Appendix S
Processes on Programs, Fees, and Policies

Additional information:
Advertising and Recruitment Materials

Considerable information is provided to prospective students about the institution’s programs, locations and policies. The over-arching major objective of all web, print and additional content is to convey the offerings of WSU to prospective students, so that they can make informed decisions about whether WSU is the right fit for them. Some examples of how WSU provides information to prospective students and their families are provided below.

The Offices of Strategic Communications and Admissions are responsible for making sure advertising and recruitment materials are timely, accurate, and appropriate.

The Offices of Financial Aid, Financial Operations and Planning and Analysis are responsible for making sure information on programs, fees, and policies are timely, accurate, and appropriate.

<table>
<thead>
<tr>
<th>Campus Website</th>
<th>Advertising campaigns geared toward recruiting future students, where individuals can learn about the comprehensive learning, internship/work, campus living and student life experience</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://wichita.edu">http://wichita.edu</a></td>
<td><a href="http://www.wichita.edu/thisis/yourtime/">http://www.wichita.edu/thisis/yourtime/</a></td>
</tr>
<tr>
<td><a href="http://www.wichita.edu/thisis/more/">http://www.wichita.edu/thisis/more/</a></td>
<td>TV commercials feature the actual experiences of WSU students/graduates</td>
</tr>
</tbody>
</table>

2. Visiting Campus: https://issuu.com/wichitastateuniversity/docs/cv_brochure_for_isuu
3. Admissions Application: http://issuu.com/wichitastateuniversity/docs/wsuadmissionsap/1
6. Campus Housing: https://issuu.com/wichitastateuniversity/docs/2016_housingbrochure_isuu/1?e=3326547/30000297
| Materials to convey the specific academic experiences | 1. Specific information regarding each major: [www.wichita.edu/majors](http://www.wichita.edu/majors)  
| --- | --- |
5. Middle school students: [http://issuu.com/wichitastateuniversity/docs/fingerbrochure](http://issuu.com/wichitastateuniversity/docs/fingerbrochure)  
Student Ambassadors: [http://twitter.com/shockerexp](http://twitter.com/shockerexp)  
3. Facebook: [https://www.facebook.com/WichitaStateAdmissions/](https://www.facebook.com/WichitaStateAdmissions/)  
5. Snapchat: WSU-Admissions  
6. Ask a Shocker: [www.wichita.edu/askashocker](http://www.wichita.edu/askashocker)  
| Other key web content | 1. Office of Admissions: [www.wichita.edu/admissions](http://www.wichita.edu/admissions)  
2. Visiting campus: [www.wichita.edu/campusvisit](http://www.wichita.edu/campusvisit)  
3. Applying for admission: [www.wichita.edu/apply](http://www.wichita.edu/apply)  
4. Admissions requirements: [www.wichita.edu/getadmitted](http://www.wichita.edu/getadmitted)  
5. Upcoming recruitment events/programs: [www.wichita.edu/eventrsyp](http://www.wichita.edu/eventrsyp)  
6. Value and Affordability:  
8. Tuition discounts: [www.wichita.edu/tuitiondiscounts](http://www.wichita.edu/tuitiondiscounts) |