



DIVISION OF ENROLLMENT SERVICES

Message from Vice President, Carmen A. Brown

We have embarked on a new semester that is packed with excitement and new initiatives. In the center, leading all of our efforts, is student success. At no other time in higher education have we seen the magnitude of changes that are the driving force in propelling us to continue our quest and commitment to the academic success of every student that enrolls in our great institution.

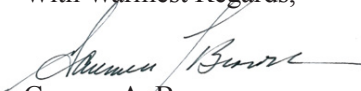
The overall work of the division is key to the successful execution of most of the enrollment success initiatives adopted by the university. We are also playing a prominent role on several of these fronts. They are as follows:

- Assisting with the 4-3 conversion: The Registrars Office is making sure the academic plan within the Degree Audit is up to date and reflective of all 4-3 changes.
- Outreach calls to all freshman cohorts: All-in-1 Campus411 staff have been assigned a portion of these cohorts and are tasked with helping students stay on track. Calls and outreach efforts are being made regularly by all Specialists and the success of these efforts will be noted in their respective performance evaluations.
- The new class scheduler and time grid will result in greater efficiency in meeting the enrollment needs of all CSU students: The Registrar's staff assigned to this is regularly monitoring any adverse activity that may hinder the efficiency of the new class scheduler and adopted grid.
- A communication and marketing action plan to help students better understand the 4-3 conversion and Degree Audit.
- Financial aid modification to the return of Title IV that will reduce student debt and generate additional revenue for the University.
- Enhancement to the orientation programs that will merge international student orientation efforts and will also create enhancements to the orientation program focusing on Veterans.
- Continued enhancement, support and monitoring of the Degree Audit, waitlist, and multi-term registration.

I know that these are just a handful of activities and responsibilities that we have engaged in. If the ones you are involved with have not been highlighted, it is not because they are not important. Please know your commitment and contribution are vital to helping the division fulfill its mission and your hard work does not go unnoticed. We appreciate all you do!

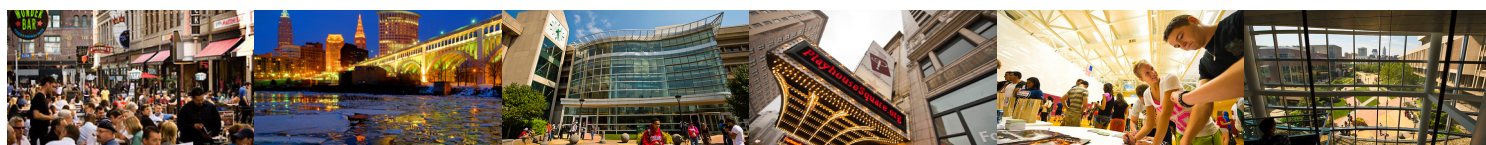
Our quest to continually improve the student experience never ends. Please feel free to reach out to me with your ideas, input and suggestions. Together we can make a huge difference in our students' lives.

With Warmest Regards,



Carmen A. Brown

Vice President





Welcome a New Admissions Director

After an extensive national search, which yielded candidates from prestigious colleges and universities around the country, Lee Furbeck has been chosen to be the next CSU Director of Admissions.

Lee's first day will be February 11. Please join us in welcoming her to campus. She's an exciting addition to our team and we believe each of you will enjoy working with her to achieve our enrollment goals.

Lee has spent 12 years as a mid-level and senior manager in admissions, transfer and enrollment management - the last eight at the University of Kansas, where she is now serving as Senior Associate Director of Admissions. Lee began her career at Iowa State University. She brings broad experience in all areas of admissions, and has been focused at Kansas on transfer initiatives, where she represents the University on the Board of Regents Transfer and Articulation Advisory Council.

Lee is recognized nationally for her work with AACRAO, both nationally and in Kansas, where she currently serves as Director of their national transfer conference. She has published extensively on transfer issues and has extensive experience working with low-income, students of color, first generation and non-traditional students.

She has a B.A. and M.A. in English from the University of Kentucky and a Ph.D. in English from the University of Missouri.

Enrollment Services Student Outreach

Campus411 All-in-1 Enrollment Services have been calling and emailing all fall 2013 first time freshmen to assist with the retention effort at Cleveland State University. Specialists helped freshmen in resolving any holds that

prevented spring 2014 registration, connected them with their academic advising office, ensured that they were registered for spring 2014, and addressed financial issues to ensure the students' accounts are in good standing with the Treasury Services Office.

The total number of phone calls All-in-1 received in 2013 was 115,196. This figure is a reduction from the previous year of 128,571 phone calls. All-in-1 attributes this reduction to the implementation of OnBase, organizational and online efficiencies and to Live Chat - which is gaining momentum. Since summer 2013, chatting has increased 66% .

Freshman Scholars

As of January, 2014 the Financial Aid Office has offered 826 scholarships to eligible admitted students for the fall 2014 semester. By using a new process and implementing better technology, scholarships are awarded much earlier than in past years. This strengthens the recruitment value of the scholarships while creating convenience for the student.

Financial Literacy

The Financial Aid Office is hosting an educational presentation series on financial literacy, including the following topics:

- Financing an education
- Finding on-campus employment
- Gaining work experience before graduation
- Calculating what you will owe after graduation
- Knowing employment trends in each major
- And more!

We have the following presentations scheduled:

- "Get an A in Planning Your Future" Tuesday, February 25 from 12:00 - 1:00, MC 105
- "Spring Break - No Broke" March 9 - 16 to include the topics Budgeting, Borrowing and Repayment

2014-2015 FAFSA Updates

The 2014-2015 Free Application for Federal Student Aid (FAFSA) is now available. The online FAFSA (<http://fafsa.ed.gov>) can guide students through the application process. They just need to click on the "Start a New FAFSA" button on the home page and follow the directions on the screen.

The federal website, www.Studentaid.ed.gov, has been enhanced to provide a better overview of federal aid programs and on-line help. YouTube video links have been added for viewing if help is needed completing the FAFSA.

The Internal Revenue System Data Retrieval Tool (IRS DRT) has also been enhanced, allowing the FAFSA filer to better understand eligibility. It is very important for all eligible FAFSA applicants to use the IRS DRT as it will eliminate processing delays. According to the U.S. Department of Education, the Data Retrieval Tool (DRT) will not be available until February 2, 2014. Using the FAFSA DRT will expedite processing and final 2014-2015 financial aid eligibility determination.

Class Scheduling

When the schedule of classes goes live at the end of February 2014, there will be several improvements. Beginning with the fall 2014 term, the course schedule is constructed with a new time grid. The new grid approved by Faculty Senate offers additional time blocks providing students more flexibility in building their course schedules, increases the passing time between classes to 15 minutes to allow students and faculty ample time to move from class to class, and allows the University to utilize classroom facilities more efficiently. In addition to the new time grid, the class search feature will now facilitate searches by time and day to assist students and advisors with creating course schedules that meet student needs and maximize registration options.

Important Dates for Spring

March 1, 2014	2014/15 course schedule posted
March 31, 2014	Priority registration begins

New International Students

The Center for International Services and Programs (CISP) kicked off the New Year by welcoming 153 new international students to CSU. The New International Student Orientation Program included a full day of advising seminars and activities, including lunch at the new and improved Rascal House! The busy day culminated with a Lolly-the-Trolley tour of Cleveland - a CISP tradition. The CISP staff would like to thank all of those on campus who supported the program - a SPECIAL THANK YOU goes to our TRIO colleagues! (You know who you are!)

Preliminary enrollment stats indicate that our new international student profile will add 50 undergraduates and 130 graduate/doctoral students. CISP estimates that CSU will be home to 1200 international students for the 2014 spring semester: 465 undergraduates, 730 graduate/doctoral students and 5 law students.

Education Abroad

On the Education Abroad front, 10 CSU students will study abroad over the spring semester, including one Gilman Scholarship recipient. Students will study in the United Kingdom, France, South Korea, Australia, China and Hungary. In addition, CISP will help the Ahuja College of Business deliver a faculty-led program to China over spring break.



50th Anniversary

This year, CSU reaches an important milestone in its history - the 50th anniversary of its creation as an institution of higher education in 1964. A committee, led by Rob Spademan, has already begun creating marketing plans, coordinating event planning and logistics, and has spearheaded the design of the official 50th anniversary logo.