

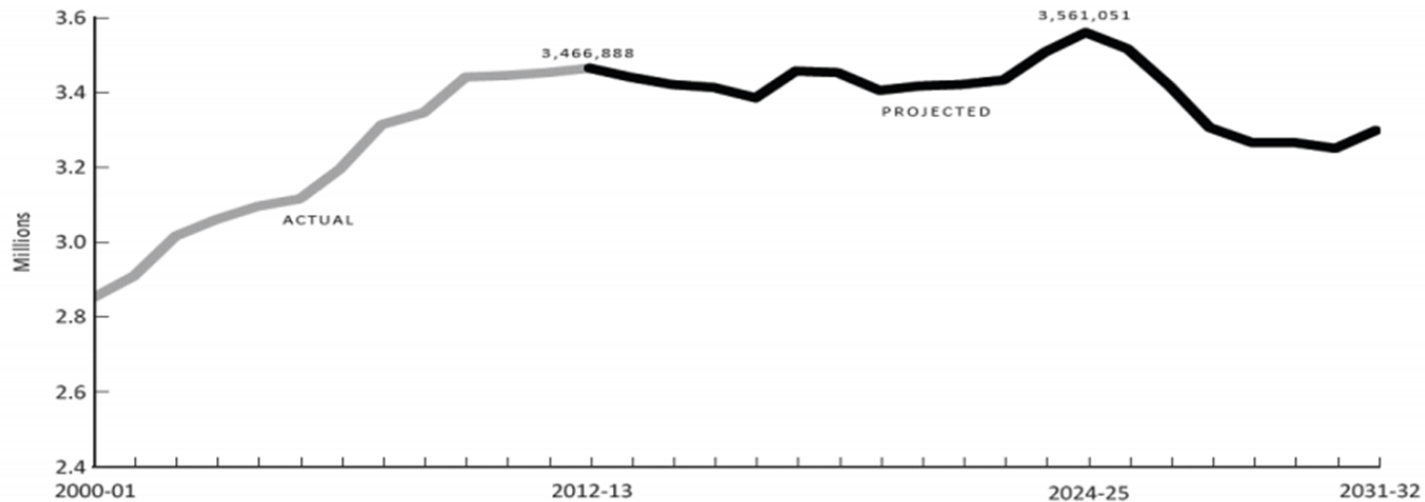
# Enrollment Review

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**George Zimmerman**  
**Executive Director of**  
**Admissions and Recruitment**

# National Landscape

## Total U.S. public and private high school graduates

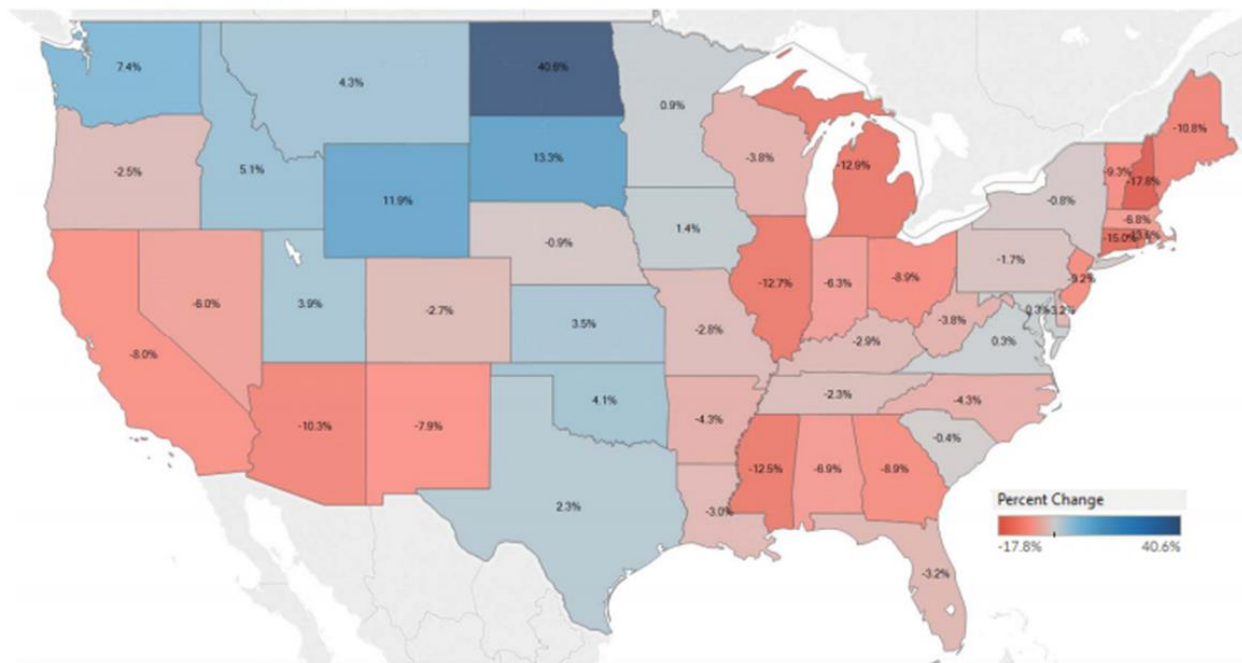


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Western Interstate Commission for Higher Education

# National Landscape

## Projected change in high school graduates

*Public and non-public, 2019-20 to 2029-30*

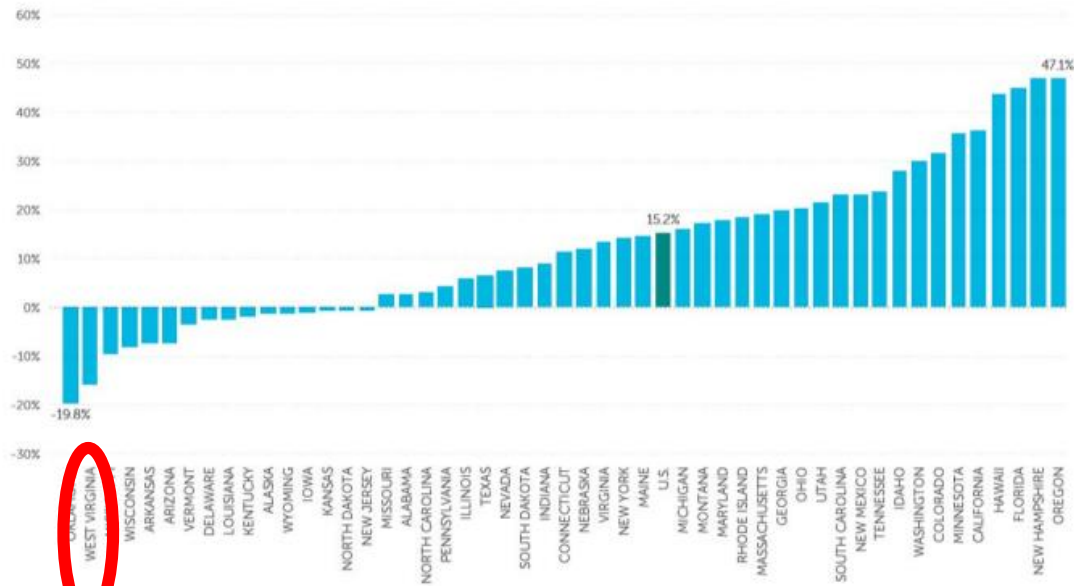


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Western Interstate Commission for Higher Education

# National Landscape

## Government funding is bouncing back...

FIGURE 5  
PUBLIC HIGHER EDUCATION EDUCATIONAL APPROPRIATIONS PER FTE:  
PERCENT CHANGE, FY 2013-2018



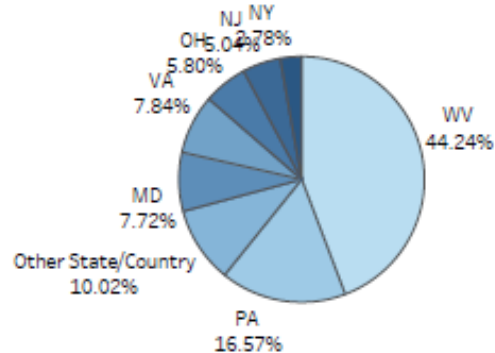
Source: SHEEO: State Higher Education Executive Officers Association Finance FY17



# Fall 2019 First Day - FTF

# 5,002

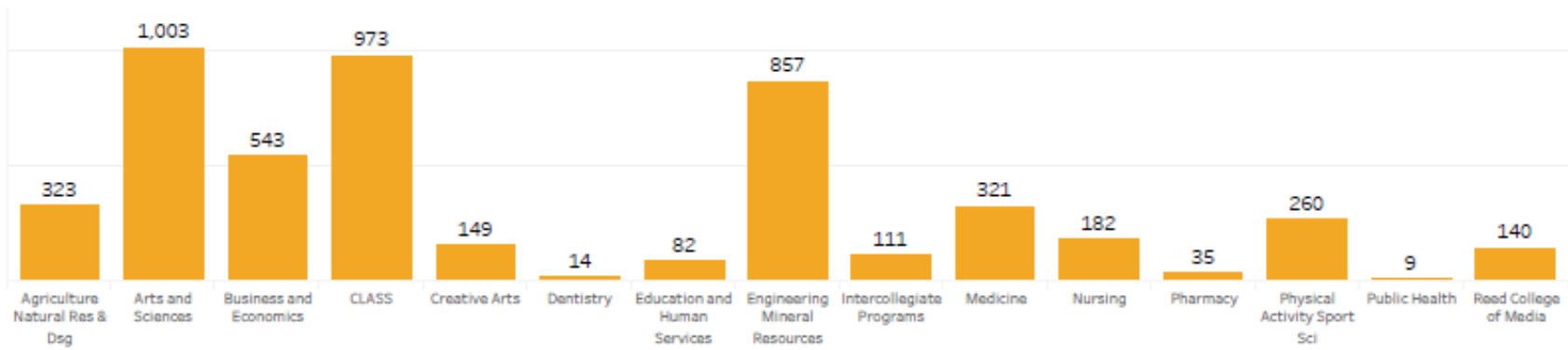
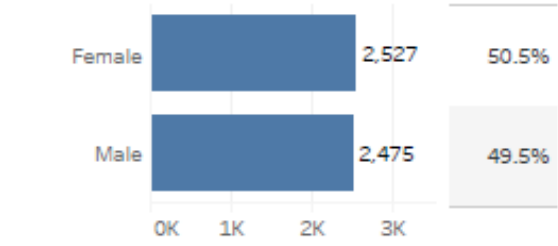
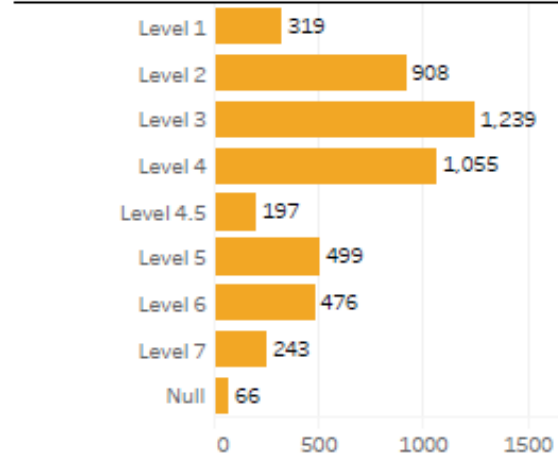
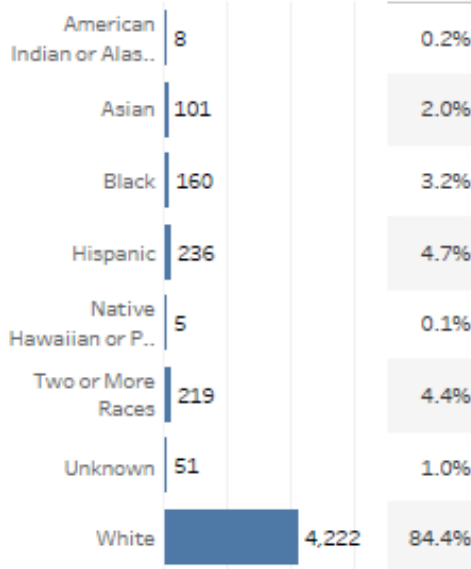
Clicking on data elements within this dashboard will convert the dashboard to more specific data. Use this functionality to explore specific populations. Hit **escape** on your keyboard to return to the University-wide view.



Average HSGPA: 3.67  
Average ACT Score including SAT Scores Concorded to ACT Scale: 24.0



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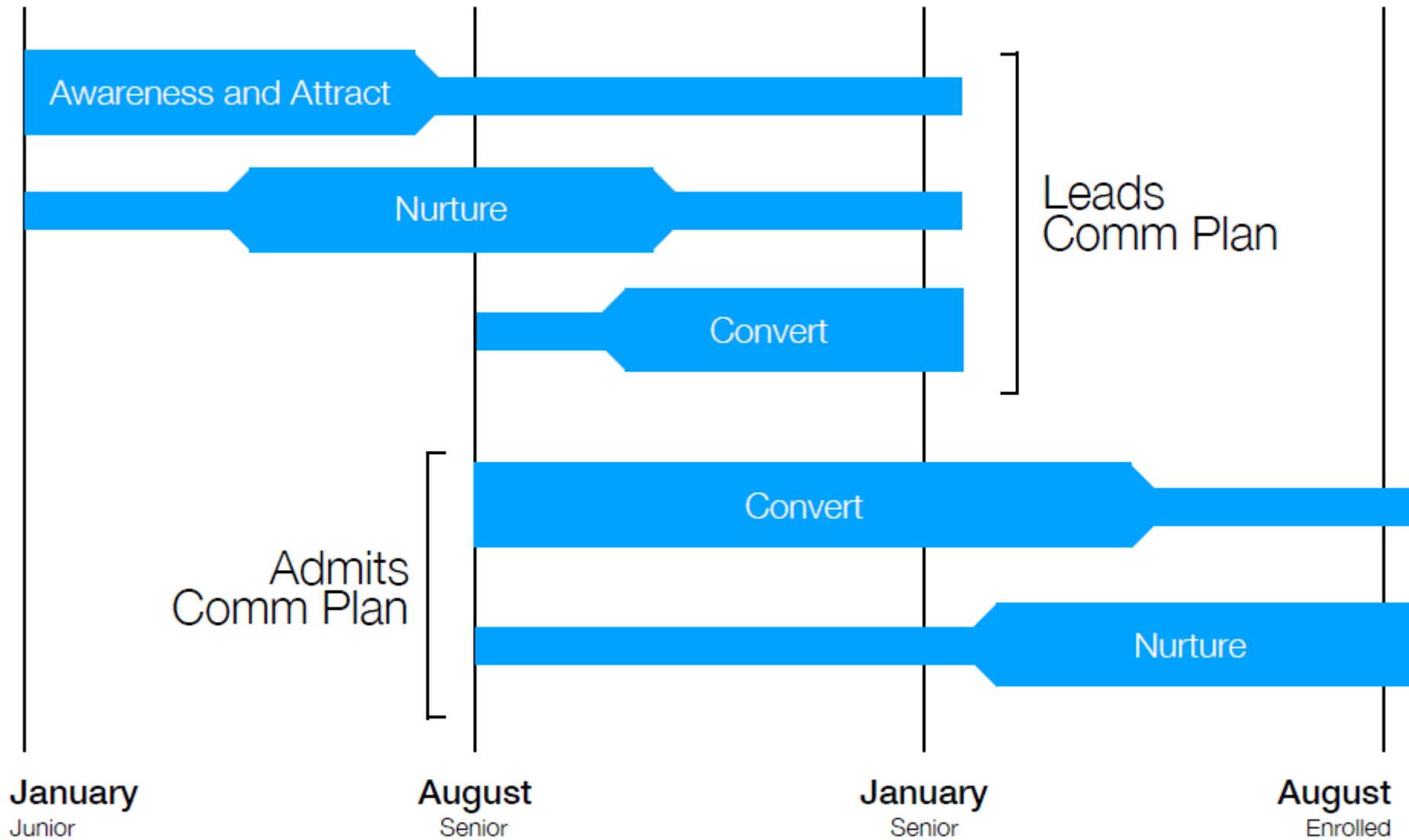
# New Strategies

- Realign marketing and recruitment to better support efforts
- Improve data analytics and the way we track students through the process
- Increased collaboration with divisional campuses and departments in Morgantown to support One WVU recruitment

# New Strategies

- Rethought the funnel to better utilize marketing and recruitment initiatives
- Created two stages where we engage with students. Leads and Admits
- Targeted messages can live within those stages but core messages remain consistent. Academics, res life, value propositions, etc

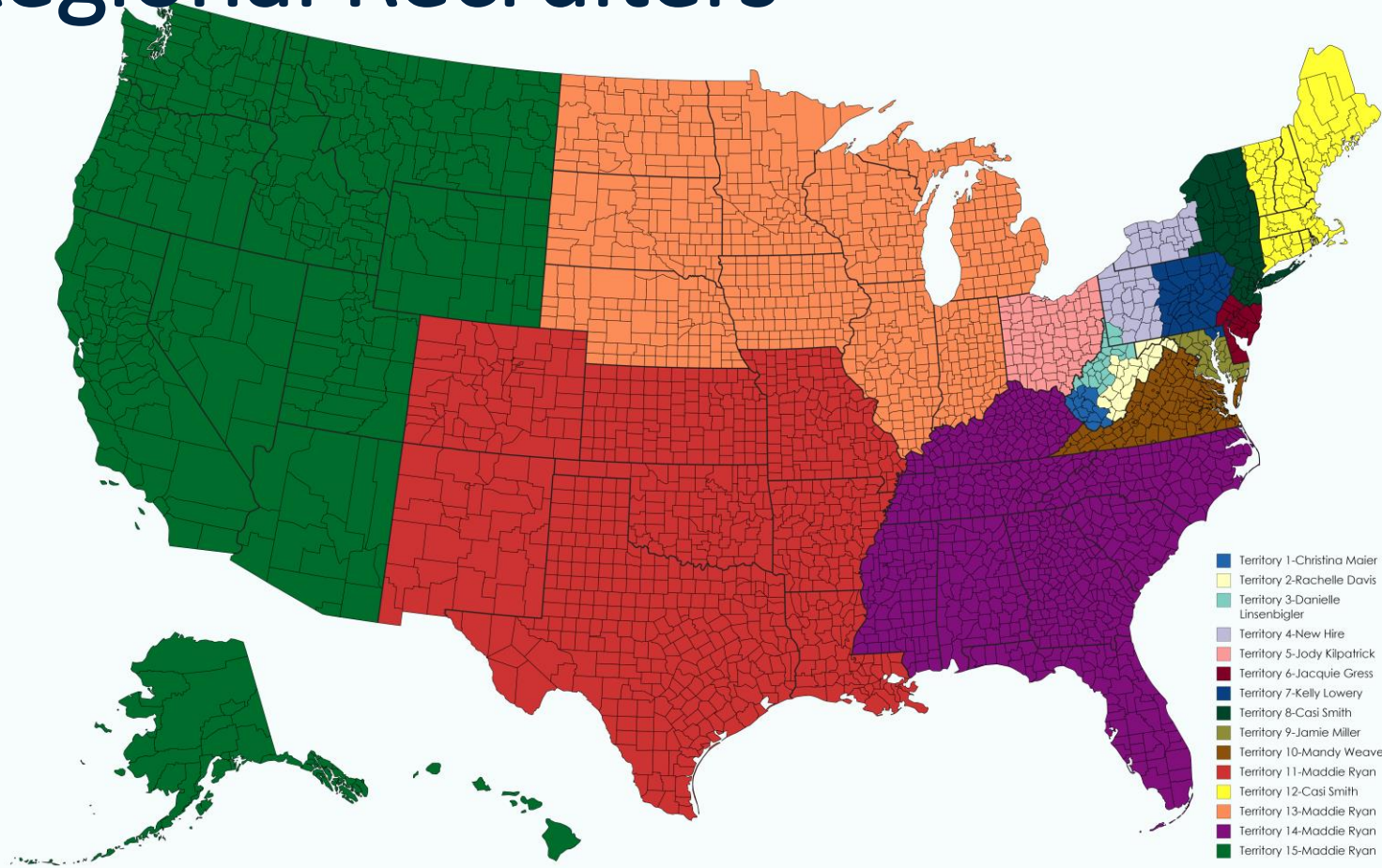




# Marketing to Support Recruitment

- Divided the country into 15 regions based on current recruitment resources and potential new markets
- Identified areas of interest within those regions to tie academic offerings to outcomes using census and job data
- Developing marketing plans that showcase WVU as an option to gain an education that will tie to these outcomes

# Regional Recruiters



Created with mapchart.net ©

# Divisional Campuses

- Divisional campuses coordinate travel with Morgantown to better communicate system options to students
- Students can apply to multiple campuses at the same time
- If a student does not choose your college or WVU retaining them to a system campus is the best approach

# Old Gold New Blue

- Ally Canon is the main contact for alumni outreach efforts
- Volunteers have grown substantially over the past year and we are always looking for ways to engage them
- Notecard campaigns, alumni phone calls, and Ask us Anything are all ways alumni can assist recruitment

Questions?