



DIVISION OF ENROLLMENT SERVICES

Message from Carmen Brown

Dear colleagues,

In the next two weeks, the fall 2012 semester will conclude. We would like to take this opportunity to recap the highlights of many of our achievements and progress that have been made this fall. A quick glance of our divisional work plan for 2012-2013 concludes how committed we are in pursuing the University's mission. The work that has been accomplished would not have been realized if it wasn't for the hard work and dedication of all of you... **Congratulations to all of you. You are making a difference in the lives of our CSU students!**

In our continued quest to meet University enrollment, retention and graduation goals, we are constantly reviewing and enhancing our operation. We would like to convey our gratitude to all that have contributed to new ideas that have led to implementing quicker and more efficient business processes. Your ideas are of great value to our operational objectives - keep them coming. In the next several months I, along with the Directors, will begin formulating a process where we can recognize the individuals that have submitted ideas that have been successfully implemented.

As we enter this joyful season, we are reminded of **how blessed we are and how much we have to be thankful for**. We are blessed by the work we do, the students we serve and the individuals we work with.

In the spirit of the season, on behalf of the Directors and myself, I would like to once again convey to all of you our most sincere appreciation for your contributions that give meaning to "exemplary service". **You are the unsung heroes of CSU.**

With Warmest Regards,

Carmen A. Brown
Vice President

**Fall 2012
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Admissions

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Admissions News

After record breaking new student enrollment in Fall 2012, the Admissions Counselors and staff are pushing toward our Fall 2013 goal of 1800 new freshman students. We have expanded our travel territory to include Indiana as well as parts of Pennsylvania, Michigan and Illinois. International recruitment is now part of Undergraduate Admissions, so our scope also includes countries such as China, India, Turkey and Saudi Arabia.

Through our Customer Relationship Management tool, we've increased our touch points with prospective students drastically, using all mediums (phone, email, snail mail, social media, in person meetings both on and off campus). Our staff has been visiting hundreds of high schools, making thousands of phone calls, and driving tens of thousands of miles this fall to lay the foundation for a larger and well qualified class in Fall 2013.

CSU's event schedule will debut programs focusing on financial aid, health careers, the arts campus, as well as extended service Transfer Fridays.

Recruiting has always been a collaborative effort of all departments at the university, so we encourage you to assist us again this year. If you know any students with an interest in CSU, please refer them to us via www.csuohio.edu/internalreferral, and we promise to take exquisite care of their needs.

All-In-1 Enrollment Services

The Live Chat communication service that we have offered since January 2012 has been highly successful - both with domestic and most notably with international students. In the months of February and March, we averaged between 7 to 9 chats on a daily basis. As of April, we are now in the double digits peaking at about 43 chats per day.

Degree Audit Has A New Name - Grad Express

As part of our commitment to help students reach graduation in the shortest amount of time possible, we're excited

to announce upgrades to our university degree audit system, as well as a new name - Grad Express. During the Fall 2012 term, the Office of the University Registrar has been working with IS&T to begin implementing enhancements to the system.



Grad Express serves as a roadmap for students to reach their academic goals and earn their degrees. Its features include:

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



Student Success Initiative Check-up

Two new tools were made available to students with the start of registration in March 2012. Multi-term registration allowed students to register for the entire academic year and Course waitlists allowed students to reserve a slot in line for classes that had filled to capacity.

Over 1800 students were able to enroll in Fall 2012 courses from a waitlist and as of early October, 57% of undergraduates and 35% of graduate students have participated in multi-term registration enrolling in classes for both Fall 2012 and Spring 2013. 12% of all students have also registered for Summer 2013.

FERPA - Do You Know the Laws?

All members of the Enrollment Services Division were enrolled in the new FERPA Essentials course in late September, and 73% have successfully taken and passed the course. The FERPA course, offered through Blackboard, is required of Enrollment Services employees, and ensures our division's adherence to this important law that protects our students. Future plans for the course include a roll-out to the entire campus community and adding the course as a requirement during the New Employee Orientation process.

To any Enrollment Services staff who have not taken the course, please do so by the end of the year. If you or someone in your department did not receive the invitation to take the course, please contact Nina Cooke (n.c.cooke@csuohio.edu) or Patrick Orwig (p.orwig@csuohio.edu) in the Office of the University Registrar.

Tower of Light Installed

Cleveland State University is ready to shine! The University's new 30-foot tall Tower of Light was erected on October 1 on Euclid Avenue, near Euclid Commons. During special occasions such as homecoming and commence-

ment, a powerful spotlight inside the tower will send a beam of light 2,000 feet into the sky. The Tower was designed by Flourish, Inc., CSU's advertising agency, and fabricated by LP Design Group of Medina.

University Marketing - Hard at Work

Viking Transition Guide

Marketing updated and reprinted 9000 Viking Transition Guides, which are mailed to potential students upon their admittance to CSU. From All-in-1 to Orientation to Parking, the 60-page guide is the students' roadmap for a successful transition to University life.

Career Branding and Grad Express

Marketing created branding and awareness campaigns to support the fall launch of Grad Express and to increase students' earlier participation in Career Services programs. Posters, banners, digital media and more were employed to show students how they can graduate faster and with better employment prospects.

Progressive Day @ CSU

Following a successful spring program, Progressive returned on October 3 to recruit students majoring in Math, Accounting, CISIT, Economics and Finance. Career coaching, mock interviews, resume reviews and more were held throughout the day, providing excellent career development opportunities for students.

Direct Deposit Launched

Marketing supported Treasury Services in launching the new CSU direct deposit program for tuition and financial aid refunds. Following a summer information campaign in collaboration with Financial Aid and All-in-1, 95% of students who received funds this fall made a direct deposit selection, and nearly 10,000 students overall selected an option.



International Day

International Day is a long standing tradition at Cleveland State University that celebrates the rich cultural diversity that both international students and others bring to our campus. CISP is the organizer and sponsor of this event which took place on November 14. Nearly 500 people attended the event, enjoying the exhibits of over 20 countries that included cultural artifacts, ethnic food and other activities, such as henna painting. Ten dance and musical performances by student cultural groups and individuals took place in the nearly packed MC auditorium! This festive event was noted with a photo the next day in the Plain Dealer.



CISP Presidential Election Watch Party

The Presidential election on November 6th was a great opportunity for international students to experience history in the making and CISP didn't miss a chance to enhance that

experience for them. An election watch party, complete with refreshments, took place that evening where about 40 students watched the results roll in. But they went away with more knowledge than most, as Dr. Roger Govea, Political Science Chair was invited to explain the American election process. Students learned all about the Electoral College and some shared the political processes in their own countries.

Study Abroad News

This past summer, CSU Education Abroad students took advantage of study, volunteer and internship opportunities around the world. 22 students studied Spanish and/or Healthcare in Costa Rica and 11 students studied French language and culture in the south of France. 12 College of Business students studied Marketing Research in England, while 16 more Business students journeyed to South Korea for an in-person encounter with Korean business and culture.

The Engineers Without Borders student organization travelled to Belize to complete building a school in a rural village. The Model UN student organization travelled to Belgium to participate in the annual Model NATO Summit and 6 CSU student representatives participated in a leadership conference trip to South Africa. 15 Education Abroad students travelled independently and studied, volunteered and did research in countries as diverse as China, Costa Rica, Cuba, England, France, Italy, Japan, Senegal and Spain.

In the Fall term, 9 Education Abroad students are studying for a full term in countries like the Dominican Republic, Japan, Nicaragua and Peru. Two of those students are participating on an exchange program with one of our partner universities: one student to Chung Ang University in South Korea and the other at the University of Sunderland in the UK.

Career Service Partners

The Career Services Center and employers throughout Northeast Ohio partner to provide real-world work experiences for Cleveland State University students. The following employers participated in on-campus recruiting Fall 2012:

Ciuni & Panichi	October 1
Cohen & Co.	October 1
Novogradac & Co.	October 1
Maloney & Novetney	October 2
Howard Wershale	October 2
Barnes Wendling	October 3
SS&G	October 4
Meaden & Moore	October 4
Plante, Oran	October 5
Walthal & Drake	October 5
Pease & Associates	October 9
Progressive Insurance	October 10
General Electric	October 12 & 17
Ernst & Young	October 12
A. Shulman	October 15
Delaware Dynamics	October 17
PolyOne	October 24
Bendix	October 29
Lubrizol	October 30
PNC	November 1
Parker Hannifin	November 5
Target	November 7
Allstate Insurance	November 28
Lincoln Electric	November 28

Fall Career Week

The Career Services Center hosted its Fall Career Week and Fair October 22nd through October 26th. 127 companies participated with over 2,000 workshop and career fair attendees.

Financial Literacy

The Office of Financial Aid and Career Services have worked together to create a self-service website for students to help them better understand the world of financial aid and the implications of loans. Here is a glimpse of what the website has to offer:

Engaged Learning for the Real World: Financial Literacy

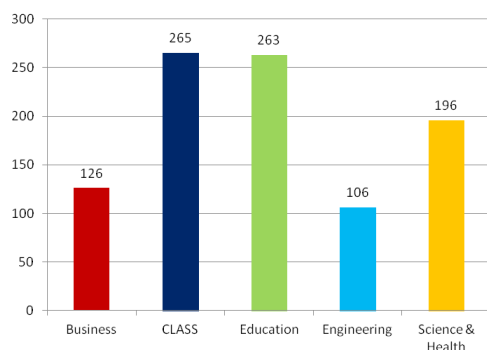
The road to degree attainment and career fulfillment is not always a straight line or without detours. However, we will provide a map to your success by guiding you through three steps:

Step 1: Getting Here

Step 2: Staying Here

Step 3: Leaving Here

How many Cleveland State University students report gaining career related work experiences?



Please visit our website at <http://csuohio.edu/enrollment-services/financialaid/> to access to view the Financial Literacy website. Please direct students to this website to help them make positive, self-aware, life changing decisions regarding college.

Questions or comments?

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