

Enrollment Management Update

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First Time Freshmen Enrollment - Overall (1st Day Of Classes)

Total FTF Enrollment	6224 compared to 6167	(+57)
Keyser down 47 students	619 compared to 666	
Beckley up 49 students	364 compared to 315	
Morgantown up 55 students	5241 compared to 5186	

First Time Freshmen Enrollment - Morgantown

HSGPA is up	3.56 compared to 3.53
Average ACT is down	23.6 compared to 23.7
Average SAT is up	1054 compared to 1039
Females	50% of incoming class
International FTF are up	257 compared to 237
WV Residents	up
Non-Residents	up

First Time Transfer Enrollment

TOTAL FTT Enrollment	1061 compared to 970	(+91)
Keyser up 35 students	74 compared to 39	
Beckley up 61 students	144 compared to 83	
Morgantown is down 9 students	843 compared to 852	

Total Headcount Enrollment

All Campuses	31,063 compared to 30,927
Morgantown down 20	28,238 compared to 28,258
Keyser down 98 students	1,399 compared to 1,497
Beckley up 254 students	1,426 compared to 1,172

2018 Updates

- One WVU Recruitment Strategy
- Academic Index
- Raise.Me
- Mountaineer Hub
- Graduate Application Processing
- NSO



Potomac State College at Keyser Campus

WVU Institute of Technology at Beckley Campus

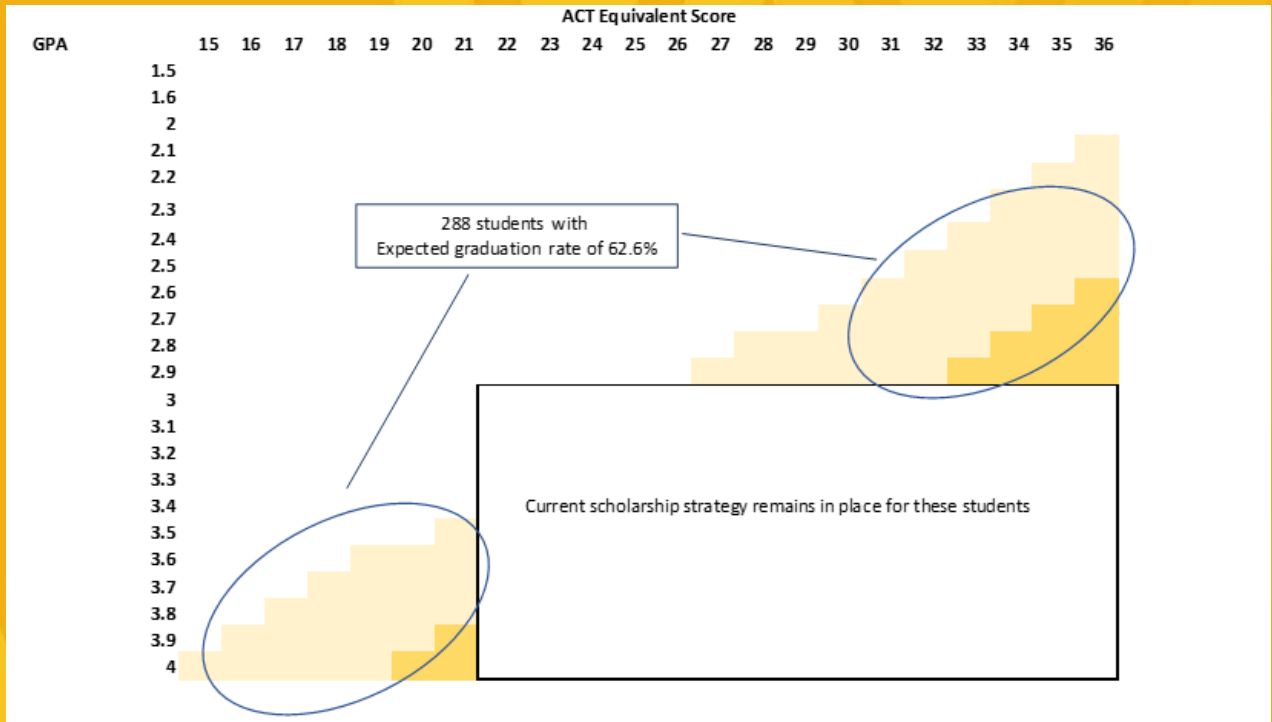


[START APPLICATION](#)



[START APPLICATION](#)

Academic Index

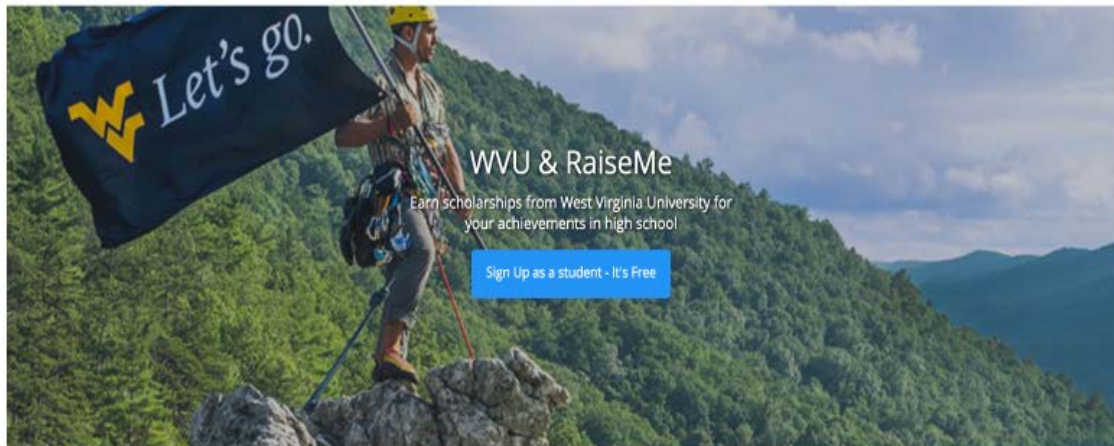


WVU's Join Page

 RaiseMe

Log In

[Sign Up](#)



WVU & RaiseMe

Earn scholarships from West Virginia University for your achievements in high school

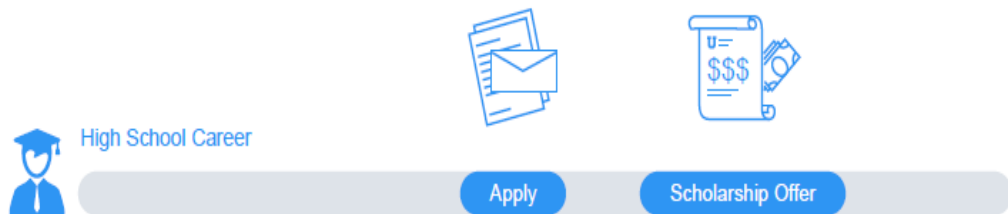
[Sign Up as a student - It's Free](#)

<https://www.raise.me/join/wvu>

raise.me

The Opportunity At Hand

Students consider institutional awards *after* decision to apply



Limited ability to influence
the **apply** decision



High School Career



Apply

Accept

\$25
"A" in Calculus

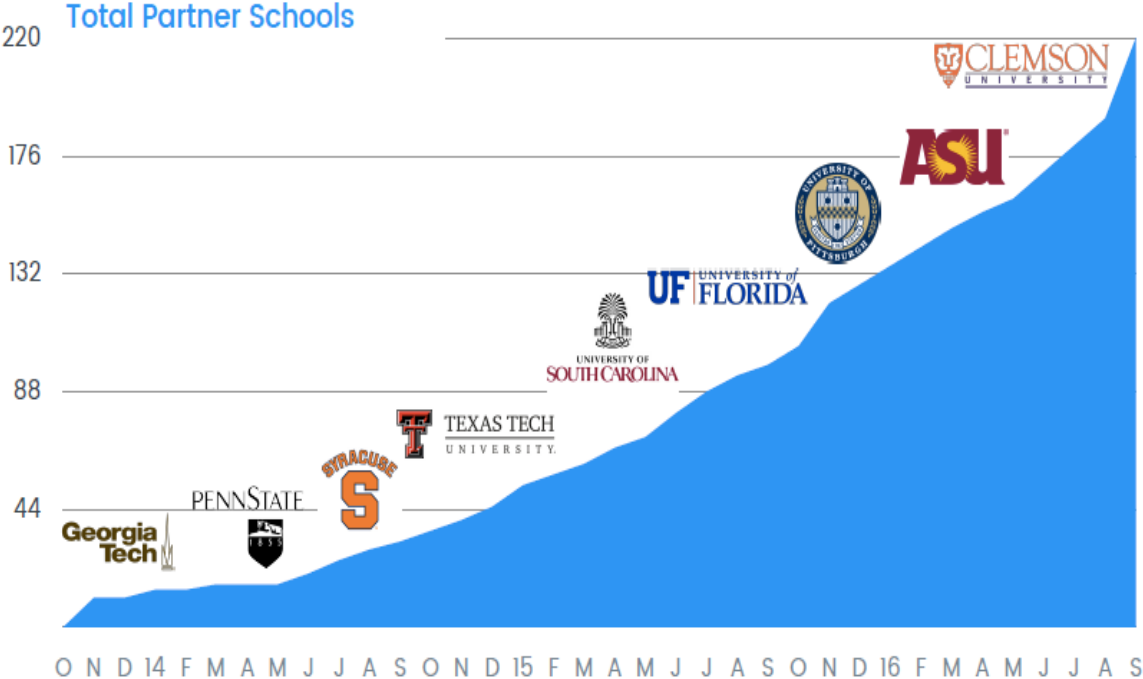
\$100
1350 on SATs

\$25
Soccer Captain

\$100
Campus Visit

raise.me

200+ Leading Colleges and Universities





MOUNTAINEERHUB



Our Numbers since June 1, 2017

- Walk Ins – 7,948 (300+ on two days during week of August 16)
- Incoming Calls Answered– 37,266 with less available help
- Emails – 9,098 (ticketing system went live July 1)
- Total Deposits - \$24,931,829

Our NSO Numbers

Hub Lobby and Downtown Mobile Hub

	2016	2017	Reduction
Financial Aid	1765	1400	21%
Student Accounts	472	355	25%
Registrar	427	374	13%
Total	2664	2129	20%

- Award notifications sent in December because of Early FAFSA
- Planners were mailed to student and parents for discussion on NSO days

Our New Lobby Hours

Beginning September 15

Monday – Friday (Non Peak times)

Lobby hours 9:00am-4:00pm

Phone hours 8:15am-4:45pm

Benefits to our student and campus populations

- Additional training time
- Ability to complete all ticket requests at the beginning and end of each day
- Ability to assist home offices with processing time
- More staff on phones at the beginning and ending of each day
- Allow for time to complete end of day deposits

Graduate Application Processing

- First Time Graduate Enrollment - 1172 compared to 1286
- Half of application decline was international
- Application Review – Public Administration, B&E, Reed, Statler, Creative Arts (CEHS and Davis in the works)
- Proactive engagement with colleges – 75% reduction in applications held in departments

NSO 2017

	2017	2016	Difference
June Freshmen			
Resident	2240	2,237	3
Nonresident	2590	2,687	-97
April attendees	153	N/A	
Total	4983	4,924	59
August Comparisons			
<i>As of 08/14/2017</i>			
	Registered	Attended	Difference
Fast Track NSO (Aug. 11, 2016)	141	129	-12
NSO (Aug. 12, 2016)	330	267	-63
NSO (Aug. 10, 2017)	178	138	-40
NSO (Aug. 11, 2017)	194	162	-32

- Addition of April NSO
- Improved consistency of communication throughout day
- More in-depth financial aid overview
- Students and Parents met with Resident Directors
- Better location for Information Fair
- ALEKS

