

## **Enrollment Services Accomplishments & Initiatives**

**Enrollment Services Divisional Meeting September 19, 2012** 

# Congratulations

All of your hard work paid off!

### A Year in Review

### Admission Application Processing:

- 20,000 total applications received and processed
- Over 70,000 supporting admissions documents processed, including transcripts, letters of recommendation, resumes, personal statements and more
- The Document Management Center has processed over 135,000 documents since January 2012

### Customer Service All-in-1 Campus411:

- 99,867 phone calls received
- 45,006 in-person visits
- 3,699 online chats

### Co-ops and Internships:

 2,262 placements, including Co-ops, professional and academic internships









#### **Financial Aid:**

- 17,008 financial aid applications received
- 12,307 students awarded financial aid
- \$152,732,419 disbursed to undergraduate and graduate students
- \$15,146,775 disbursed to Law students

### Recruiting:

- 372 high schools visited
- 69 special events and community engagements
- 135,925 prospective students added to prospect database
- 44,582 inquiry packets of information sent
- 75,079 emails sent to prospective students

### **University Marketing:**

- 853 completed projects for various university organizations
- New brand campaign kicked off Summer 2012
- Fall, Spring, Summer recruitment advertising campaigns helped increase applications by 21%









### What We Did Fall 2012

- Total enrollment increased 1.58% with 17,204 enrolled
- New freshmen increased 20.18% with 1,584 enrolled
- New transfer increased 19.14% with 1,581 enrolled
- New graduate increased 6.94% with 1,556 enrolled
- New international increased 42.9% with 333 enrolled

❖ Undergraduate: 95.16% (121 enrolled)

❖ Graduate: 32.65% (212 enrolled)









### **Projects Completed This Year**

- Degree Audit update
- Multi-term Registration
- Waitlist
- Chat
- CRM (Customer Relationship Management tool)
- Online Application
- Update of the divisional website
- Enhancement of our communication efforts









### **Changes to Improve Processes**

- Full integration of document imaging (OnBase)
- Reorganization of graduate and international application processing
- New process for non-degree admission
- New process for admission application fees









## **Enrollment Services Employee Updates**

Carole Cox, Director of Administration

Office of the Vice President for Enrollment Services

### **New Hires in the Division**

### **Admissions**

- Anthony Sambula, Admissions Counselor
- Rob Drapcho, Assistant Director Recruitment & Transfer
- Joseph Vainner, Admissions Counselor
- Kathryn Marshall, Admissions Counselor

### All-in-1

- Carolann Chalabian, Student Support Specialist
- Jay Simmons, Student Support Specialist
- Deb Brown, Student Support Specialist









### **Career Services**

- Rita Grabowsky, New Pathways Project Officer
- Pamela Coletta, Career Planning Coordinator

### **Financial Aid**

- Michelle Strong, Production Specialist
- Kathryn Harris, Production Specialist
- Melissa Burton, Production Specialist

### Marketing

- Adam Drake, Multi Media Designer
- John Soeder, Senior Writer









### Registrar

- Sharon Deaton, Coordinator of Document Management
- Stephanie Zarraga, Production Specialist
- Michelle Bennett, Production Specialist
- Justin Dysart, Production Specialist
- Patrick Orwig, Senior Production Specialist
- Ron Hoagland, Production Specialist

### Office of the Vice President

- Carmen Brown, Vice President for Enrollment Services
- Charles Newton, Manager of Systems & Data Analysis









### **Promotions within the Division**

### Campus411 All-in-1

Tom Collins, Executive Director of Enrollment Services

### Center for International Services & Programs

- Hannah Sandham, Study Abroad Coordinator
- Mary Brown, International Student Specialist

### Registrar

- Kevin Neal, Associate University Registrar
- LaJohn Dammons, Assistant Director of Admissions Processing

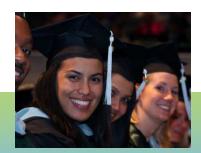
### Office of the Vice President

Misty Graser, Executive Assistant









### **Retirements in the Division**

### **Admissions**

- Kate Greth, Admissions Counselor (March 2012)
- Walter Ventrice, Financial Aid Administrator (September 2012)

### **Career Services**

John Scanlan, Assistant Director (August 2012)

### Center for International Services & Programs

George Burke, Director (November 2012)

### Marketing

Karen Jewell-Kett, Manager of Creative Services (September 2012)

### Registrar

- Marie Golias, Office Manager (June 2012)
- Terri Guentzler, Public Inquiries Assistant (June 2012)









### **Admissions**

**Heike Heinrich, Director of Admissions** 

### **2012 Admissions Accomplishments**

- Largest, most qualified freshman class
- System improvements
- Reorganization









### **2013 Admissions Goals**

- International recruiting
- More freshman (1890) and transfer (2534) students
  - Expansion of travel territory
  - Enhanced visit experience









### Marketing

Rob Spademan, Assistant Vice President University Marketing & Recruitment

## UNIVERSITY MARKETING

A busy year, completing a record 853 projects!



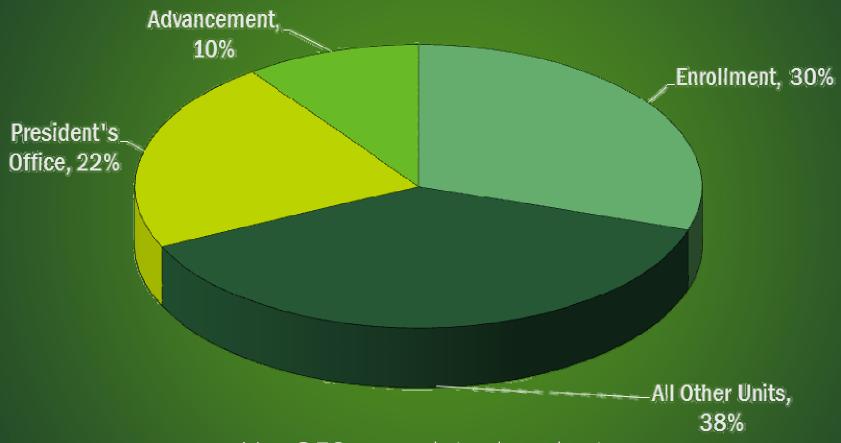
### WHAT WEDO

Support the marketing needs of <u>all</u> units of the University

- Brand Management
- Public Relations / Media Relations
- Marketing Communications
- Web
- Photography Services
- Graphic Design
- Event Management
- Publications / E-Newsletters, etc.



## WHERE THE WORK COMES FROM



N = 853 completed projects



### PUBLIC RELATIONS

### Telling the CSU Story through the Media

University Marketing works with the news media on a regular basis to:

- Make major announcements
- Develop stories that highlight key University messages
- Position CSU as a thought leader in the community
- Shift and enhance public perception of the University
- Keep the CSU brand top of mind
- Mitigate the spread of misinformation



### CSU's largest freshman class has students from all over

JAMES EWINGER Plain Dealer Reporter

to go up at Cleveland State Univer- students not merely from Clevesity, the school marked another land's outer-ring suburbs, but from

and New Jersey, with New York, Pennsylvania and Michigan providing the biggest share of out-of-Even as new apartments continue staters. Incoming Ohioans included

### **EDITORIALS**

### Lighting up Cleveland State

leveland State University's plan to build a 30-foot beacon of brushed stainless steel may seem a bit like grandstanding. especially given its \$100,000 price tag.

But thanks to two CSU presidents intent on upgrading their neighborhood with an expanded and more inviting downtown campus, it's a great way to put out the welcome mat for an urban university slowly abolishing the notion that there is no "there" there.

### **Dramatic new CSU Arts Campus** puts students in center of action



### CSU will groom 'social innovators'

Cleveland is 1 of 6 cities where midcareer professionals will serve for 2 years

Karen Farkas Plain Dealer Reporter

Levin College of Urban Affairs is as job training. will manage and administer a donated \$2.5 million to the U.S. of the United States.

picked the cities, in part, because city after the program ends. of need and efforts that local gov-

HUD sought proposals and ernment and others have made awarded the three-year grant to Cleveland State University's to help themselves in areas such CSU and its partners, the Metropolitan Institute at Virginia Tech one of three organizations that The Rockefeller Foundation and the German Marshall Fund

Institute, will serve as a "mentor team" to coach fellows and coordinate activities with sponsor organizations in the six pilot cities. CSU's Leadership Development program will provide training for the fellows.



## PUBLIC RELATIONS

### **Engaging the News Media**

In the past academic year, positive news stories about CSU have created more than:

- 22 million impressions in the Plain Dealer and Crain's
- 5 million impressions on local TV news
- 2 million impressions on local NPR and other radio
- 2 million impressions in community newspapers
- 8 million impressions in national, specialized, and webbased media

Many of these stories are later repurposed through news aggregators, social media and other pass-along channels



Note: Figures do not include sports-related stories

### ENROLLMENT CAMPAIGN

### Campaign Emphasis

### **NEW STUDENTS**

Fall - Teens and Moms Spring - Moms and Teens

### **ONGOING STUDENTS**

Fall, Spring, Summer Reminder Mini-Campaigns

### **NEW STUDENTS**

Fall, Spring Outreach



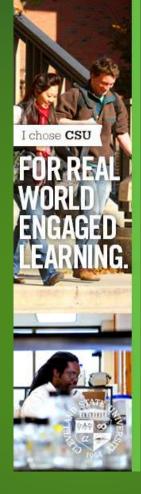
## ENROLLMENT CAMPAIGN

### Media Used

- Television cable
- Radio
- Limited print
- Internet
- Outdoor
- Out-of-home
- Direct mail













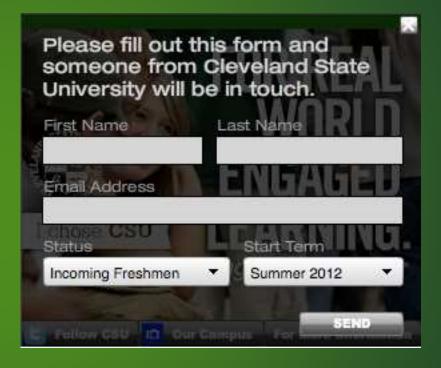








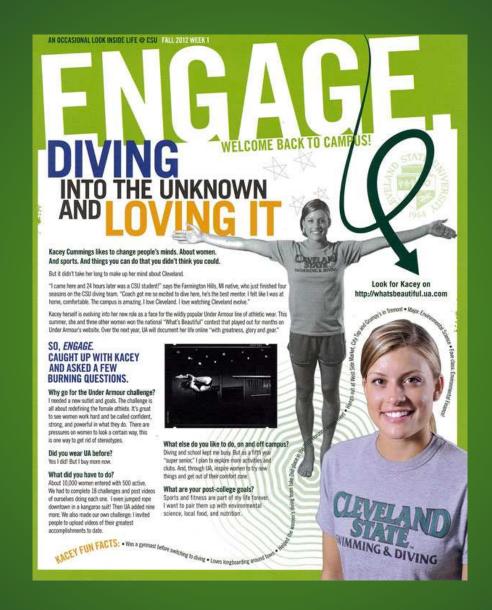




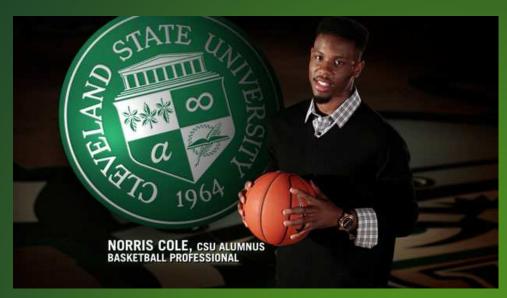
















## THANK YOU!



### **Financial Aid**

Rachel Schmidt, Director of Financial Aid

### **Federal Financial Aid Trends**

### White House Initiatives for Federal Aid

- Plan to make higher education more affordable
  - ❖ Working with state board to keep higher education costs down
  - Making it easier for families to size up the cost of college
  - Streamlining the financial aid application process
  - Creation of a Consumer Financial Protective Bureau
  - Pushing for a college scorecard which will require schools to disclose their graduation rate, rate of employment

### **Congressional Initiatives**

- Balancing the Nation's budget
- Debt ceiling was raised by \$4 trillion to ensure the government has enough money to continue to pay out student aid and other benefits, and avert a default on the Nation's debt
- Bipartisan support saves the Pell Grant this year. The Pell Grant program has doubled in cost over the past 3 years and continues to face a multi-billion dollar deficit









### 2011/2012 Federal Financial Aid Changes

### REGULATORY CHANGES

#### THE CHANGE

- Verification Standards:
   Under the new financial aid application process, the university will no longer be required to do the 33% verification
- Satisfactory Academic Progress Standards:
   Financial aid professionals will be restricted
   to a more objective process, reducing the
   amount of professional judgment that was
   allowed in the past. Students will no longer
   be allowed to appeal the Max Time Frame
   (exceeding 150% of degree requirements).
   Repeat Course Options are now limited to 2
   attempts when a pass grade was earned

### THE IMPACT

Due to the complexity of the application, we anticipate our verification level could double what we did in the past

Students could actually lose their aid if they fail to complete a given amount of credit in the expected time frame









### 2011/2012 Federal Financial Aid Changes

#### THE CHANGE

- The elimination of the subsidized loan for Graduate and Professional students goes in effect July 1, 2012
- Federal standardization of the award letter

#### THE IMPACT

Students will graduate owing more than before as interest will accumulate. Financial aid professionals estimate that the average graduate student will now owe between \$4,000 to \$7,000 more on their loan

Award letter transparency – students and families will be able to compare offers from different schools. The award will be the "same", the amounts may vary. Very clear to students exactly how much they are going to receive and in what type of fund









#### **ANNOTATED**

# **Financial Aid Shopping Sheet**

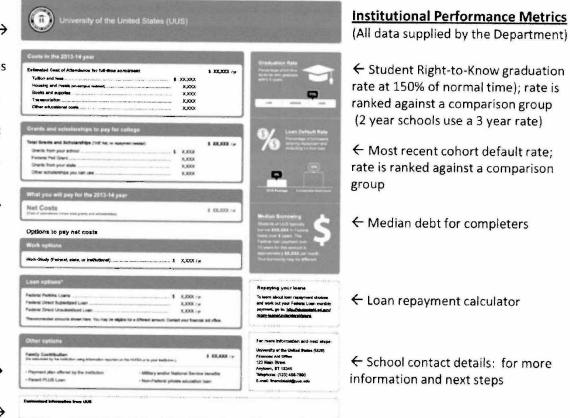
(As of 8/30/12)

# \*Individual student's cost of attendance (on-campus example shown; different category names may be used for commuter or off-campus students) →

\*The sum of each grant sub-category appears here; campus-based FSEOG and TEACH Grants would appear under "Grants from Your School." →

#### **NET COST AFTER GRANTS**

- \*Aid awarded by school but earned through work
- \*School recommended Federal loan amounts; state and institutional loans appear below in the customized information box.
- \*Other funds that can be used to meet net costs; includes family contribution—FAFSA-calculated or institutional methodology
- \*Space for institution to send custom message



NOTE: The Financial Aid Shopping Sheet may supplement or replace an institution's existing award letter and may be used for any student. It was designed for entering undergraduate students; however graduate schools will also use this format for their students and may modify it to remove elements that are not applicable. The Shopping Sheet is provided in PDF format; we are working with major financial aid software providers about how they can help institutions produce the Shopping Sheet and will provide more details in Fall, 2012.

# Registrar

Janet Stimple, University Registrar

### 2011-2012 Registrar's Process Improvements

#### **OnBase Document Management**

- Streamline processes
- Improve student service

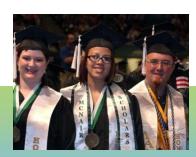
### **New On-line Application**

- User friendly
- Improved process efficiencies
  - Auto admit non-degree applicants









### 2011-2012 Registrar's Student Success Initiatives

### **Multi-term Registration**

- Over 50% of our undergraduate students have registered for both fall and spring 2013
- 11% have also registered for summer 2013

#### **Course Waitlists**

- Over 1800 students enrolled for fall 2012
- Over 300 students enrolled to date for spring 2013
- 20 students have enrolled from waitlist already for summer 2013









### 2011-2012 Registrar's Student Success Initiatives

### Transfer Credit Review

- Implemented new Technology (TES)
- Almost 8,000 courses reviewed
- 4,000 rules updated

### Degree Audit Review

- Thorough review and update
- Sign off from all College Deans











STAY ON TRACK TO GRADUATE

Grad Express Degree Audit makes it quick and easy to track your degree progress.

Access the academic roadmap that keeps you on the path to graduation!

#### **GRAD EXPRESS FEATURES:**

- Degree requirements individually customized to your major(s) and/or minor(s)
- ✓ A list of courses that count toward your degree requirements to help you plan and schedule your courses in advance
- ✓ A real-time snapshot of your progress to degree completion
- Substitutions, exceptions or waivers approved by your department or college
- Automatic updates each evening when or if your academic record changes:
  - When grades are posted
  - When you register for or drop courses
  - When transfer or test credits are posted

# d changes: sted r or drop courses t credits are posted

#### Learn more at

www.csuohio.edu/gradexpress



### **Degree Audit & Graduation**

- New name
- Promotional campaign
- System enhancements
- Redesign graduation process

### **System Enhancements**

### PeopleSoft Consultant

- Automate processes
- Implement best practices

### **On-line Application Enhancements**

Electronically manage recommendation letters & submit supporting documents

#### Web Based - FERPA Course









### **Student Centered Course Scheduling**

### Ad Astra Course Scheduling Software

- Provide data for planning
- Improve room utilization
- Strategic scheduling analysis

### Freshman Cluster (Block) Scheduling

- Building course schedules for success
- Support degree maps









### Campus411 All-in-1

**Tom Collins, Executive Director of Enrollment Services** 

### **Student Contacts**

2012	Jan	uary Feb	ruary Mar	zh apri	nay	Jun	e July	Aud	ust septe	ember Octo	per Mov	ember Dec	ember 707	AL
Calls Answered	19,116	6,621	7,048	8,824	12,720	8,412	11,047	24,291	1,788				99,867	
In-Person Contacts	7,860	3,655	3,397	4,586	6,161	3,880	4,739	9,051	1,677				45,006	
Chats	36	192	303	304	421	500	661	1,172	110				3,699	
DAILY CONTACTS	27,012	10,468	10,748	13,714	19,302	12,792	16,447	34,514	3,575	0	0	0	148,572	

\* Through Friday, September 7









### Campus411 All-in-1 Experience Survey

- 90% Usefulness/relevance of information received from Campus411 All-in-1
- 93% Level of courtesy of Campus411 All-in-1 staff
- 90% Satisfied with Campus411 All-in-1
- 90% Recommend Campus411 All-in-1 to a friend

Campus411 has some of the most courteous people on campus.

Quick and efficient! Thanks for your help!

My support staffer was so nice! She was quick and helpful and explained everything to me clearly. I was surprised at how great the experience was!

They were very friendly and helpful. God Bless the good work you do.

I thank you for the help I received and I'm truly excited about attending CSU.

Everyone is always very friendly and helpful @

I worked in Enrollment Services (financial aid for 10 years, admissions for a year and a half). Each time I've interacted with CSU's All-in-1 office, I've been VERY impressed with every aspect of the experience. Your office is to be commended for making things so streamlined and efficient for your students!! Thank you! Very pleasant experience. Organized and on point!

Everyone was extremely helpful and patient with me explaining what documents were needed. After completing those documents, I was told I needed ones I had already turned on, but the error was quickly caught and a follow up email was sent. That saved me a lot of time - so thank you!

Gained more understanding to processes that are taking place.

Never used financial aid in all my years at CSU. There were some problems but the employees were helpful in solving the problem.

The staff was pleasant and very helpful.

They were very helpful! Answered all of my questions

Thomas Collins runs a great operation for the benefit of the students. Thank you!

It takes a very long time to speak with a representative at Campus 411 due to the extremely long and slow voice recorder. Other than that, the service is excellent!









### **Outreach Initiatives**

- Over the past year, Campus411 All-in-1, through various outreach campaigns, has initiated contact with over 1,700 students.
- All-in-1 has specifically been charged with targeting the freshmen cohort groups from 2011 and 2012 with these efforts, focusing on retention.









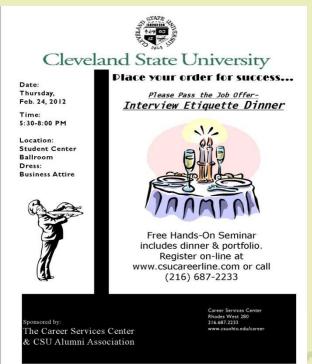
### Cleveland State University's Career Services Center

Provides CSU students with career awareness and real 'work-world' experiences.



# CSU Students.. Confident and Prepared for their Professions





Cleveland State University engagedlearning\*

### **Networking / Etiquette Dinner**





•Accomplished an 20.5% increase from 2010-2011

# Cleveland State University engagedlearning

# Student Career Preparation through Courses and Workshops/Presentations

•CSC 121

Interviewing

•CSC 321

•Resumes Writing

•Soft Skills Workshops

Networking



# Career Services Coordinators Engaging Students for Career Success

• 22,880 student points of contacts

 Accomplished 40% increase from Fall 2010 to Fall 2011



# Career Services Programs Provide Students with an Early Career Start

- On-Campus Student Employment
- •LINK Program
- America Reads
- Veterans' Career Success





### **Student Career Engagement Net Results**

Student Employment On-Campus Wages Generated \$6,270,430.77

Accomplished an 24.83% increase from 2010-2011

America Reads Tutors totaled 10,209.90 hours of tutoring

Accomplished 20.18% increase from 2010-2011

Veterans Career Success 229 Veterans Registered in CSU Careerline

Accomplished an 120.192% increase from 2010-2011



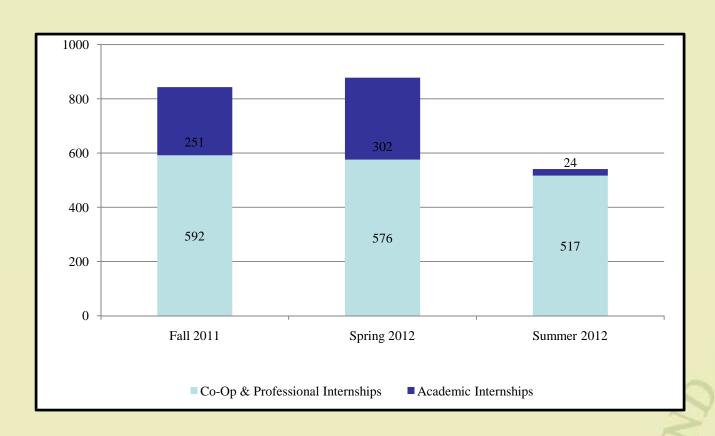
### Cooperative Education/Internship Program

Students gain practical experience in their major before they graduate.





### Student Co-ops and Internships 2011 - 2012 Academic Year



Total 2,262
•Accomplished an 49.9% increase from 2010 - 2011

# Cleveland State University engagedlearning

### **CSU's Career Services Center**

Is the expert resource in talent management for employers.

Connecting Employers with Students On-Campus





# Career Services Center's On –Campus Recruitment Program





97 companies On-Campus Recruitment (not including Career Fair)
Accomplished and 21.25% increase from 2010-2011

### **Career Fairs**

CSU's Career Fairs are the largest events of their kind in the Northeast Ohio area.





130 Employers attended Fall 2011 Career Fair

•Accomplished an 23.8% increase from Fall 2010

### **Other Accomplishments**

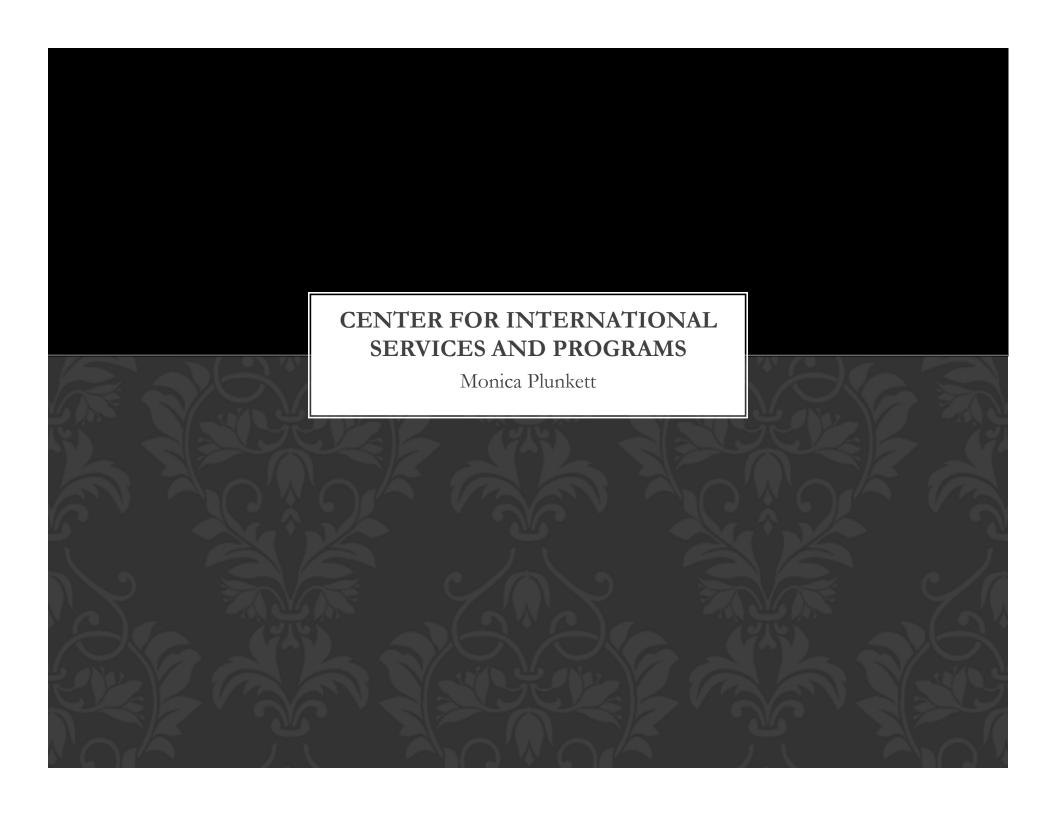
- Virtual Career Services
- --Perfect Interview
- -- Careers College
- -- Career Shift
- •New Pathway Grant Renewal in Collaboration with the Office of University Advancement
- •Partnership with the College of Science and Health Professions to develop Satellite Office
- •Partnered with the Office of Alumni Affairs to develop the Alumni Job Club
- •Career Services Strategic, Organizational Plan, and Marketing Plan Developed
- •First Progressive Day



### **Goals for 2012-2013**

- •Increase Co-op/Internships by 40%
- Launch Marketing/Brand Plan
- Develop Career Services Mobile Application
- •Enhance student/Career Services communication through social media
- •Increase early career awareness through orientation classes





# CENTER FOR INTERNATIONAL SERVICES AND PROGRAMS



CISP provides services to both international students and students who wish to engage in education abroad programs. We also provide support and guidance to faculty and staff regarding all international endeavors.

#### INTERNATIONAL STUDENTS

- 900 + The number of currently enrolled students we provide cultural, social, immigration and personal advising.
- 250 The Number of student engaged in practical training who receive immigration processing and advising.
- •25 Visiting scholars who receive immigration and cultural advising.
- •288 The number of new fall 2012 international students. A CSU record!

#### **CISP EVENTS**

- International Day in November. The event typically attracts over 600 students and includes over 20 nationality groups.
- November 14<sup>th</sup> is our next international day.
- A Fall Welcome Picnic to welcome new international students.
- Masquerade Ball, soccer and other events that promote social activity between International and American students.







#### **STUDY ABROAD**

•Student going overseas may go on a CSU led faculty trip or pursue an experience thru another institution.

•CISP Study Abroad Scholarship 2011-12 = \$9,375 awarded to 20 students IFSA Foundation Scholarship 2011-12 (grant funded) = \$28, 200 awarded to 4 students.

•Also involved in assisting students with Fulbright awards.

#### **STUDY ABROAD**

Program Type	2007-08	2008-09				Percent Change		
			2009-10	2010-11	2011-12	1-year	5-year	
Faculty Led	97	117	119	146	167	14%	72%	
Exchange	4	5	4	4	4	0%	0%	
Internship	2	2	5	7		4-43%	100%	
Independent	34	41	23	33	28	-15%	-18%	
TOTAL	137	165	151	190	203	7%	48%	

CISP Study Abroad Scholarship 2011-12 = \$9,375 awarded to 20 students IFSA Foundation Scholarship 2011-12 (grant funded) = \$28, 200 awarded to 4 students

#### **OPEN HOUSE**

Wednesday, October 24<sup>th</sup>
3:00PM to 6:00PM
MC 106