

WVU Fall 2016 Admissions Update

Total Headcount

WVU - Morgantown - Fall 2016					
Level	Resident	Non-Resident	Int'l	Reciprocity	Total
Graduate	1878	1783	857	40	4558
Professional	1008	500	23	3	1534
Undergraduate	10999	8932	1388	1303	22622
FTF	2271	2276	263	373	5183
FTT	419	383	45	48	895
High School	944	26	0	0	970
Grand Total	13885	11215	2268	1346	28714

WVU Morgantown - Fall 2015						
Resident	Non-Resident	Int'l	Reciprocity	Total	Difference +/-	
1939	1801	910	39	4689	-131	
1022	508	20	1	1551	-17	
11032	8912	1245	1319	22508	114	
2137	2092	208	363	4800	383	
441	392	40	55	928	-33	
913	8	0	0	921	49	
13993	11221	2175	1359	28748	-34	-0.12%

Potomac State College - Fall 2016					
Level	Resident	Non-Resident	Int'l	Metro	Total
Undergraduate	1110	279	6	119	1514
FTF	413	182	4	56	655
FTT	30	8	0	3	41
High School	278	1	0	0	279
Grand Total	1110	279	6	119	1514

Potomac State College - Fall 2015						
Resident	Non-Resident	Int'l	Metro	Total	Difference +/-	
1023	349	8	120	1500	14	
328	205	5	62	600	55	
24	15	1	3	43	-2	
259	0	0	1	260	19	
1023	349	8	120	1500	14	0.93%

Total Headcount

WVU Tech - Fall 2016

Level	Resident	Non-Resident	Int'l	Reciprocity	Total
Undergraduate	952	198	95	0	1245
FTF	239	55	24	0	318
FTT	72	22	2	0	96
High School	122	1	0	0	123
Grand Total	952	198	95	0	1245

WVU Tech - Fall 2015

Resident	Non-Resident	Int'l	Reciprocity	Total	Difference +/-
875	214	105	1	1195	50
178	70	32	0	280	38
66	25	13	0	104	-8
78	1	0	0	79	44
875	214	105	1	1195	50
					4.18%

West Virginia University Total - Fall 2016

Level	Resident	Non-Resident	Int'l	Reciprocity	Metro	Total
Graduate	1878	1783	857	40	0	4558
Professional	1008	500	23	3	0	1534
Undergraduate	13061	9409	1489	1303	119	25381
Grand Total	15947	11692	2369	1346	119	31473

West Virginia University Total - Fall 2015

Resident	Non-Resident	Int'l	Reciprocity	Metro	Total	Difference +/-
1939	1801	910	39	0	4689	-131
1022	508	20	1	0	1551	-17
12930	9475	1358	1320	120	25203	178
15891	11784	2288	1360	120	31443	30
						0.10%

First Time Freshmen IR

	2015							2016						
	IR 1	IR 2	IR 3	IR 4	IR 5	IR 6/7	Sum	IR 1	IR 2	IR 3	IR 4	IR 5	IR 6/7	Sum
Other Market	74	43	78	81	94	225	595	81	52	72	89	75	297	666
Primary Market MD	44	48	68	58	84	88	390	48	56	62	71	71	108	416
Primary Market NJ	15	17	29	43	58	63	225	12	20	31	42	62	93	260
Primary Market NY	15	15	35	45	23	44	177	19	12	29	38	24	44	166
Primary Market OH	59	28	38	54	17	27	223	52	42	42	32	31	27	226
Primary Market PA	75	83	147	119	113	125	662	91	98	162	127	120	130	728
Primary Market VA	54	34	63	79	73	62	365	62	40	69	87	74	87	419
West Virginia	502	459	483	237	212	276	2169	522	524	488	244	248	282	2308
Sum	838	727	941	716	674	910	4806	887	844	955	730	705	1068	5189

Enrollment by Gender

			Ratio					
	Female	Male	Female	Male				
PSC Student	330	321	50.69%	49.31%				
WVU Student	2496	2688	48.15%	51.85%				
WVUIT Student	134	183	42.27%	57.73%				
Total	2960	3192	48.11%	51.89%				
Headcount Enrollment (8-28-2016)								
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	Undergraduate		Graduate		Professional		Ratio	
	Female	Male	Female	Male	Female	Male	Female	Male
PSC Student	832	679					55.06%	44.94%
WVU Student	10509	12111	2648	2059	732	664	48.35%	51.65%
WVUIT Student	523	742					41.34%	58.66%
Total	11864	13532	2648	2059	732	664	48.40%	51.60%

First Time Freshmen Minority

Race	Applications		Change	%	Admits		Change	%	Deposits		Change	%
	2015	2016	+/-	Change	2015	2016	+/-	Change	2015	2016	+/-	Change
American Indian or Alaskan Native	44	47	3	6.8%	29	29	0	0.0%	8	8	0	0.0%
Asian	314	542	228	72.6%	239	421	182	76.2%	66	90	24	36.4%
Black (Not of Hispanic Origin)	1581	3153	1,572	99.4%	775	1,416	641	82.7%	215	289	74	34.4%
Hispanic	1140	1809	669	58.7%	765	1,118	353	46.1%	194	236	42	21.6%
Native Hawaiian or Pacific Islander	21	8	-13	-61.9%	14	5	-9	-64.3%	5	1	-4	-80.0%
Multiracial	736	951	215	29.2%	511	664	153	29.9%	200	250	50	25.0%
Unknown	234	427	193	82.5%	171	316	145	84.8%	14	6	-8	-57.1%
White (Not of Hispanic Origin)	12154	14064	1,910	15.7%	9,951	11,421	1,470	14.8%	4,152	4320	168	4.0%
Foreign National	1149	1532	383	33.3%	600	773	173	28.8%	163	206	43	26.4%
Total	17,373	22,533	5,160	29.7%	13,055	16,163	3,108	23.8%	5,017	5,406	389	7.8%
Total Minority	3,836	6,510	2,674	69.7%	2,333	3,653	1,320	56.6%	688	874	186	27.0%

Transfer Minority

Race	Applications Change			% Change	Admits			% Change	Deposits			% Change
	2015	2016	+/-		2015	2016	+/-		2015	2016	+/-	
American Indian or Alaskan Native	9	4	-5	-55.6%	4	3	-1	-25.0%	1	2	1	100.0%
Asian	42	50	8	19.0%	21	26	5	23.8%	8	10	2	25.0%
Black (Not of Hispanic Origin)	266	257	-9	-3.4%	123	123	0	0.0%	61	63	2	3.3%
Hispanic	163	181	18	11.0%	100	116	16	16.0%	45	56	11	24.4%
Native Hawaiian or Pacific Islander	6	5	-1	-16.7%	3	2	-1	-33.3%	2	0	-2	-100.0%
Multiracial	85	101	16	18.8%	38	59	21	55.3%	26	34	8	30.8%
Unknown	42	35	-7	-16.7%	21	16	-5	-23.8%	6	2	-4	-66.7%
White (Not of Hispanic Origin)	1885	1,727	-158	-8.4%	1,266	1169	-97	-7.7%	674	634	-40	-5.9%
Foreign National	334	305	-29	-8.7%	118	124	6	5.1%	33	39	6	18.2%
Total	2,832	2,665	-167	-5.9%	1,694	1,638	-56	-3.3%	856	840	-16	-1.9%
Total Minority	571	598	27	4.7%	289	329	40	13.8%	143	165	22	15.4%

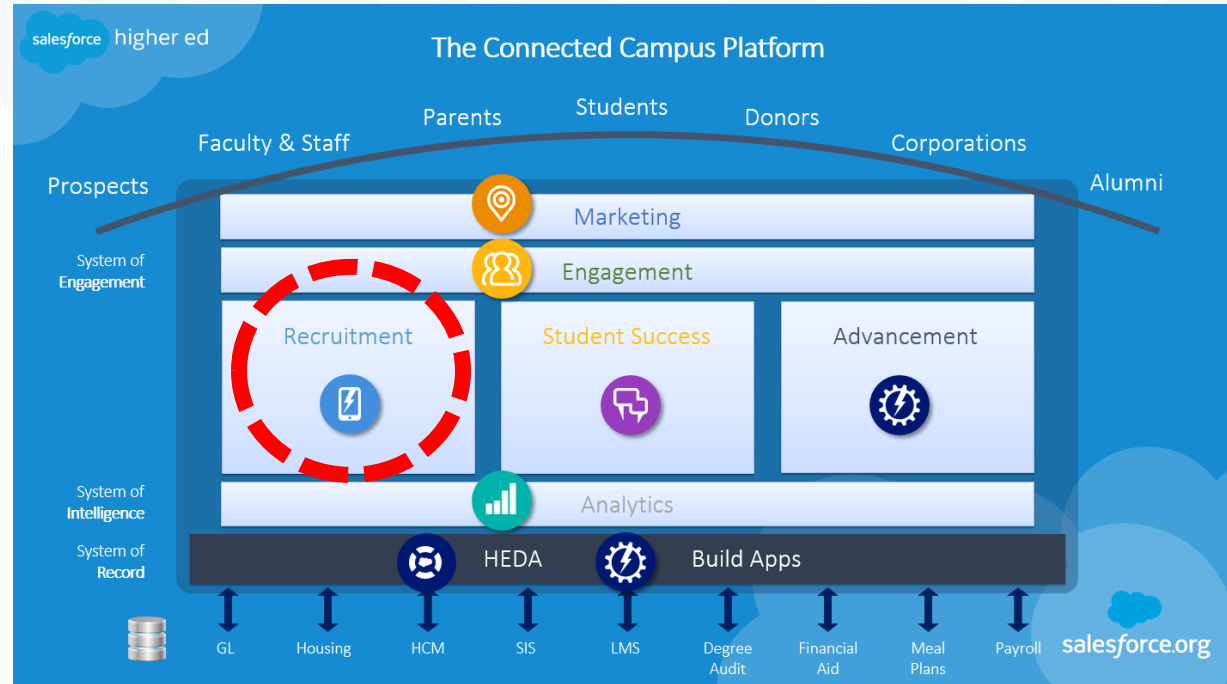
2016-17 Activities and Initiatives: Undergraduate

- New CRM (Customer Relationship Management)
- Expanded Regional Recruitment Model
- New Office for Undergraduate Recruitment
- Events Update

What is a CRM?

(*Customer Relationship Management*)

- A CRM enables strategies to help organize and optimize customer relationships
- Manages all communication: print, email, telecounseling, social media
- Manages registration and communication for recruiting events



WHY US?

- Proven 15+ Year History
- Financially Stable. Privately Owned.
- Trusted Advisor to over 450 colleges
- Founders on Executive Team
- Mission Driven & Philanthropic

TargetX

PLATFORM

- \$140m in Annual R&D
- 1 Billion Transactions per Day
- Used by 70,000 Organizations
- trust.salesforce.com
- Over 2,000 Appexchange Apps

Innovative. Mobile. Social.

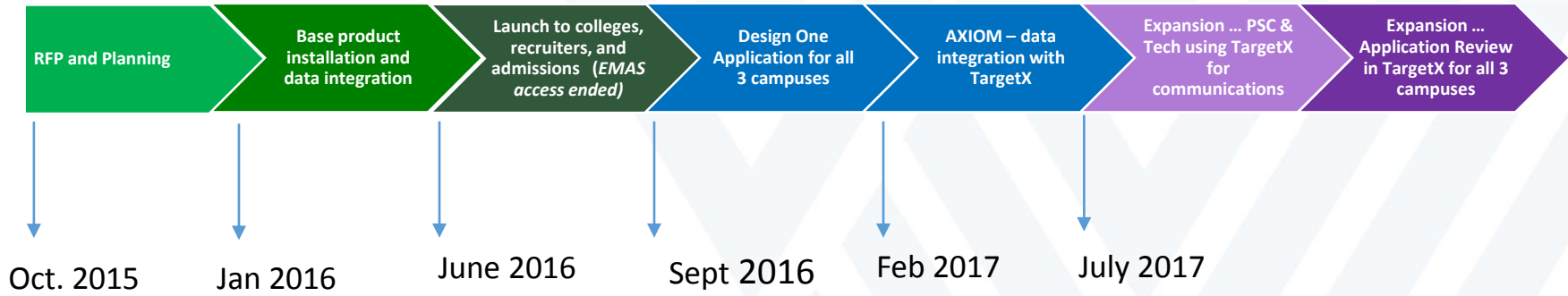


CRM High Level Time Line

Phase 1

Phase 2

Phase 3...



Expanded Regional Recruitment Model



New Undergraduate Recruitment Office



Recruiting Events

September 27: Meet WVU- Martinsburg Holiday Inn

October 5: Meet WVU- Charleston Clay Center

October 6: Meet WVU- Beckley Tamarack

October 18: Meet WVU- Parkersburg Grand Pointe Conference Center

October 25: Meet WVU- Wheeling Oglebay Resort

October 15: Discover WVU Day

November 12: Discover WVU Day

December 5: Distinguished Scholars- Erickson Alumni Center

2016-17 Activities and Initiatives: Graduate

- Inbound Marketing Campaign
- Increased social media presence
- Pilot launch of Hobsons App Review with B & E and Public Administration
- WVU Graduate Fairs: Mountainlair (October 19) & Rec Center (November 2)
- Office move to second floor OWP