

Admissions Updates

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Management

Freshmen				
	Processed to Date		Difference FY14 & FY15	
	FY 2014	FY 2015	(+/-)	%
Applications				
Resident	4,317	4,168	-149	-3.5%
Non-Resident	12,032	12,056	24	0.2%
International	1,106	1,149	43	3.9%
Total	17,455	17,373	-82	-0.5%
Admits				
Resident	3,643	3,496	-147	-4.0%
Non-Resident	8,903	8,959	56	0.6%
International	610	600	-10	-1.6%
Total	13,156	13,055	-101	-0.8%
Deposits				
Resident	2,549	2,472	-77	-3.0%
Non-Resident	2,283	2,382	99	4.3%
International	192	163	-29	-15.1%
Total	5,024	5,017	-7	-0.1%

Transfer	Processed to Date		Difference FY14 & FY15	
	FY 2014	FY 2015	(+/-)	%
Applications				
Resident	1,049	952	-97	-9.2%
Non-Resident	1,623	1,546	-77	-4.7%
International	259	334	75	29.0%
Total	2,931	2,832	-99	-3.4%
Admits				
Resident	722	636	-86	-11.9%
Non-Resident	1,000	940	-60	-6.0%
International	87	118	31	35.6%
Total	1,809	1,694	-115	-6.4%
Deposits				
Resident	410	372	-38	-9.3%
Non-Resident	485	451	-34	-7.0%
International	27	33	6	22.2%
Total	922	856	-66	-7.2%

Academic Profile of First-time Freshmen				
Monday, August 10, 2015				
	Fall 2015	Fall 2014	Difference	
	Deposits	Deposits	Deposits	
Average GPA	3.55	3.50	0.05	
Average ACT	23.8	23.61	0.19	
Average SAT	1044.4	1048	-3.6	

FTF Admits - August 10, 2015

IR Level

Fall 2014

Fall 2015

+/-

Change IR 1 - 3

1

1503

1688

185

2

1636

1652

16

3

2237

2275

38

239

4.45%

FTF Confirmations - August 10, 2015

IR Level

Fall 2014

Fall 2015

+/-

Change IR 1 - 3

1

756

870

114

2

725

761

36

3

974

983

9

159

6.48%

	Male	Female	Resident	Non-Resident	
First Time Freshmen					
Fall 2015	2522 (52%)	2290 (48%)	2510 (52%)	2302 (48%)	
Fall 2014	2620 (54%)	2240 (46%)	2510 (52%)	2350 (48%)	

State	Applications			Admits			Confirmations		
	2015	2014	+/-	2015	2014	+/-	2015	2014	+/-
CA	187	181	6	123	106	17	29	21	8
DC	128	81	47	41	35	6	17	12	5
DE	326	258	68	216	171	45	65	44	21
FL	198	189	9	128	136	-8	37	32	5
GA	88	75	13	66	49	17	23	15	8
IL	152	129	23	111	96	15	25	24	1
KY	45	36	9	39	21	18	16	5	11
NC	191	160	31	135	112	23	43	35	8
NH	51	38	13	36	30	6	18	10	8
OH	823	788	35	669	622	47	240	232	8

KS	5	9	-4	4	8	-4	2	5	-3
MD	1907	2109	-202	1330	1484	-154	410	491	-81
PA	3013	2873	140	2307	2148	159	709	725	-16
TX	166	130	36	112	95	17	30	40	-10
VA	1658	1758	-100	1247	1281	-34	393	408	-15

Graduate				
	Processed to Date		Difference FY14 & FY15	
	FY 2014	FY 2015	(+/-)	%
Applications				
Resident	1,466	1,358	-108	-7.4%
Non-Resident	2,370	2,170	-200	-8.4%
International	1,895	1,835	-60	-3.2%
Undeclared	1	30	29	2900.0%
Total	5,732	5,393	-339	-5.9%
Admits				
Resident	1,093	996	-97	-8.9%
Non-Resident	1,026	1,010	-16	-1.6%
International	666	600	-66	-9.9%
Total	2,785	2,606	-179	-6.4%

West Virginia University - Morgantown - Fall 2015

Level	Resident	Non-Resident	Metro	Acad. Com. Mkt	Ohio Reciprocity	Total
Graduate	1951	2721	0	25	14	4711
Professional	1026	530	0	0	1	1557
Undergraduate	11033	10171	0	829	464	22497
FTF	2134	2288	0	240	122	4784
FTT	442	433	0	34	21	930
High School	912	8	0	0	0	920
Grand Total	14010	13422	0	854	479	28765

WVU Morgantown Fall 2014

Resident	Non-Resident	Metro	Total	Difference +/-	
2163	2838	0	5001	-290	
1099	512	0	1611	-54	
12516	10047	0	22563	-66	
2511	2357	0	4868	-84	
494	450	0	944	-14	
618	0	0	618	302	
15778	13397	0	29175	-410	-1.41%

West Virginia University Total - Fall 2015

Level	Resident	Non-Resident	Metro	Acad. Com. Mkt	Ohio Reciprocity	Total
Graduate	1951	2721	0	25	14	4711
Professional	1026	530	0	0	1	1557
Undergraduate	12984	10837	120	830	464	25235
Grand Total	15961	14088	120	855	479	31503

WVU Total Fall 2014

Resident	Non-Resident	Metro	Total	Difference +/-	
2163	2838	0	5001	-290	
1099	512	0	1611	-54	
12516	10047	0	22563	2672	
17814	14036	126	31976	-473	-1.48%

Undergraduate Admissions & Recruitment 2015/16 Plans

- Common Application
- New Customer Relationship Management (CRM)
- Expanded Regional Recruitment Model
- On-Campus & Off-Campus Events

2015-2016 Admissions Events

Meet WVU Events			
September 23, 2015	Meet WVU in Kanawha Valley (Charleston) Cultural Center		
September 29, 2015	Meet WVU in the Northern Panhandle (Wheeling) Oglebay Resort		
October 6, 2015	Meet WVU in North-Central WV (Morgantown) Waterfront Hotel		
October 13, 2015	Meet WVU in the Ohio Valley (Parkersburg) Parkersburg Art Ctr		
October 20, 2015	Meet WVU in Eastern Panhandle (Shepherdstown) Clarion Hotel		
October 27, 2015	Meet WVU in Southern WV (Beckley) Tamarack Conference Ctr		

Discover WVU Days (Open House)			October 17 and October 24, 2015
Legacy Event			October 29 and 30, 2015
Distinguished Scholars			November 12, 2015
Academic Excellence I & II			December 6 and 7, 2015
President's Day Admitted Students Event			February 15, 2016
Academic Excellence I & II			February 28 and 29, 2016
Decide WVU Days (Open House)			March 12 and April 2, 2016 (Tentative)
Decide WVU Admitted Student Tours			11/2, 11/9, 11/16, 1/25, 2/1, 2/8, 3/7, 3/14

Graduate Admissions - 2015/16 Plans

- Enhance the use of the Hobsons Application and CRM (Application Review)
- Collaborate more closely with the colleges to recruit strategically
- Collaborate with Grad Education and Life to implement efforts for onboarding and orientation for new students
- Increase efficiency of application processing
- Improve and enhance website with more impactful content, blogs, instant chat, white papers and testimonials