



DIVISION OF ENROLLMENT SERVICES



Greetings from Enrollment Services

We began the fall 2015 semester approximately 11 weeks ago. How time flies when we are having fun. Since my short tenure at CSU (approximately 3 months ago) I have witnessed unbridled enthusiasm and evident commitment to new student recruitment and student success. I trust you are having a great fall semester and that you find the information in this newsletter of interest. My remarks include some enrollment data supplied by institutional research,

undergraduate spring and fall application and admit status to date (week of 10.30.15), graduate spring applications and admits as of 10.26.15 and summary of new initiatives or projects happening across campus. Greatly appreciate all the collaboration towards these endeavors.

Profile of fall 2015 New Freshmen Cohort

CSU celebrated the largest incoming freshmen cohort in its history. 1849 new freshmen enrolled this fall, an increase of over 18 percent compared to last year. Please click on link to see more details. [Freshman Profile](#)

Spring and fall application and admit status for undergraduates and spring applications and admits for graduates

Applications and admits are up for spring and fall undergraduates compared to last year. As of 10/30/15 FR spring applications are up 21.3% and admits are up 16%. Fall FR applications are up 58.1% and admits are up 152.5%. Transfer applications for spring are up 1.2% and admits are down 2.0%. Fall TR applications are down 8% and admits are up 16.7%. Spring applications are up 13% and admits are down 7% for graduate students. However, spring enrollments are up 20% compared to last year.

**Fall 2015
Volume 5, Issue 1**

Admissions

Lee Furbeck, Director

LaQuita Rouse-Germany,
Assistant Director

LaJohn Dammons, Assistant
Director Admissions Processing

All-in-1 Enrollment Services

Thomas Collins, Assistant
Vice President

Debra Fenty, Associate Director

Registration/Records

Janet Stimple, Assistant
Vice President

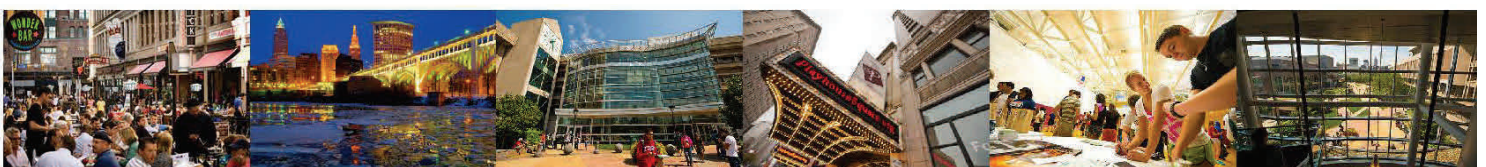
Kevin Neal, University Registrar

Financial Aid

Rachel Schmidt, Director

Anne Coburn, Associate Director

Pat Mitchell, Associate Director





Initiatives

Strategic Enrollment Management (SEM) Work Group-2020 Project

Predicated on the phenomenal work of the Strategic Enrollment Management Task Force, the SEM Work Group's Charter is to develop and execute an implementation plan over the next 5 years with the intent of reaching 18,000 student enrollment by 2020. Plans for the six student segments with accompanying action plans are in process. The six student segments include freshmen, transfer, graduate, international, veterans and summer term. All action plans will have been presented and vetted for prioritization by end of November 2015. Members of the SEM Work Group include: Rob Spademan, Tim Long, Teresa LaGrange, Peter Meiksins, Joseph Han, Donna Schultheiss, Shannon Greybar Milliken, Janet Stimple, Lee Furbeck, Harlan Smith, David Easler, Bonnie Kalnasy, Bob Shields, and Cindy Skaruppa.

Financial Aid Management Work Group-2020 Project

There are three components to this project. The first is to develop a data dictionary consisting of financial aid, scholarships, and advancement/foundation language. The second effort is to inventory all scholarships to include a brief description, amount of dollars, criteria, and other factors. Finally, the third component is to understand the processes involved in the selection and awarding of academic scholarships and graduate assistant awards. Each college and school will be contacted to glean an understanding of how the scholarship process occurs. We intend to culminate this project by the end of the fall semester. The Work Group members include: Berinthia LeVine, Tim Long, Bonnie Kalnasy, Barbara Modney, Tim Martin, Elizabeth Lehfeldt, Rachel Schmidt, Patricia Lohiser, and Cindy Skaruppa.

Data Users Group

The decision to resurrect a data users group was made September 2015. The charter of this group will be to:

- Develop a data dictionary of common terms used in extracting data
- Conduct a report inventory

- Share respective, procedures and practices for requesting, capturing, retrieving admissions, enrollment, financial aid, student financials, and degree information
- Identify unmet data/reporting activity needs
- Establish conventions for defining, validating, and tracking data
- Provide users with accessible means for retrieving and analyzing data

Members of the data users group include (and will continue to expand): Scott Barge, IS&T, Janet Stimple, Enrollment Services, Lee Furbeck, Admissions Rachel Schmidt, Financial Aid, Caryn Lanzo, e-Learning, Tom Geaghan, Institutional Research, Eric Brown, Institutional Research, Peter Meiksins, Academic Programs, Vic Higgins, Academic Programs, David Easler, Graduate Studies, Regina Motiejunas-McCarthy, Center for International Services & Programs, John McCreery, Alumni Programs, Karen, Lieske, Career Services, Brian Yusko, College of Education and Health Professions, Budget Office TBD, and Cindy L. Skaruppa, Enrollment Services

If you have ideas about articles to include in the newsletter, please forward them to me. I am so pleased to be a member of the CSU and Cleveland community.

Respectfully yours,

Cindy L. Skaruppa



Admissions Campus Visits and Events

Visits and events at Cleveland State University showcase our University for prospective students and their families, encourage students to apply for admissions, and keep students interested in CSU all the way through Orientation. Interest in Cleveland State is growing, and the number of students visiting has also grown. Whether is it the regularly scheduled daily tours, the open house programs, or the City Showcase Tour that debuted in 2015, students are showing up in record numbers to see our campus.

Below is the comparative data from August 1- July 31 for the 2013/2014 and the 2014/2015 recruitment year. The number of visitors for our traditional visits has increased by 772 students.

2013-2014		2014-2015		Difference
Visit	Students Attended	Visit	Students Attended	
10:00am Daily Tours	1101	10:00am Daily Tours	1430	329
2:00pm Daily Tours	557	2:00pm Daily Tours	746	189
Saturday Tours	416	Saturday Tours	443	27
Transfer Friday	74	Transfer Friday	156	82
Junior Day	200	Junior Day	271	71
Fall Visit Day	558	Fall Visit Day	598	40
CSU Sleepover	27	CSU Sleepover	26	-1
Slam Dunk Fin Aid	36	Slam Dunk Fin Aid	133	97
Spring Open House	644	Spring Open House	582	-62
Total	3613	Total	4385	772

A number of events were added during the 2014-2015 recruitment year – bringing an additional 228 prospective students to campus.

New Events 2014-2015	
City Showcase Tours	58
Senior Scholar Day	27
Leadership Symposium	75
Spring Break @ CSU	68
Total	228

Overall, the Admissions Office served 1,000 MORE students and their guests during the last academic year and we are working towards another busy and successful year for the 2015-2016 recruitment cycle.

This year, we have been working more intentionally with the Colleges and Advising Offices to increase the focus on academic opportunities at CSU. Fall Visit Day will include presentations from the Colleges and Exploratory Advising, and our “Major Exploration Week” in November will give students the chance to participate in a small group academic experience, such as a class. We will also continue to give

our students a chance to sit in on classes during Senior Scholar Day and our annual Junior Day program. We truly appreciate all of the extra efforts that our academic partners are putting forward to make these visits an even better experience for our students.



myCSUmobile

Did you know that in November, Enrollment Services is officially launching its new mobile solution, myCSUmobile? A soft launch of the product was rolled out at the end of Summer and introduced to some new freshman students at orientation. We are now ready to unveil the product to the entire CSU community. myCSUmobile, which is available in the Google Play and iTunes stores, allows students to search for classes, register, waitlist, view and pay bills, access other Campus services, and provide guest users the ability to access and view their records. Watch for upcoming communications and marketing materials, and please encourage students to use myCSUmobile!

International Student Recruitment and Credential Evaluation

While international graduate and undergraduate recruitment was already housed with the Admissions Office, International Credential evaluation has recently moved to Admissions – allowing us to work more closely to recruit, attract, and enroll international students at all levels. Credential Evaluation staff are physically located in the Union Building, as before. Working closely with campus partners such as C.I.S.P. and the Intensive English Language Program, we have been able to grow this important segment of the CSU student body.

Important Change: In accordance with the current practices of many institutions, Admissions will accept scanned documents via email from students who are outside the United States. Students may be admitted based on the unofficial documents, but they must present the official versions when they arrive in the US.

This month, we are particularly busy with Spring 2016 applicants as the deadline for students to submit all of their application materials is November 1. We have presently admitted 126 undergraduates and 249 graduate students for Spring 2016 and produced 263 Spring I-20's.

For any questions about international recruitment or CSU's agreements with agents representing CSU abroad, please contact Lynn Mentch at x9936. For questions about the application process or admitted students, your contacts are Kelly Burns x4823 or Blair Suttles x9763.

Admissions Processing and the Fall 2016 Launch!

For Fall 2016, Admissions worked with Royall & Co. to bring in (and process!) a record 10,000+ applications from new freshmen. The Admissions Team and partners throughout the University enrolled a record number of new freshmen in Fall 2015, and we received more than 1,500 applications for next year's freshman class by the first week of October. Currently, Admissions Application Processing is meeting the goal of processing applications and posting decisions within 2-3 days of the application being completed and all materials received.

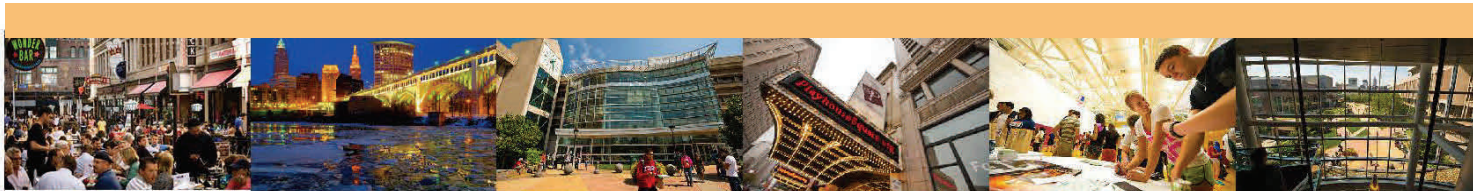
Admissions Processing moved to the Admissions Office this summer, although the staff are physically located in the Union Building. The processing team work with undergraduate, graduate, post-bac, and postsecondary enrollment (College Credit Plus) applications.

All-in-1 Enrollment Services Updates

All-in-1 welcomes Adam Patton and Wael Bahhur to the enrollment services division as Student Service Specialists within the All-in-1 center.

Adam brings to All-in-1 his previous experience working in Treasury Services and as an All-in-1 student assistant at Cleveland State. His Bachelor's is in Journalism & Promotional Communication and is currently working on a Master's in Public Administration.

Wael is coming to Cleveland State University from South University where he has both International and Financial Aid experience—both in working as a student assistant in



CISP at Cleveland State and as a Financial Aid Officer at South. His Bachelor's degree is in Psychology from Cleveland State, and an MBA from the Keller Graduate School of Management at DeVry University. Wael also speaks fluent Arabic.

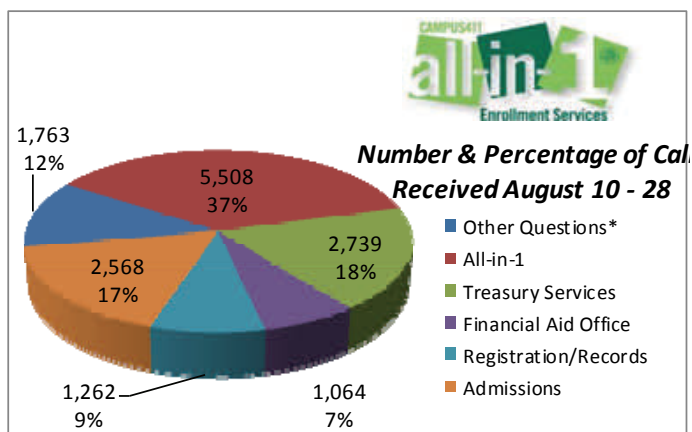
Please welcome both Adam Patton and Wael Bahhur to the division.

Starting this fall 2015, All-in-1 is beginning to collect metrics on the daily conversations we have with students—providing early alerts regarding registering for 15 hours, multi-term registration, summer financial aid, SAP (Standards of Academic Progress), and graduation.

with the Department of Education (ED), CSU agrees to award these funds in compliance with Title IV regulations.

One of these regulations requires students to meet all eligibility requirements at the time of aid disbursement. This includes student enrollment and participation in all courses for which he/she receives Title IV aid. **When a student withdraws from one or all courses during the term or if the student is awarded a non-passing grade (F or N),** as an institution, we are required to document that the student did participate in any or all courses for which he/she received Title IV aid, and to document the last day that the student attended/participated.

Over six semesters, the E-Roster has saved 864 students over \$1.7 million dollars in funds that would have had to be returned to the U.S. Department of Education, creating an outstanding balance for the students at the university. Collecting this information in a systematic way will ensure that CSU has a central store of documentation of participation, and the last date of attendance for students. This will also ensure that Financial Aid staff has ready access to this data, and can perform Title IV recalculations in an accurate and timely manner.



All-in-1 has conducted call campaigns this fall with students, helping them receive their Perkins loans, paying their bill to prevent de-registration of spring 2016 classes, and encouraging students to enroll for spring 2016 who are not multi-term registered.

Federal Financial Aid Grade Roster Enhancement Project from Fall 2013- Important Update.

The Office of Student Financial Aid processes approximately \$162,000,000 in federal student aid for CSU students each academic year. As a part of our Program Participation Agreement

Veterans

We have a very vibrant Veteran population on campus. Many of our Veteran students are benefitting from the special Budge Payment Plan that has been established for them. This helps offset the need to make payments to the school before the VA has paid them or us. They must have their balance cleared by the last BPP due date which gives the VA plenty of time to pay. This was put in place so that the students could spend their time studying and not having to worry about financial obligations at the beginning of the term.

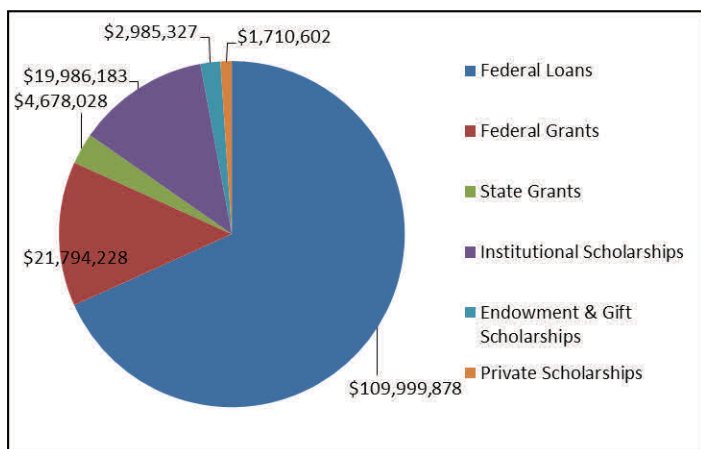
This program is available to all Veterans even if they are no longer receiving benefits. All they need to do is sign up for the BPP and for more information about this; they can meet with one of the Certifying Veterans Student Assistants in the Veteran's Day Room or call 216-687-2053.



We have worked hard over the years to make CSU a Veteran friendly institution. We have a very active Veteran's Day Room in Rhodes West. We have streamlined the certification progress so that students do not have to remember to meet with a staff person each term. There are multiple personnel available to assist the Veterans with academic, certification and financial issues.

2014-2015 Total Financial Aid Awarded

This graphic represents the total financial aid dollars, in the form of loans, grants and scholarships, CSU students received during the 2014-2015 academic year



Getting the word out on how to navigate the Financial Aid Process:

FSA ID

A parent and student must obtain an FSA ID (replaces Federal PIN) to complete a Free Application for Federal Student Aid (FAFSA) online. www.fafsa.ed.gov The FSA ID confirms your identity and enables you to electronically sign forms.

FAFSA

File the FAFSA online to ensure consideration for all federal and state grants and loans as soon as possible after January 1. Families are strongly encouraged to file their federal income tax forms prior to completing the FAFSA. The CSU federal code number is 003032. www.fafsa.ed.gov

Getting the word out on how to navigate the Financial Aid Process, please keep this next section handy when you are assisting prospective students.

October

Merit scholarship offers are being mailed to admitted freshmen.

November

Students should review the cost of attending their selected colleges and calculate a realistic budget.

December

Students and parents should secure an **FSA ID (replaces the Federal PIN)** by applying online at www.fafsa.ed.gov in preparation for filing the Free Application for Federal Student Aid (FAFSA).

January

2016-2017 FAFSA will be available online at www.fafsa.ed.gov Cleveland State University federal code number is 003032 Scholarship applications for incoming freshmen to the Jack, Joseph and Morton Mandel Honors College must be submitted by January 15th.

February

Priority consideration date for filing FAFSA application is the 15th.

March

FAFSA review begins and Financial Aid Award letters will begin to be mailed to new freshmen who are admitted and have completed their FAFSA.

April

Register for Freshman Orientation

May

Accept your admission

June

Students must accept their Financial Aid Award

July

Fall semester charges are available

August

Welcome to Cleveland State University, Class of 2020.



Financial Literacy

Money Smarts is CSU's successful financial literacy program. It brings together the cost of attendance data with information about credit, budgeting, and student loans. It is a hub of powerful information. When students are on the Money Smarts site, they are invited to engage deeper with links to the helpful tools.

Financial Literacy – Freshman Initiative: All Freshmen while attending their 'Introduction to university life' the course that welcomes students to college life, received a Money Smarts in-person presentation or instruction to access the Money Smarts on-line curriculum. Fall 2014, 71% of our freshman created an account and accessed the budget module in Money Smarts. So far this Fall 2015, 75% of our freshman have created an account and accessed the budget module in Money Smarts.

Money Smarts is not just for freshman. During fall and spring semester we will engage our students with the following EBlasts:

Borrowing Smart – Will encourage students to review their federal aggregate loan borrowing history.

Graduate Money Smart – December graduates, who borrowed while at CSU, will receive information to help them review the federal loan repayment options our students need to begin successful federal loan repayments.

Statistically Smart – This will enable students will learn how to be credit smart with helpful statistical information and links to understanding credit.

We believe that students who budget now are smart about credit later. And having a handle on credit is a part of being a good consumer. We believe that teaching students to budget today means we're reducing future Cohort Default Rates.

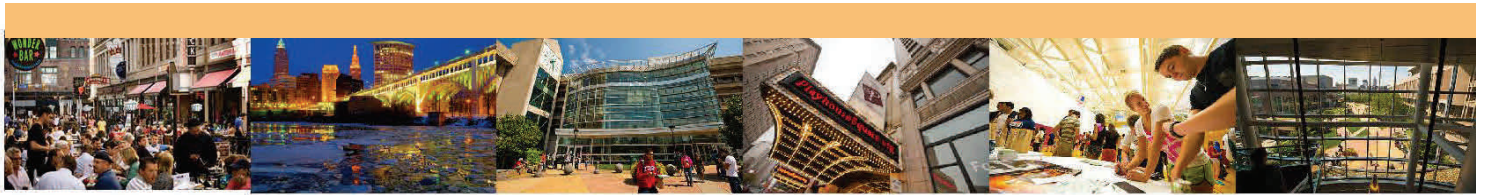
Financial literacy is an important component of engaging our students in a pathway to a successful life. We are pleased with the growth and enthusiasm we've seen in the program in less than a year and look forward to continuing to offer financial education to our students.

Financial Aid Verification in OnBase

2015 ushered in a new era for the Verification Process in Financial Aid. The Financial Aid verification team and the OnBase team worked closely to develop a solution that would allow for a more streamlined approach to the verification process, allowing supporting documents to be entered into OnBase on the front-end. This gives Campus411 and Financial Aid the ability to directly access verification documents and provide optimal customer service. Electronic forms have also replaced forms that were previously completed manually throughout the verification process, removing piles of documents from the processor's desks in the process. Verification isn't the end, though – there will be more to come in the OnBase/Financial Aid story in 2016.

Focus on: Document Management and Imaging Center (DMIC)

The DMIC is the central incoming and outgoing mail and communication hub for the Enrollment Services division. Largely known for the scanning and indexing of documents, they also send outgoing correspondence and coordinate and support satellite scanning locations in Campus411, Undergraduate Admissions, and the Center for International Services and Programs. The DMIC has been in operation for 4 years. Department coordinator, Sharon Deaton, operates with a staff consisting of Colette Sutter, Donna Dayse, Justin Dysart and nine student staff members. In 2015, the DMIC has mailed 8,205 letters for Undergraduate Admission and 5,572 letters for the College of Graduate Studies. During that same time, they have also entered over 135,000 documents into OnBase!



Online Graduation Application (OLGA)

In September 2014, the Registrar's Office launched the Online Graduation Application (OLGA) for undergraduate students. The origins of the previous paper-based system appear to be lost in the mists of time but office veterans suspect it had remained largely unchanged for decades – modernization was definitely overdue! The new system is student-focused at its core – it not only provides quicker processing of the application and live-time updates of the application status, but greatly increases the time in which the degree is awarded. This is particularly evident in the first couple weeks after the semester ends. For comparison, in Fall 2013 there were 167 degrees awarded in the first couple weeks after the semester ended. In Fall 14, using the new system, the Graduation unit awarded 727 degrees. If you think that's impressive, it gets better – in Spring 2015, we awarded *over 1000* degrees the first week after the semester, compared to 173 degrees in the same period the previous year.

This is what a pile of 700+ diplomas looks like:





Cleveland State University Admissions | 2015-2016 Calendar

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