



DIVISION OF ENROLLMENT SERVICES

Message from Carmen Brown

Dear colleagues,

The success of the University is now more than ever dependent upon the success of our students. From the Registrar's Office developing the first multi-term registration initiative in Ohio to unparalleled student services in All-In-1, Enrollment Services works to attract the best and brightest, and develop programs and tools that drive their success in and out of the classroom.

Career Services continues to place record numbers of students in internships and co-ops, and develop the relationships that help our students gain employment after graduation. The connections that our students make each semester at Career Week are crucial to helping them land entry level job positions.

This spring, Admissions and Marketing achieved its goal of enrolling 790 new students for spring semester and the Center for International Services & Programs (CISP) welcomed a record 213 new students. The University now has 1,071 international students from countries around the world.

The Financial Aid Office has already begun awarding scholarships earlier than in years past. This new initiative allows prospective students to make an informed college decision earlier and adds a level of convenience to the process.

Though much has been achieved, there is much more to be done. Our quest to continually improve the student experience never ends. Your commitment and contributions are vital in helping our Division fulfill its mission, and your hard work has not gone unnoticed. We appreciate all you do each and every day.

With Warmest Regards,

Carmen A. Brown
Vice President

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Admissions

Heike Heinrich, Director

All-In-1 (Campus411)

Thomas Collins,
Executive Director of
Enrollment Services

Career Services

Yolanda Burt, Director

Financial Aid

Rachel Schmidt, Director

International Services

Monica Plunkett,
Interim Director

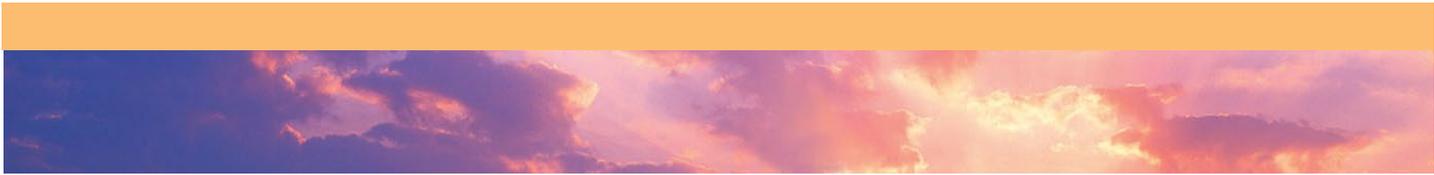
Marketing & Recruitment

Rob Spademan,
Assistant Vice President

Registrar's Office

Janet Stimple,
University Registrar





Recruitment News

The admissions team continues to ride a wave of momentum, following up the record enrollment of the fall 2012 term by achieving our goal of 790 newly enrolled students for the spring 2013 semester.

Recruiting new first-year students for the fall 2013 term is in full-swing as well. Admissions counselors are inviting students for individualized “Green and White” campus visits to complement the variety of events hosted by the office this winter and spring, including Slam Dunk Financial Aid, Super Saturdays in February, our annual Spring Open House and off-site receptions held throughout the Midwest.

Likewise, the office debuted a revised Transfer Friday program - a biweekly offering that includes an opportunity for prospective transfer students to meet with an academic advisor and receive a tentative credit evaluation during their visit.

The office is excited to welcome to the admissions staff, Patricia Otcasek, Assistant Director of International Admissions, to lead international recruitment initiatives. Patricia, who completed her undergraduate study at CSU and holds an international MBA, brings to us a wealth of experience from previous work with international students at Baldwin Wallace University and Duke University.

Super Saturday Visits in February

University Marketing is working with Admissions to make weekend campus visits hot this winter! Due to the increased popularity of CSU campus visits, the Cleveland State University Welcome Center will be open every Saturday in February.

After all, the best way for prospective students to see CSU is to schedule an official visit.

Super Saturday visits in February give prospective students a chance to:

- Experience a fun CSU presentation
- See campus on a student-led tour
- Meet an admissions counselor
- Receive a FREE CSU travel mug
- Meet the CSU mascot, Magnus the Viking

Enhanced Web Site Coming in 2013

University Marketing is working with IS&T on a plan to enhance our web site - www.csuohio.edu. Improvements include an updated look, intuitive navigation and the ability for each University unit to manage its own content quickly and easily.

The design of the home page and interior pages were approved in late November. The basic structure of the web-site has also been completed, including a “road map” for information flow and design templates for the pages.

Each University unit will decide what to delete, what to revise and what to transfer to the new site in the weeks and months ahead. Marketing and IS&T are currently setting up the server environment for development and testing of the new site.

New University Blog Launches

ENGAGED is the official Tumblr blog of Cleveland State University. Written and designed by University Marketing, the new blog features fun and interesting stories that examine all the ways you can engage with the home of Engaged Learning. In just the past month readers have been exposed to art by a CSU professor, a twitter symphony composed by a student and a solo-practice incubator that opened in the Cleveland-Marshall College of Law. Visit <http://clevelandstate.tumblr.com/> to read it and check back frequently for updates!

All-In-1 Enrollment Services Staff

Jennifer Novy, who was hired by All-In-1 Enrollment Services in March of 2009, has accepted a position within the College of Liberal Arts and Social Science Advising Office as an Academic Advisor. We wish Jennifer the best of luck in her new position.

The office is excited to welcome Gayle Gannon and Natalie Cheprakova-Milone, Student Service Specialists, who will be assisting students with their admission, academic record, financial aid and student accounts. Gail completed her undergraduate study in Social Work at the University of Toledo and received her MS in College Personnel Services and Counseling from the University of Dayton. Natalie completed her undergraduate study in English and French interpreting and teaching at Kharkiv National University of Ukraine and her MA in Higher Education Administration at the University of Akron. Gail brings to us a wealth of experience from previous work in Admissions, Student Services, Advising and Financial Aid from John Carroll University, Kent State University and both Midway College and Lexington Community College of Kentucky. Natalie brings to us a wealth of experience from previous work in both Student and International Services from the University of Akron and Case Western Reserve University. Natalie also speaks fluent Russian.

Three promotions were awarded within the office. Debra Fenty was recently promoted to Associate Director, and both Michael Almony and Bill Gardner were promoted to Senior Student Service Specialists. We congratulate each of them for their accomplishments.

Multi-Term Registration: A Model for Ohio Campuses

All signs show the new multi-term registration option for degree-seeking students to be a great success. The option was well received by students with 77% registering for both fall and spring and 19% of students taking advantage of the entire academic year option by registering for fall,

spring and summer to date. The program was cited as an example of flexible and innovative scheduling and registration practices in the Complete College Ohio Task Force report and recommendations.

2013-14 Academic Year

We are gearing up for the 2013-14 academic year class schedule. New this spring will be events throughout March to promote early registration and assist students in preparing for the next academic year. The events will be promoted across campus so look for more details in February.

Important dates to remember:

- The schedule of class for next academic year will be available to view in CampusNet on March 1, 2013
- Priority registration for the 2013-14 academic year will begin March 25, 2013

Virtual Career Services Tools

The Career Services Center, CSU's "One-Stop" professional/workforce development center is launching 3 new Virtual Career Services Tools.

CareerShift



The CareerShift search tool returns results from every career site and job board. Students can save and organize all the relevant jobs that meet their search criteria, whether they search by job title, company name, keywords, or location.



The Careers College

The Careers College learning modules are offered ‘on-demand’ so students learn at their own pace tools and career transition resources that

will help students to navigate their job search to land the ideal career.



Perfect Interview

Perfect Interview is an online rich-media eLearning solution that enhances job interviewing skills and develops confidence.

Through this virtual mock interview program, students are able to practice interviewing for the job of their dreams.

CSU Students are the Talent Pipeline for Northeast Ohio

The Career Services Center hosted its fall 2012 Career Week and Fair. 127 companies participated with over 2,000 workshop and career fair attendees.

Spring 2013 Career Week and Fair is March 4-8, 2013

The number of students reporting career-related experience prior to graduation in 2011-2012: 2,262 (increase from 1,509 in 2010-2011).

The number of career-related experience reported fall 2012: 984 (increase from 843 in fall 2011).

Career Services Student Highlight

CSU student Nicole Niemi participated in Career Services programs. Nicole interned at the Cleveland Clinic and graduated in December. She has now been accepted into CSU’s NEOMED partnership program. Congratulations Nicole!

Financial Aid Planning for the 2013-14 Academic Year

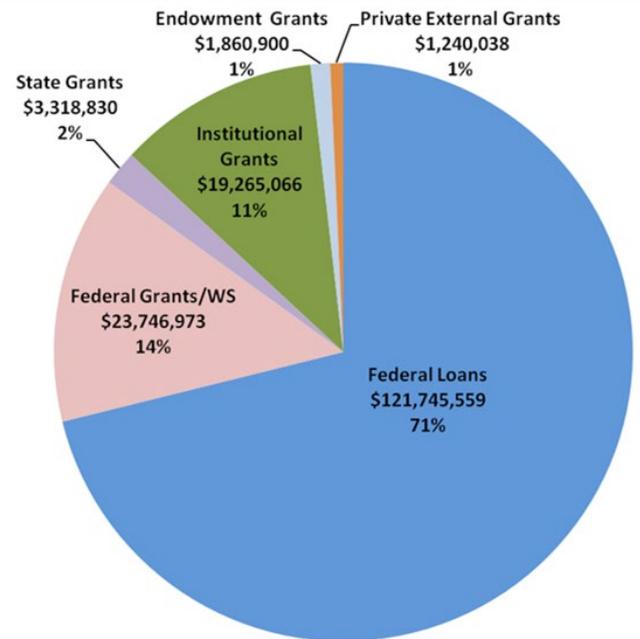
Students are now able to complete the Free Application for Federal Student Aid (FAFSA) for the 2013-2014 academic year. Remember, eligible FAFSA applicants who use the IRS DRT will experience faster processing and awarding.

Working Together

As of January 1, 2013 the Admissions and Financial Aid offices have offered 825 scholarships to eligible admitted students for the fall 2013 semester. Using a new process and making better use of technology, scholarships are awarded much earlier than in past years. This strengthens the recruitment value of the scholarships while creating convenience for the student.

How Much Financial Aid Do We Award in a Year?

During the 2011-2012 year, we awarded \$171,177,366 in aid to students. How does this amount breakdown?



Financial Literacy

The Offices 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

Please visit our website at <http://csuohio.edu/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.

FAFSA Updates

The following 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 and use of at time of completion. It is very important for all eligible FAFSA applicants to use the IRS DRT as it will eliminate processing delays.

International Students

The Center for International Services and Programs welcomed 213 new students for the spring term. This is a record number for newly arriving students for any spring term and pushed the overall number to 1,071 international students. We are also happy to report that the majority of our new students attended international student orientation which was received with many positive comments. Check out the picture below of the Lolly the Trolley tour offered at the end of our orientation.



CISP Events

Many students from warm climates are experiencing winter for the first time in their lives. The excitement of seeing snow may fade with dropping temperatures but not to worry as CISP has planned a number of activities for the Spring 2013 term. Students can look forward to:

Feb. 1	MIXX Cleveland Art Museum Event in collaboration with Global Cleveland and CMA
Feb. 7	International Games Night
Feb. 22	Cleveland Day
March 5	Fashion Day
April 5,12,19	FIFA Soccer Cup
May 8	Finals Week Getaway

Questions or comments?

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