1 | Fall Visit Day |
| November 19 | CMSD @ CSU |
| December 16 | Transfer Orientation |
| December 18 | Freshman Orientation |

While many programs are familiar, we have added a Scholar Day program for high-ability students and a day focused on the CMSD schools. Many spring and summer dates have also been set.

**It takes a campus to recruit a student!
The efforts of the division are
much appreciated.**

CSU Hosts OACAC Articulation

This year, CSU has been selected as a host institution for the Northeast Region Ohio Association for College Admissions Counseling (OACAC) Articulation Conference. This is an excellent opportunity to show off our campus and our staff.

On September 10, approximately 350 high school counselors and 150 college/university representatives will gather at CSU to exchange information, network and prepare for the academic year ahead. Updates from the College Board, ACT, Public Universities, Private Colleges, Community Colleges, the NCAA and other organizations are scheduled throughout the day. At the conclusion of the program, a college fair which provides an opportunity for high school counselors to gather information from the colleges and universities and to speak with representatives in that region will take place at the Wolstein Center.

More than 10 years have passed since CSU hosted this event. Other sites for September 2014 include Ohio Northern University, Denison University and the University of Cincinnati.

Fall Recruitment

University Marketing and the Office of Admissions will soon launch a new integrated marketing and media campaign that will include TV, radio, outdoor, online, mobile and social media initiatives all timed to the theme of a “University for the Times”.

This campaign will be highlighted by two new TV commercials that will be shot at the end of August throughout the campus and the City of Cleveland.

Ohio E-Transcript Initiative

Electronic transcript information sent from Ohio public institutions is now being directly uploaded and applied to student records on a daily basis. This student-focused initiative is an exciting improvement to our existing processes and will allow for quicker processing of materials associated with admissions applications and completion of transfer credit evaluations.

50th Anniversary: Green Turns Gold Weekend

University Marketing is leading a coordinated effort with Advancement and Athletics to raise awareness of the events for “Green Turns Gold Weekend”, which include the Distinguished Alumni Awards, Homecoming, Block Party, student and alumni events.

Promotional efforts include:

- Digital and social media promotion featuring a 50th Anniversary website, social media countdown campaign (#CLEstate50) and weekly countdown email
- Media relations initiatives and promotional partnerships that leverage exposure
- Outdoor, radio and social media advertisements
- On-campus signage and distribution

Supporting initiatives:

- A self-published 50th Anniversary book that will be sold through Viking Outfitters and available in time for the holiday season
- Panel discussions throughout the year, the first being “Past Presidents”, scheduled for November 13



The New Faces of Enrollment Services

The Division of Enrollment Services would like to welcome all of our new hires:

| | |
|-------------------|----------------|
| Sara Wilson | Marketing |
| Rajia Harrison | Campus411 |
| John Nagy | Campus411 |
| Blair Suttles | Registrars |
| Mary Tontamonia | Financial Aid |
| Gayle Kish | Special Events |
| Rakia Naze | Admissions |
| Thomas Horsman | Admissions |
| Rachel Thornton | Registrars |
| Yolanda Young | Special Events |
| Annalise Kelleher | Admissions |
| Christina Korsvik | Admissions |

We would also like to congratulate three of our own Enrollment Services staff on their promotions:

Rob Spademan, Associate Vice President
Kevin Neal, University Registrar
Dan Hapiak, Student Services Specialist

Time to Chat

Online chat has become a service of preference for a large percentage of our students. The staff in All-in-1 are now spending a significant amount of time in live chat with students or prospective students. They are experiencing a 300% increase from the previous year.

Online chat will now be open additional hours to provide students the convenience that they seek. With time and appropriate personnel, our goal is to have this service available 24/7.

Undergraduate Online Graduation Application

Continuing to improve our service deliverables to students, a new undergraduate graduation application is now online

through CampusNet. This student-focused initiative will allow for quicker processing of the application, live-time updates where students can review their application status at any time, and will rely on the Grad Express Degree Audit report to determine eligibility for graduation.

This new process will eliminate unnecessary barriers and document submission making it much easier for students to apply for graduation.

This new process will also allow auto-graduation. Students that have met their degree requirements as reflected in Grad Express Degree Audit will be processed for graduation, skipping some of the steps.

Get in the Green - Financial Literacy

CSU has created the Get in the Green - Money Smarts with Magnus program to offer students tools to learn how to budget, understand credit, monitor and manage student loan borrowing.

Cleveland State University students are increasing their student loan debt each year to try to meet the rising cost of education. Currently our undergraduate students owe approximately \$24,000 upon graduation from CSU.

The Financial Aid Office is partnering with All-in-1 Enrollment Services and the ASC courses this fall semester in presenting the Cash Course financial literacy presentation. We will be presenting to approximately seventy classes and reaching over 1600 freshmen with our curriculum. There will also be additional "Get in the Green" events on campus throughout the semester.

Please visit our Financial Literacy website at www.csuohio.edu/moneysmarts/moneysmarts. This financial tool is available to the entire CSU community.

