



DIVISION OF ENROLLMENT SERVICES

Message from Carmen Brown, Vice President

Dear colleagues,

Committed to supporting the University's goals through exemplary services to all we serve, the Division of Enrollment Services staff creates and provides synergy to the greater University community in matters that touch students' enrollment.

We are a collegiate group of dedicated professionals who, through innovations, collaboration and commitment, facilitate the CSU community's endeavors in the support of students' educational goals and professional aspirations.

This newsletter will provide you with a glance at some of the endeavors that we have undertaken this fall. As you will notice, many of our projects are in support of the University's efforts to improve our retention and graduation outcomes. So much needs to be done. With your help, we will meet the University's goals.

Your input, ideas and support are valued. Please reach out to us.

With Warm Regards,

Admissions

Heike Heinrich, Director

Campus 411

Thomas Collins, Director

Career Services

Yolanda Burt, Director

Financial Aid

Rachel Schmidt, Director

International Services

George Burke, Director

Marketing & Recruitment

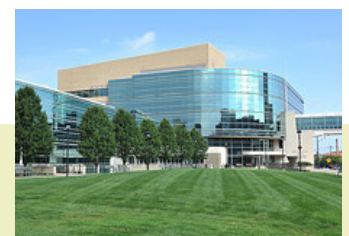
Rob Spademan,
Assistant Vice President

Registrar's Office

Janet Stimple,
University Registrar

Questions or comments?

Email: m.graser06@csuohio.edu



Recruitment Efforts

The fall recruiting season is in full swing. As of October, our admission counselors have attended 60 college fairs, conducted 240 high school visits, 27 community college visits, and over 500 students have come to visit us in the Welcome Center for our daily information sessions and tours. Our seven Engaged Learning Tours, which brings CSU into students' neighborhoods in Pennsylvania, New York and other Ohio counties, have yielded record attendance and interest from perspective students.

Updated Admit Kit

The Undergraduate Admissions Office began mailing Fall 2012 Admit Kits. Admit Kits are sent to admitted students and contain an acceptance letter and Transition Guide packaged in an attractive CSU envelope. Designed to help high school and transfer students transition to the University, the Transition Guide has been updated to incorporate new QR technology, a preparation checklist and new images of the University.

By waving a mobile smart phone camera over the QR codes that are now included in the guide, students can instantly access and view University web pages that contain important information about Orientation and other student services. The CSU 2 DO perforated checklist can be torn out of the guide and used to help students and parents prepare for Orientation and their first day on campus.

Great Customer Service

Campus411 has created an online survey for students who call or visit the office. We have also created an electronic suggestion box for students to leave comments by downloading an app to their smart phones. The surveys and suggestion box are being reviewed weekly. All students with issues or complaints are being contacted to assist in resolving their problems.

We will also offer chatting at the start of the Spring semester.



New Name for Campus411

Campus411 is undergoing a name change to help students better understand the wide spectrum of what the Department can assist with. The new name will be "All in One Enrollment Services". The new name will coincide with the Office's Grand Re-opening at the beginning of the Spring semester.

Homecoming 2011 a Success!

In collaboration with Athletics, Alumni Affairs, the Wolstein Center, Student Life, the Office of the President, the Student Involvement Committee and a host of other campus groups, University Marketing planned and carried out CSU's inaugural Homecoming 2011.

Dubbed "Back to Campus, Back to Town - A New Tradition Begins", Homecoming 2011 was a festive, week-long series of events from October 15-22, inviting alumni, current students and the community to connect, reconnect, and engage in the best the campus has to offer.

Highlights of the week included a tailgate party, Midnight Madness to kick off the basketball season, Plazapalooza, National Make a Difference Day, Jam the Jeep Food Drive, lunch with the President, campus tours and the annual Distinguished Alumni Awards. The Colleges also hosted events for their alumni and students, ranging from films to lectures to an ice cream social.

With its campus partners, Marketing created a Homecoming website, posters, postcards, giveaway items, and lively interactive elements such as the "Vike Trikes" at the tailgate party, Viking Horde Photo Op and a CSU straw village. Marketing also promoted the event heavily to the media and via social media. The fun and success of Homecoming 2011 and the hundreds of alumni and students who enjoyed the festivities bodes well for an even more successful Homecoming 2012!

Working Together

Understanding that the financial commitment to higher education is of great concern to parents, the Admissions Office, with training from Campus 411 and Financial Aid, has increased our resources and knowledge of financial aid, and have integrated this information into all of our outreach activities.

Center for International Services and Programs

The Center for International Services and Programs (CISP) has had a busy start to the year. We have welcomed 197 new international students to the campus holding our 2 day orientation in Mid August. 56 undergraduate and 141 new graduate students joined CSU for the first time. We have a total of 918 international students. The top countries are India, China, Saudi Arabia and Turkey.

Fall Semester Events:

Boren Scholarship/SNEP Information Session: Michael Saffle from the Institute of International Education, hosted a Boren Scholarship/Fellowship information session on Wednesday, November 9.

International Day 2011: International Day was a rousing success on Wednesday, November 15. Over 14 nationality groups set up tables displaying artifacts from their countries. The Main Classroom was packed with individuals learning about the various cultures and tasting food. There were 8 performances which brought over 400 people into the auditorium. At the end of the performances, both performers and audience broke into impromptu dancing ending the day's celebration.

Hale Farm Trip 2011: Wednesday, December 21. Students will be visiting historical Hale Farm for a Lantern Tour beginning at 7:00pm. At Hale Farm, we will be spending the evening in the 19th century during the holiday season. A specific year is chosen and both actors and visitors stay in their 1800's roles. We will experience the people, the smells, the sights and the energy of the period.



Study Abroad

We have 6 CSU students studying overseas this semester (2 in Korea, 1 in Thailand, Egypt, Germany and Bulgaria). One student, Morgan Barnes, is a Gilman award recipient this year. She is studying at our partner university, Chung Ang in Seoul, South Korea. Read about her experience in Korea by reading her blog at http://www.csuohio.edu/offices/international/study_abroad/student_stories/.

Career Services

The Career Services Center and employers through Northeast Ohio partner to provide real-world work experiences for Cleveland State University students. The following are just a few of the employers that participated in on-campus recruiting here at CSU for Fall 2011:

- Key Bank
- Barnes Wendling
- SS&G
- Lincoln Electric
- Erico
- Maloney & Novotney
- Hankook Tires
- Howard Wershale
- Cuini & Panichi
- Progressive Insurance
- Baumgarten Co.
- Target
- Parker Hannifin
- PNC
- Pease & Associates
- Bendix
- Meadow & Moore
- Cohen & Co.

How Many CSU Students Reported Working in Co-ops/Internships?

Semester:	# of Placements:
Fall 2010	637
Spring 2011	572
Summer 2011	300
Total:	1,509

Registrar's Office - Process Improvements

Several initiatives are being introduced in an effort to provide greater efficiencies in the areas of academic course planning, student success and degree completion. Student success and degree completion are critical to the success of CSU's mission. To support the university in this endeavor, the Division of Enrollment Services' Registrar's Office will work closely with all academic units to implement the following projects:

Multi-Term Registration

This will be a new academic planning tool that will give students the opportunity to view courses in advance, plan courses sequentially and register for multiple terms simultaneously. This will allow students to plan ahead for upcoming terms. In March of 2012, the course schedules for Fall 2012, Spring 2013 and Summer 2013 will be available and students will be able to register for all terms.

Course Wait List

This tool will give students the option to place themselves on a waitlist for courses that have closed. When a space opens in the course, students will be able to enroll in the order they were placed on the waitlist.

This feature will also provide academic departments an opportunity to open classes based on students' demand level every term. This feature will be available to students when registration opens for the next academic year in late March, 2012.

Financial Aid

Recently, we made financial aid services available online. Through CampusNet, students can check their aid status and accept their financial aid awards 24/7. Students no longer have to wait to receive their award letter in the mail and return the award letter to CSU. As a result, funds are then transferred into the student's account to pay their balance. Subsequently, students can receive refunds for their related educational expenses, such as books, on a quicker basis.



We have made more technical advances in that we correspond to students more frequently using email. Students receive financial aid status updates and award information. Students can respond to our requests quickly allowing us to better serve their financial aid needs.

In Fall 2011, we began scanning financial aid documents. This will ultimately streamline the federally required verification process. Once again, this will allow a faster turnaround time as we couple this with enhancements to our website and improved form design.

Free Application for Federal Student Aid

Students can begin completing the Free Application for Federal Student Aid (FAFSA) January 1, 2012. We have experienced a 21.83% increase in students who submitted FAFSA's this year.

How much financial aid do we award in a year?

Students receive over \$170,000,000 in funds from federal, state, institutional and private sources for the 2010-2011 year.

