

# Enrollment Management Update

## First Day Enrollment - Fall 2018

	WVU	PSC	WVUIT	All Campuses
First Time Freshman	4,801	579	395	5,775
First Time Transfer	712	54	113	879
Returning Undergraduate	15,789	729	1,111	17,629
Graduate	4,113			4,113
Doctoral - Professional Practice	1,111			1,111
Professional	395			395
	<b>26,921</b>	<b>1,362</b>	<b>1,619</b>	<b>29,902</b>

## First Day Enrollment - Fall 2017

	WVU	PSC	WVUIT	All Campuses
First Time Freshman	5,241	619	364	6,224
First Time Transfer	843	74	144	1,061
Returning Undergraduate	16,384	706	918	18,008
Graduate	4,272			4,272
Doctoral - Professional Practice	1,100			1,100
Professional	398			398
	<b>28,238</b>	<b>1,399</b>	<b>1,426</b>	<b>31,063</b>

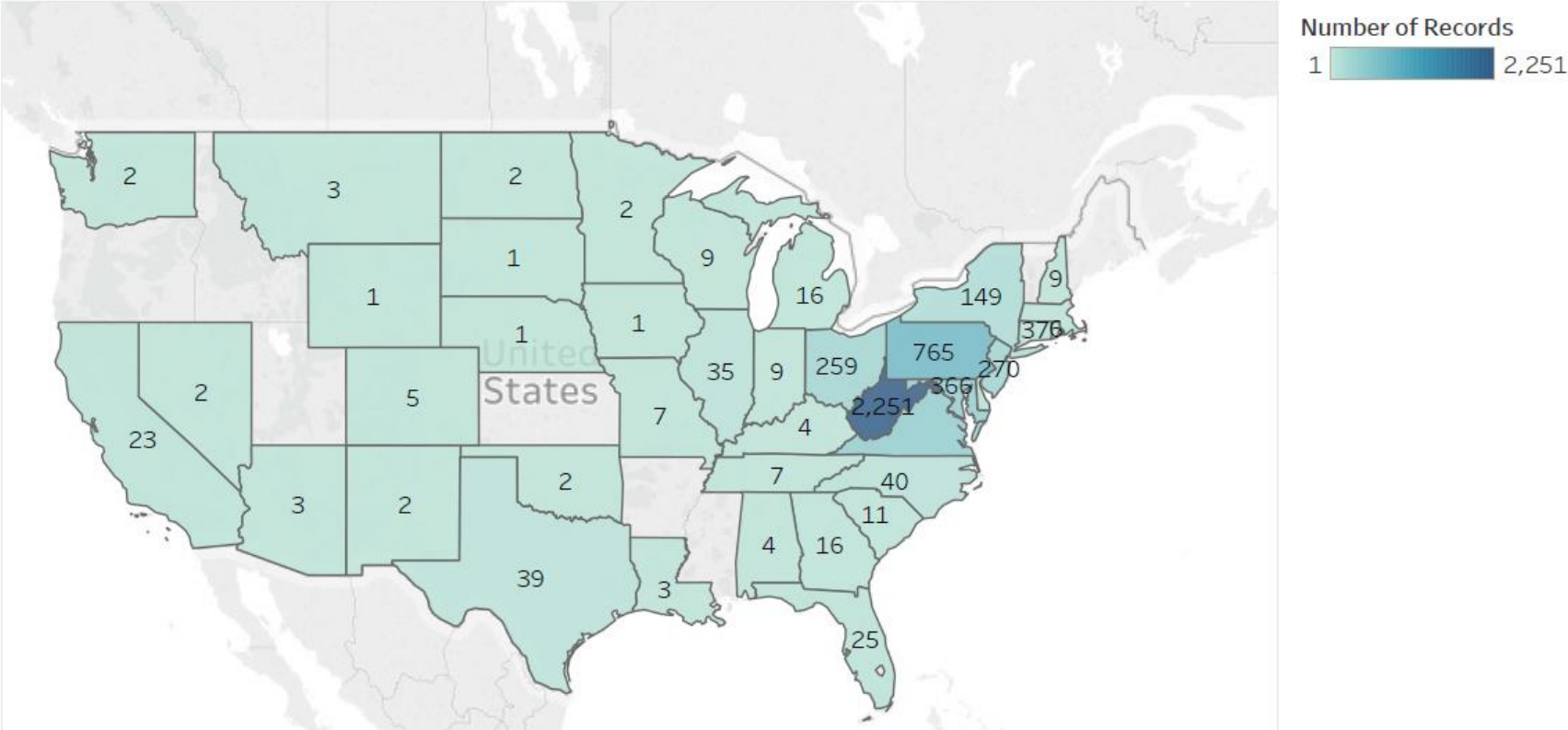
# Challenges

- Primary Market States
- International
- Transfer

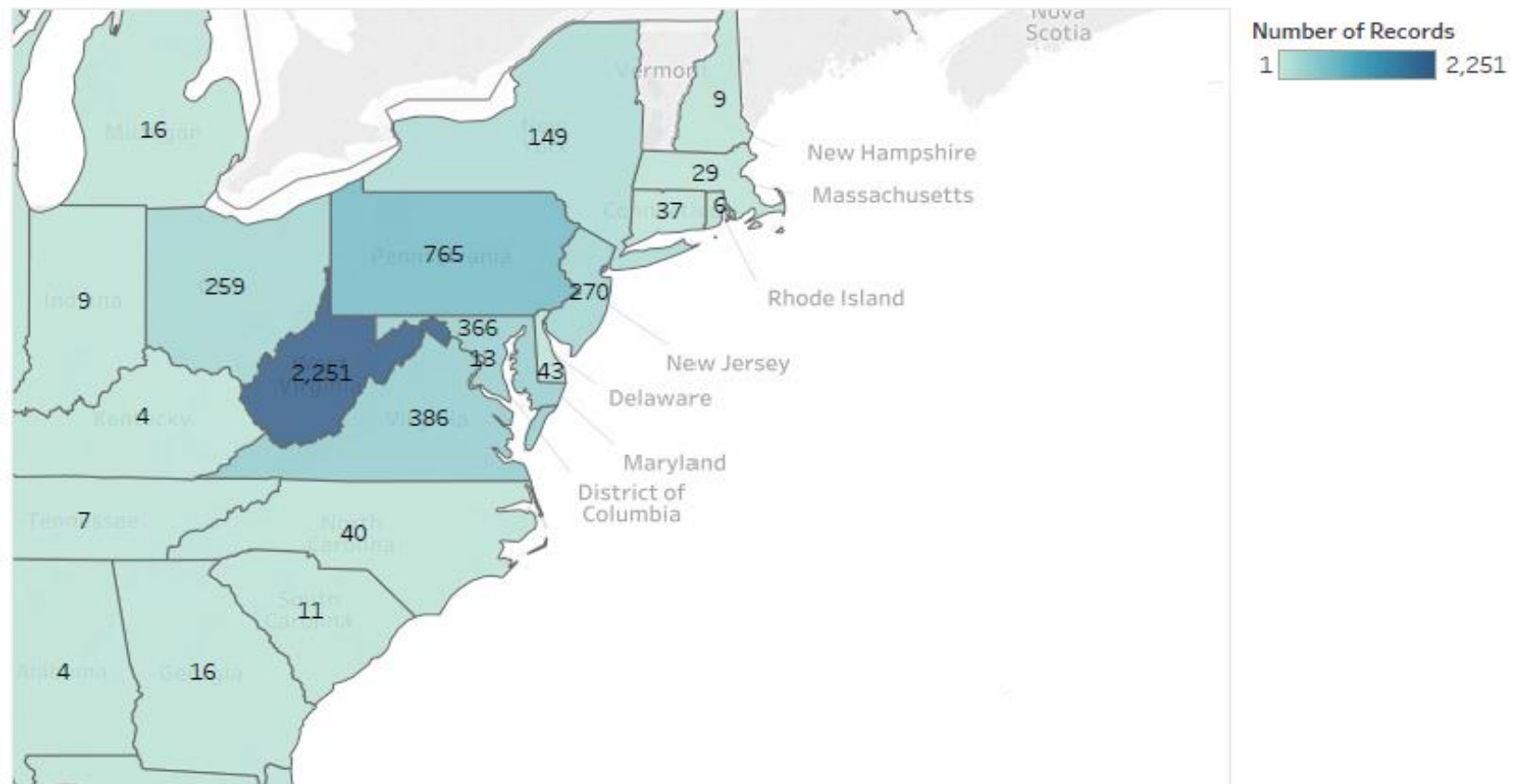
# Primary Market States

- Pennsylvania
- Maryland
- Virginia
- New York
- New Jersey
- Ohio
- West Virginia

# Fall 2018 FTF Deposits



# Fall 2018 FTF Deposits



# International

- Decline of 194 FTF (-71.6%) and 12 FTT (-30%)
- Decline of 157 FTF from Kuwait (-91.2%)
- Decline of 28 FTF from Saudi Arabia (-63.6%)

Quality of First-Time Freshman based on First Day of Class 2017 and 2018		
	2017	2018
<b>All Campuses</b>		
ACT	23.47	23.62
SAT	1122	1126
GPA	3.49	3.56
<b>Main Campus</b>		
ACT	24.05	24.21
SAT	1133	1139
GPA	3.55	3.62
<b>PSC</b>		
ACT	19.84	19.73
SAT	987	965
GPA	2.98	3.09
<b>WVUIT</b>		
ACT	20.99	21.91
SAT	1057	1055
GPA	3.38	3.55

1004 New Honors  
Students



# Looking Forward

- TargetX Expansion
- One WVU In Action
- Academic Index
- Graduate Update

# TargetX Adoption(CRM)

In CRM

In CRM Road Map - 2019

Considered For Future  
Roadmap





Potomac State College at Keyser Campus

West Virginia University at Morgantown Campus WVU Institute of Technology at Beckley Campus



[START APPLICATION](#)



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IR Level	Definitions
IR 1	3.5 GPA and 27 ACT or 1220 SAT Superscore or 1290 RSAT
IR 2	3.5 GPA and 24 ACT or 1110 SAT or 1180 RSAT
IR 3	3.25 GPA and 22 ACT or 1030 SAT or 1110 RSAT
IR 4	2.75 GPA and 21 ACT or 990 SAT or 1070 RSAT
IR 5	2.6 GPA and 19 ACT or 910 SAT or 990 RSAT
IR 6	everyone else who has both a test score and a GPA
IR 7	everyone missing either a test score or a GPA or both

Student A

**3.8 GPA and 30 ACT or 1400 SAT =  
\$15,000 - \$19,000**

Student B

**4.0 GPA and 21 ACT or 1100 SAT = \$0**

## **High School Performance Index**

High School GPA – Mean GPA/GPA Standard Deviation

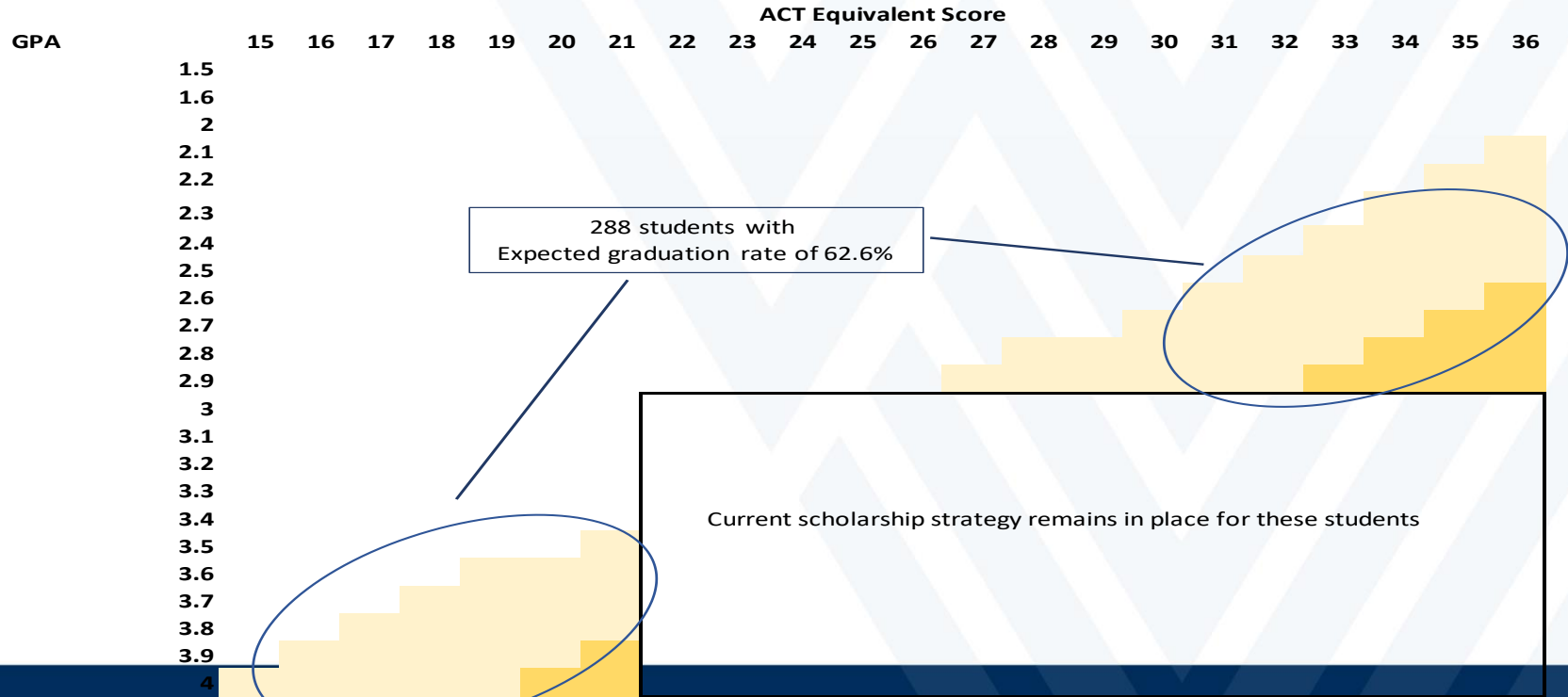
## **Test Score Index (ACT Equivalent)**

Test Score – Test Score Mean/Test Score Standard Deviation

**Academic Index = High School Performance Index + Test Score Index**

	*SAT Score	560-620	630-710	720-750	760-800	810-850	860-890	900-930	940-970	980-1010	1020-1050	1060-1090	1100-1120	1130-1150	1160-1190	1200-1230	1240-1270	1280-1300	1310-1340	1350-1380	1390-1410	1420-1440	1450-1480	1490-1510	1520-1550	1560-1590	1600	
	ACT Score	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
H.S. GPA																												
0.1		12	14	16	17	19	21	23	25	27	28	30	32	34	36	38	40	41	43	45	47	49	51	53	54	56	58	
0.2		14	16	18	19	21	23	25	27	29	31	32	34	36	38	40	42	44	45	47	49	51	53	55	56	58	60	
0.3		16	18	20	22	23	25	27	29	31	33	35	36	38	40	42	44	46	47	49	51	53	55	57	59	60	62	
0.4		18	20	22	24	25	27	29	31	33	35	37	38	40	42	44	46	48	50	51	53	55	57	59	61	63	64	
0.5		20	22	24	26	28	29	31	33	35	37	39	41	42	44	46	48	50	52	53	55	57	59	61	63	65	66	
0.6		22	24	26	28	30	31	33	35	37	39	41	43	44	46	48	50	52	54	56	57	59	61	63	65	67	69	
0.7		24	26	28	30	32	34	35	37	39	41	43	45	47	48	50	52	54	56	58	60	61	63	65	67	69	71	
0.8		26	28	30	32	34	36	38	39	41	43	45	47	49	50	52	54	56	58	60	62	63	65	67	69	71	73	
0.9		28	30	32	34	36	38	40	41	43	45	47	49	51	53	54	56	58	60	62	64	66	67	69	71	73	75	
1.0		31	32	34	36	38	40	42	44	45	47	49	51	53	55	58	58	60	62	64	66	68	69	71	73	75	77	
1.1		33	35	36	38	40	42	44	46	47	49	51	53	55	57	59	60	62	64	66	68	70	72	73	75	77	79	
1.2		35	37	38	40	42	44	46	48	50	51	53	55	57	59	61	63	64	66	68	70	72	74	75	77	79	81	
1.3		37	39	41	42	44	46	48	50	52	53	55	57	59	61	63	65	66	68	70	72	74	76	78	79	81	83	
1.4		39	41	43	44	46	48	50	52	54	56	57	59	61	63	65	67	69	70	72	74	76	78	80	81	83	85	
1.5		41	43	45	47	48	50	52	54	56	58	60	61	63	65	67	69	71	72	74	76	78	80	82	84	85	87	
1.6		43	45	47	49	50	52	54	56	58	60	62	63	65	67	69	71	73	75	76	78	80	82	84	86	88	89	
1.7		45	47	49	51	53	54	56	58	60	62	64	66	67	69	71	73	75	77	78	80	82	84	86	88	90	91	
1.8		47	49	51	53	55	56	58	60	62	64	66	68	69	71	73	75	77	79	81	82	84	86	88	90	92	94	
1.9		49	51	53	55	57	59	60	62	64	66	68	70	72	73	75	77	79	81	83	85	86	88	90	92	94	96	
2.0		51	53	55	57	59	61	63	64	66	68	70	72	74	75	77	79	81	83	85	87	88	90	92	94	96	98	
2.1		53	55	57	59	61	63	65	66	68	70	72	74	76	78	79	81	83	85	87	89	91	92	94	96	98	100	
2.2		56	57	59	61	63	65	67	69	70	72	74	76	78	80	81	83	85	87	89	91	93	94	96	98	100	102	
2.3		58	60	61	63	65	67	69	71	72	74	76	78	80	82	84	85	87	89	91	93	95	97	98	100	102	104	
2.4		60	62	63	65	67	69	71	73	75	76	78	80	82	84	86	88	89	91	93	95	97	99	100	102	104	106	
2.5		62	64	66	67	69	71	73	75	77	78	80	82	84	86	88	90	91	93	95	97	99	101	103	104	106	108	
2.6		64	66	68	69	71	73	75	77	79	81	82	84	86	88	90	92	94	95	97	99	101	103	105	106	108	110	
2.7		66	68	70	72	73	75	77	79	81	83	85	86	88	90	92	94	96	97	99	101	103	105	107	109	110	112	
2.8		68	70	72	74	75	77	79	81	83	85	87	88	90	92	94	96	98	100	101	103	105	107	109	111	113	114	
2.9		70	72	74	76	78	79	81	83	85	87	89	91	92	94	96	98	100	102	103	105	107	109	111	113	115	116	
3.0		72	74	76	78	80	81	83	85	87	89	91	93	94	96	98	100	102	104	106	107	109	111	113	115	117	119	
3.1		74	76	78	80	82	84	85	87	89	91	93	95	97	98	100	102	104	106	108	110	111	113	115	117	119	121	
3.2		76	78	80	82	84	86	88	89	91	93	95	97	99	100	102	104	106	108	110	112	113	115	117	119	121	123	
3.3		78	80	82	84	86	88	90	91	93	95	97	99	101	103	104	106	108	110	112	114	116	117	119	121	123	125	
3.4		81	82	84	86	88	90	92	94	95	97	99	101	103	105	106	108	110	112	114	116	118	119	121	123	125	127	
3.5		83	85	86	88	90	92	94	96	97	99	101	103	105	107	109	110	112	114	116	118	120	122	123	125	127	129	
3.6		85	87	88	90	92	94	96	98	100	101	103	105	107	109	111	113	114	116	118	120	122	124	125	127	129	131	
3.7		87	89	91	92	94	96	98	100	102	103	105	107	109	111	113	115	116	118	120	122	124	126	128	129	131	133	
3.8		89	91	93	94	96	98	100	102	104	106	107	109	111	113	115	117	119	120	122	124	126	128	130	131	133	135	
3.9		91	93	95	97	98	100	102	104	106	108	110	111	113	115	117	119	121	122	124	126	128	130	132	134	135	137	
4.0		93	95	97	99	100	102	104	106	108	110	112	113	115	117	119	121	123	125	126	128	130	132	134	136	138	139	

# Fall 2018 Expansion of Scholarship Program With Academic Index





# 2019 SCHOLARSHIP AMOUNTS BY GPA AND ACT/SAT SCORES

At West Virginia University, we want the best and brightest students — not just the high scorers. Hard work, determination and grit are just as important to us as tests and GPAs.

That's why 93% of our new undergrads receive financial aid, and 68% of incoming freshmen earn scholarships. But we want every student to find their fit here.

So we're expanding our scholarship tiers to offer even more students the opportunity to turn their passions into a lifelong purpose.

Ready to find your fit?

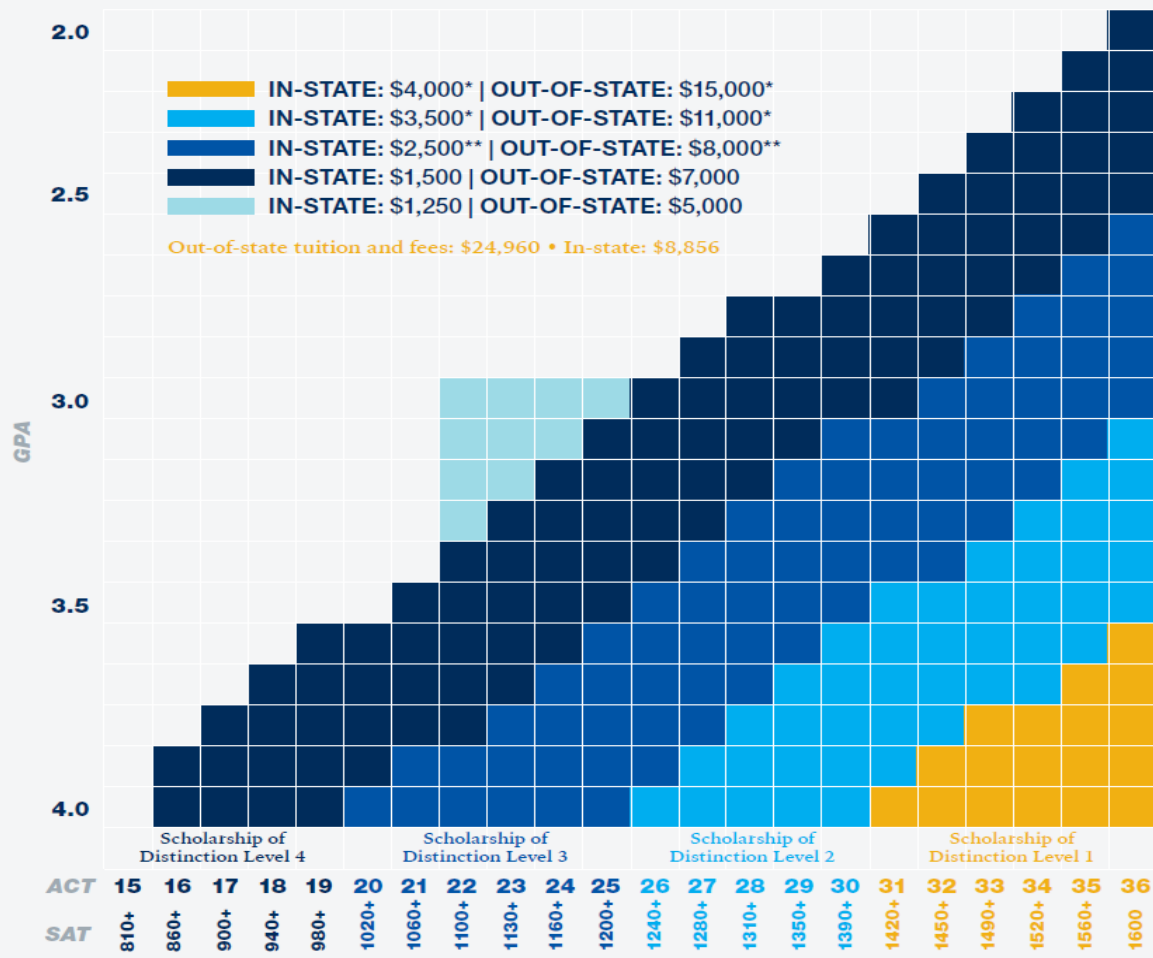
[admissions.wvu.edu/cost-and-aid/cost-estimate](https://admissions.wvu.edu/cost-and-aid/cost-estimate)

\*Also eligible for Dean's Level 1 Scholarship — Reed, Davis, B&E (WV \$2,000 yr./Nonresident \$4,000 yr.)

\*\*Also eligible for Dean's Level 2 Scholarship — Reed, Davis, B&E (WV \$1,500 yr./Nonresident \$3,000 yr.)

Engineering Excellence Scholarships are also offered; see [statler.wvu.edu/undergraduate/paying-for-college](https://statler.wvu.edu/undergraduate/paying-for-college) for details.

WVU is an Equal Opportunity/Affirmative Action Employer — Minority/Female/Disability/Veteran. (ADM19100, 19SCHRFPC)



# Graduate Update

- Graduate Integration to Discover WVU Day – November 3
- Unofficial Transcripts in Processing
- Application Review in Hobsons
- Colloquium XVIII

Questions?