HLC Accreditation 2016-2017

# Evidence Document

Academic Affairs

Office of Admissions

## Annual Report 2015-2016

**Additional information:**

Office of Undergraduate Admissions

# ANNUAL REPORT

2015-2016

Wichita State University

Dear Wichita State Colleagues,

It has been a busy year in the Office of Admissions and we hope that you enjoy this brief recap of some of the activities in which our office has engaged. It has been a successful year as evidenced by the most important metric, the number of students who are choosing to enroll at Wichita State. As of the first week of class for fall 2016, we're pleased to share that new domestic enrolled freshmen are up nearly 14 percent and new transfers are up 2 percent. Since 2013, the number of high school seniors who have chosen to attend WSU are up 17.5 percent. There is much to celebrate in terms of interest in Wichita State!

The admissions team wouldn't be successful without the support and collaboration of nearly every department on campus. From the professional staff who advise for academic colleges to the Physical Plant staff who manage the campus landscape to the faculty who engage in recruiting efforts to the Rhatigan Student Center staff who coordinate on-campus recruitment event logistics, every person involved in the recruitment funnel makes a difference. I hope that no matter your role in the university, you share in the successes of new student enrollment.

Your assistance as an enthusiastic, knowledgeable and informed supporter extends the reach of the Office of Admissions, and we truly appreciate the work you do and assistance you provide in furthering our mission of growing the Shocker Family. We look forward to another year in collaborating together. As an admissions team, we're working hard to contribute toward the mission of our university becoming the student-centered, innovation-driven environment that defines the future for south-central Kansas and the Midwest region.

All the Best,

Bobby Gandu
Director of Admissions

# High School Recruitment Team

**COMPLETED 3,050+ OUTBOUND CALLS**

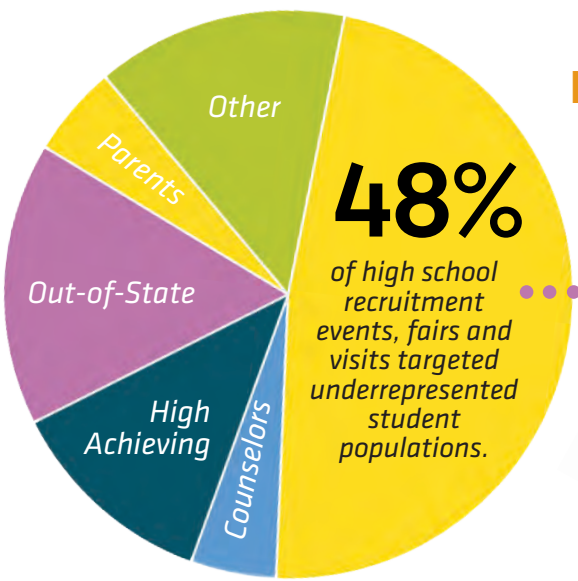
**COMPLETED 315+ HIGH SCHOOL VISITS**

**ATTENDED 115 COLLEGE FAIRS**

**ANSWERED 1,000+ ELECTRONIC INQUIRIES**

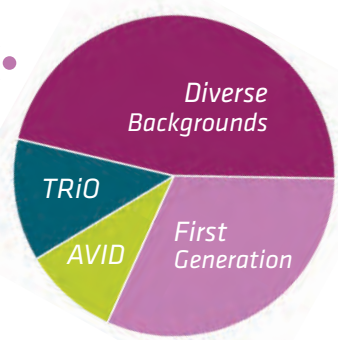
## Recruitment Breakdown

Local recruitment has been a focus this year, as we aimed to increase enrollment from our home community. By educating counselors on new exceptions processes and increasing outreach and visits to local schools, we have seen growth in both application and admit numbers from the Wichita USD 259 district.




### Diversity Stats

43.4% of applications were represented by race/ethnic minorities.




## FALL 2016 INCOMING CLASS

(AS OF AUG. 22, 2016)

**AVG ACT:** 24

**AVG GPA:** 3.5

**FIRST GENERATION:** 43.4%

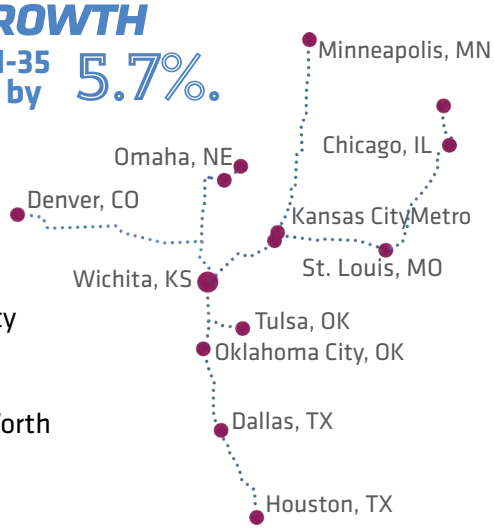
**OUT-OF-STATE:** 17.1%

- 8 NATIONAL MERIT SCHOLARS
- 1 NATIONAL ACHIEVEMENT SCHOLAR
- 3 NATIONAL HISPANIC RECOGNITION SCHOLARS

## TARGETED GROWTH

**Admits along the I-35 corridor increased by 5.7%.**

We have increased recruitment in the Kansas City metropolitan area, as well as the metro areas of Oklahoma City and Tulsa, Oklahoma. Other areas impacted include Dallas, Fort Worth and Houston, TX.




## Travel Statistics

*High school representatives traveled approx.*

**48,411**

*miles—equal to circling the globe*

***1.94 times!***

**19,591** *Connections*

**9,183** *Leads Collected*

**909** *Hours at Fairs & Visits*

# Transfer, Military & Adult Learners

With new initiatives to support nontraditional student populations, the Office of Admissions was active in events such as the McConnell Air Force Base Education Fair, and the Wichita Workforce Fair. New programs such as SHOCK TALK and Alternative (ALT) Tuesdays tailored the message of Wichita State University to adult learners and transfer students.

**45** COMMUNITY COLLEGE VISITS & EVENTS

**6** ADULT OR CAREER FAIRS

WSU IS THE **#1** TRANSFER DESTINATION IN KANSAS FOR THE **THIRD** YEAR IN A ROW.

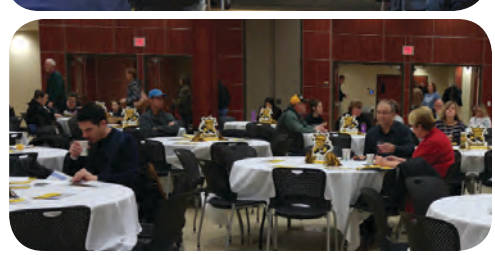
The Office of Admissions teamed up with the Office of Adult Learning to host a Facebook LIVE chat to discuss the steps adults should take to enroll at Wichita State. **211** people watched the event live, and many more have watched it since with a total of nearly **1,000 VIEWS.**

## Green Zone Training

Many active duty military and veteran students come through our doors every year and some of these students are facing a tough transition from structured military life to academia. Twenty members of the Admissions staff attended Green Zone Training hosted by Sarah Sell from Veteran Student Services. The training focused the strengths and struggles of this student group and how to best recruit and retain them. All members of the admissions office staff will be Green Zone trained by the end of the year.

## Parent Information Workshop

In January, the Office of Admissions hosted a program specifically for the parents of future Shockers. Nearly **294 ATTENDEES** from Kansas and beyond. The attendance reflected a **9% INCREASE** from the previous year. Parents were able to attend sessions on Financial Aid, Career Development, Housing, Student Health, and Student Involvement. Attendees also heard from a panel of current and former Shocker parents.



# Recruitment Events

HOSTED **80+** RECRUITMENT EVENTS

These events ranged from Freshman & Sophomore Day - an event open to all high school freshmen & sophomores - to Shock Talk - an event geared toward adult learners and transfer students to our traditional large programs of Junior Day and Senior Day.

- A total of **900 students & guests** attended Junior Days & Senior Days!
- **60 out-of-state students**, 16% of the total students at DSI, competed in the Distinguished Scholarship Invitational (DSI).

**8,480 TOTAL VISITORS**

**49 EVENTS FOR HS STUDENTS**

**STUDENTS FROM WICHITA IN DSI = 53%**

**GROUP VISITS FROM DIVERSE BACKGROUNDS = 57%**

**Major Exploration Day**. This new event, co-hosted with the Career Development Center, targeted high school juniors & seniors who were undecided on a major. 203 students & guests attended.

Collaborated with other departments on events. For example:
- Honors College → Honors Open House
- Disability Support Services → Access College Today
- Office of Adult Learning → Shock Talk, Shocker Next Steps
- Office of Diversity & Inclusion → Diversity Leadership Symposium

# Campus Visits

Campus visits are offered every weekday, as well as the option to attend Shocker Saturday during select months. All campus visitors attend a 30-minute presentation done by Admissions, go on a tour of campus, tour Shocker Hall, and meet with an Admissions staff member. Visitors can choose to meet with academic and student life areas while they are on campus.

## Individual Campus Visit Totals

1,950 students

2,257 guests

***4,207 total visitors***

## Other Visit Stats

- **869 academic appointments** were held for campus visitors
- **587 appointments with student life areas** were held
- 49.7% of visitors reported a desire to be a Shocker before their campus visit; **67.2% reported a desire to be a Shocker after visiting**
- Group visit guests increased by 24% with **1,959 total visitors** as compared to 1,505 total visitors in 2014-15.

# Social Media & Videos

@wheatweet
*3,220 followers*

Wichita State Admissions
*1,220 page likes*

wichitastateadmissions
*630 followers*

wsu-admissions
*203 friends*

55 videos were produced in-house and posted to vimeo.com/wsuadmissions. The videos were viewed nearly 100,000 times in 107 different countries. Videos created included but were not limited to:

- Monthly Shocker Street Speak series
- Promo & confirmation videos for events
- #1 Transfer Destination
- Admissions rep introductions & congratulations
- Innovation Campus, Morning Joe, Holiday video

# Shocker Leadership Academy

The Office of Admissions hosts Shocker Leadership Academy (SLA) for select high school juniors, with nearly 35 graduates completing monthly activities both here at Wichita State and in the Wichita community. Students benefit by enhancing their leadership skills, resume and experiences.

## SLA Highlights

- Participated in 9 events throughout the year
- Visited KAKE News
- Attended Community Leadership Workshop at Wichita Downtown Development Corp.
- Volunteered at both Operation Holiday and the Sedgwick Co. Zoo

**30%** of SLA graduates from under-represented populations

# DIVERSITY OUTREACH & COMMUNITY ENGAGEMENT

**29** AVID & TRIO EVENTS

**30** ELEMENTARY & MIDDLE SCHOOL EVENTS

**40** COMMUNITY EVENTS

Partnering with community organizations, both on and off-campus, the Office of Admissions engaged with students and parents from diverse backgrounds.

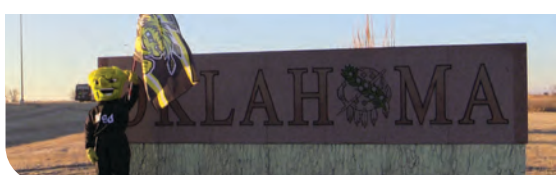
The Admissions staff partcipate in various community and professional committees to support growth and relationship-development with our local and regional partners. Some of those committees include:

- President's Diversity Council
- Future's Fair Committee
- Tilford Executive Committee
- Kappa Alpha Psi Fraternity Advisor
- Girls in STEM Conference Committee
- College of Engineering African-American Advisory Board
- Leadership Wichita
- Shocker Athletics Scholarship Organization

This year, the **Diversity Leadership Symposium** was moved to accommodate local school schedules. Targeted outreach to underrepresented populations resulted in a 300% increase in attendance.

# Tulsa Bus Trip

The inaugural bus trip to Tulsa, Oklahoma included stops to two of the largest area schools, as well as an event hosted at Freddy's Frozen Custard in Broken Arrow, Oklahoma. Admissions connected with approximately 1,000 students during this trip, in additon to the generated social media interactions.



# Processing

## Application Stats

- **12,539** applications received
- Granted nearly **$24,000** in fee waivers to low-income students
- Reviewed **1,200** applications for special populations including, lifelong learners, Shocker Pathway students, concurrent enrollment students, and high school guests

**12-15 MINUTES**
*Time to process one application*

**6 FULL-TIME**
*Admissions Officers*

# Mailroom & Outbound Communication

When a student is newly entered into our system, they are included the next day in our outbound mail flow which features numerous publications.

**OUTBOUND MAIL**

Seniors, Transfers & Adults - **25,037**
Juniors - **12,166**
Sophomores - **10,009**
Freshmen - **841**

***TOTAL - 48,053***

**280,000** pieces sent in 31 mass mailings

**NEARLY 600** information & donation requests completed to high schools, community colleges and community organizations

Entered **15,000** new items into Recruiter, which includes student contact cards collected, department referrals & campus visit requests

Sent a **WSU PENNANT** to classrooms in nearly every state in the U.S.

**OVER 1.75 MILLION EMAILS SENT TO PROSPECTIVE STUDENTS & THEIR GUARDIANS**

# Shocker Recruitment Network

In its first year, the Shocker Recruitment Network, a volunteer group of Shocker alumni, gained nearly 40 members nation-wide to assist Admissions in recruitment efforts.

Alumni Association partnership highlights:
- Multiple appearances in The Shocker e-newsletter
- Placement in The Shocker alumni printed magazine
- Monthly meetings to collaborate on events

***SRN SPOTLIGHT:*** *WSU alumni and current Texas residents Mallory Jennings and Alex Kanelakos (pictured left) represented WSU at the Houston National College Fair on behalf of the Office of Admissions.*

# Student Ambassador Society

***All 7 WSU academic colleges are represented.***

***All Wichita USD 259 schools are represented***

***36% of members come from diverse backgrounds***

***20% of membership is from out-of-state***

In 2015-2016, Student Ambassadors assisted with 135 events, interacted with 5,050 prospective students, volunteered 1,922 hours of their time, completed 60 student panels, and wrote nearly 1,700 postcards to students attending recruitment events.

# Shocker Call Team

COMPLETED
**23,949**
PHONE CALLS
TO PROSPECTIVE STUDENTS

## *Calls by subject:*

Event or visit solicitation - 34.9%
Congratulatory admit calls - 17.4%
Event or visit reminder calls - 9.3%
Congratulatory scholarship calls - 9.0%
High school visit reminder calls - 8.7%
Invitation to apply for admission - 5.3%
Tuition discount eligibility calls - 3.9%

Shocker Call Team is comprised of CURRENT WICHITA STATE STUDENTS. In 2015-2016, calls were made to prospective students and their families, as well as to WSU faculty and staff. SCT made calls MONDAY THROUGH THURSDAY FROM 3PM TO 8PM.

# Shocker Navigators

Navigators are a group of approximately 20 WICHITA STATE STUDENTS who guide prospective students on their campus tours. They complete an extensive training prior to meeting with prospects that includes learning the campus tour script, attending retreats, and giving a tour to the Director of Admissions before being approved to give tours to the public.

**7,750**
STEPS PER TOUR

**490**
TOURS

**3,797,500**
TOTAL STEPS

# Front Desk & Reception Area

**12,867**
**INCOMING EMAILS TO ADMISSIONS@WICHITA.EDU**

The lobby of the Marcus Welcome Center is often the "front door" to Wichita State for prospective students. Each year we have a high volume of walk-in visitors, emails and phone calls. We're asked questions ranging from giving directions to another building on campus to helping a student pay their application fee to how a student should sign up for orientation or advising. The numbers highlighted reflect the emails, voicemails and walk-in visitors to the main admissions email, phone extension and front desk for the academic year of 2015-2016.

**4,343**
**WALK-IN VISITORS**

## *Visit Experience Updates*

Campus visitors experienced more personalization on their visit through updates to the parking stall signs and the digital boards in the Marcus Welcome Center lobby. Check #shockervisit to see some of the photos students have taken with their personal signage.

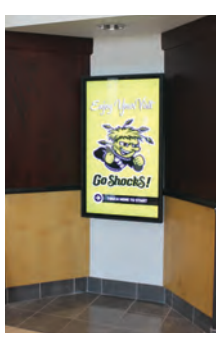
**INDIVIDUALIZED PARKING SIGNS FOR CAMPUS VISITORS**

**WHITE WU BAGS SPECIFICALLY FOR CAMPUS VISITORS**

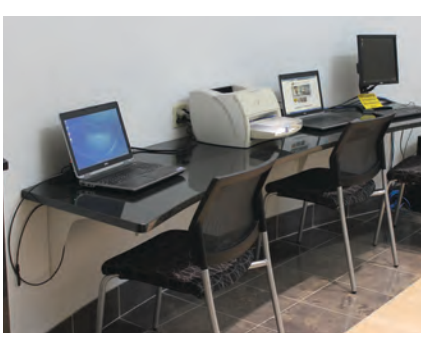
# General Office Updates

The Marcus Welcome Center lobby and auditorium received a facelift with student life photos purchased from current WSU student Manny De Los Santos, computer stations to complete admissions applications, seating areas and digital screens.

To accommodate the growth of the admissions team, the first floor office suite of the Marcus Welcome Center was reconfigured. This area now serves as the space for six Admissions Officers, plus three additional admissions staff members.



Manny De Los Santos
*WSU student & photographer*



# CONTACT US

*Office of Undergraduate Admissions*

PHONE (PUBLIC) | **(316) 978-3085**
PHONE (DIRECT) | **(316) 978-4755**
VISIT | **wichita.edu/visit**
EMAIL | **admissions@wichita.edu**
INSTAGRAM | **wichitastateadmissions**
FACEBOOK | **Wichita State Admissions**
TWITTER | **@wheatweet AND @shockerexp**
VIMEO | **wichita.edu/videos**
ISSUU | **wichita.edu/publications**
SNAPCHAT | **wsu-admissions**

# 2016-2017 ADMISSIONS EVENTS

**DISCOVER WSU: ROADSHOWS**

**WHAT**: An informational come-and-go event hosted across the state and select Oklahoma and Missouri locations
**TARGET AUDIENCE:** high school juniors and seniors, transfer students
**WHEN AND WHERE:**

September 1, 2016 - Chanute
September 6, 2016 - Garden City
September 7, 2016 - Liberal
September 12, 2016 - Salina
September 13, 2016 - Hutchinson
September 19, 2016 – Overland Park, KS
September 20, 2016 - Topeka
September 26, 2016 - Oklahoma City
September 27, 2016 – Tulsa
October 9, 2016- Kansas City, MO

**HOW YOU CAN HELP:** We need representatives from academic college and student service offices to travel with us to speak with students about their academic and extracurricular interests.
**WANT TO HELP? CONTACT:** Elisha Satterfield at elisha.satterfield@wichita.edu

**SENIOR DAYS**

**WHAT:** Large event for high school seniors and guests. Students attending choose from various academic and student life sessions, panels, and tours.
**TARGET AUDIENCE:** High school seniors
**WHEN AND WHERE:** October 12 and 14, 2016 hosted on campus
**HOW YOU CAN HELP:**

- **Hosting a session:** this can range from a mock class, lab tour, game, or informational presentation to help the students learn more about your department or academic college
- **Information Fair:** at the beginning of the day students browse an information fair to speak one-on-one with WSU faculty and staff

**WANT TO HELP? CONTACT**: Jamie Hull at jamie.hull@wichita.edu

**JUNIOR DAYS**

**WHAT:** Similar to Senior Days, this large recruitment event invites high school juniors to campus to hear from academic colleges, student service offices, and current students.
**TARGET AUDIENCE:** High school juniors
**WHEN AND WHERE:** October 28, 2016 and April 10, 2017 hosted on campus
**HOW YOU CAN HELP:**

- **Hosting a session:** this can range from a mock class, lab tour, game, or informational presentation to help the students learn more about your department or academic college
- **Information Fair:** at the beginning of the day students browse an information fair to speak one-on-one with WSU faculty and staff

**WANT TO HELP? CONTACT**: Ashley Lindholm at ashley.lindholm@wichita.edu

**INNOVATION IN ACTION**

**WHAT:** Formally known as International Baccalaureate Day and Honors Open House, this new event hosted in partnership with the Cohen Honors College is geared toward high achieving students.
**TARGET AUDIENCE:** high achieving high school students, Honors College eligible criteria (27 ACT or 3.7 gpa)
**WHEN AND WHERE:** September 17, 2016 hosted on campus
**HOW YOU CAN HELP:**

- **Hosting a session:** short 10 minute sessions will be offered for students to attend during an hour block of time.
- **Information Fair:** throughout the entire event, student will browse an information fair
- **Lab or facility tour:** tour slots available throughout the day

**WANT TO HELP? CONTACT:** Jessica Newman at jessica.newman@wichita.edu

**SHOCKER HONORS SCHOLARS BANQUET AND RECEPTION**

**WHAT:** Students and guests are treated to a formal meal and are seated with faculty, staff, alumni and/or student table hosts. Includes an awards ceremony and guest speaker.

**TARGET AUDIENCE:** Top 10% of high school juniors in Kansas

**WHEN AND WHERE:** November 14 (Lunch and dinner) and November 15 (dinner), 2016
Kanas City Reception April 2, 2017

**HOW YOU CAN HELP:**

- **Table hosts:** engage students in conversation about WSU and your area of expertise. Lunch/dinner is on us!

**WANT TO HELP? CONTACT:** Leslie Bounous at leslie.bounous@wichita.edu or sign up at wichita.edu/shockerscholarsRSVP

**DISTINGUISHED SCHOLARSHIP INVITATIONAL (DSI)**

**WHAT:** First round of competition for two $60,000 Gore Scholarships. Students participate in a group interview and consensus challenge and are scored by observers

**TARGET AUDIENCE:** Admitted high school seniors with 27 ACT or 3.5 unweighted GPA or Top 10%

**WHEN AND WHERE:** November 19, 2016- morning and afternoon rounds

**HOW YOU CAN HELP:**

- **Observer:** With two other faculty, staff, alumni or current students you will observe the DSI participants and score them based on performance.

**WANT TO HELP? CONTACT:** Mandy Harmon at mandy.harmon@wichita.edu

**W-S-YOU**

**WHAT:** This event was created to turn admits to enrolls. Attendees walk through the pre-advising, financial aid and housing steps as part of this come-and-go event.

**TARGET AUDIENCE:** Admitted high school seniors

**WHEN AND WHERE:** March 11 and April 8, 2017

**HOW YOU CAN HELP:**

- **Information Fair:** throughout the entire event, students will browse an information fair

**WANT TO HELP? CONTACT:** Dillon Cott at dillon.cott@wichita.edu

**ADDITIONAL ADMISSIONS EVENTS**

Admissions staff will cover these events. If particular needs arise, you may be contacted to help.

**2016**

| | |
|---|---|
| Scholarship Information Program - Main Campus | Saturday, August 20 |
| Scholarship Information Program - Main Campus | Saturday, August 27 |
| Scholarship Information Program - Main Campus | Tuesday, August 30 |
| Scholarship Information Program - West Campus | Thursday, September 1 |
| Counselor Luncheon- Wichita | Thursday, September 8 |
| Diversidad Conference | Friday, September 9 |
| Shocker Saturday | Saturday, September 10 |
| Counselor Luncheon - Hutch | Tuesday, September 13 |
| Shocker Leadership Academy Kick-off Dinner | Tuesday, September 13 |
| Counselor Luncheon – Kansas City | Monday, September 19 |
| Shocker Leadership Academy Senior Breakfast | Saturday, Oct 1 |
| Counselor Luncheon - Omaha | Thursday, October 6 |

| | |
|---|---|
| Counselor Luncheon - Lincoln | Friday, October 7 |
| Shocker Saturday | Saturday, October 8 |
| Shock Talk* | Thursday, October 13 |
| Diversity Leadership Symposium | Thursday, October 20 |
| National Merit Luncheon | Monday, October 24 |
| Access College Today | Wednesday, October 26 |
| Shocker Next Steps* | Wednesday, November 2 |
| Shocker Saturday | Saturday, November 12 |
| Shock Talk* | Thursday, December 8 |

**2017**

| | |
|---|---|
| DSI Callbacks – for DSI finalists | Thursday, January 19 |
| Parent Information Workshop | Saturday, January 21 |
| DSI Press Conference | Thursday, January 26 |
| Tu Futuro | Friday, January 27 |
| Major Exploration Day | Friday, February 10 |
| Shocker Saturday | Saturday, February 18 |
| Future Shocker Banquet | Monday, February 20 |
| Luncheon for Excellence in Academics & Diversity | Thursday, February 23 |
| SAS Leadership Conference | Tuesday, March 7 |
| Out-of-State Visit Day | Friday, March 10 |
| Shock Talk* | Thursday, March 16 |
| Out-of-State Visit Day | Friday, March 17 |
| Shocker Saturday | Saturday, March 18 |
| Shocker Saturday | Saturday, March 25 |
| Shock Talk* | Thursday, April 13 |
| Shocker Saturday | Saturday, April 22 |
| Shocker Leadership Academy Graduation | Monday, April 24 |
| Freshman & Sophomore Day | Saturday, April 29 |
| Shocker Next Steps* | Thursday, May 18 |

*event specifically for transfer and returning adult students

# SHOCKER RECRUITMENT: 101

A ***Shocker Recruiter*** assists the Office of Admissions by representing WSU at various recruitment events and activities, and by identifying and maintaining a positive rapport with prospective students, parents and counselors within the community. ***There are numerous ways to get involved.***

*Our research shows that the overall primary reason a student chooses Wichita State is that they have a personal connection with someone, whether it be working with admissions staff, current WSU students, faculty or other university staff.*

## How can I help recruit?

You can be just as effective by doing informal recruitment as you can by helping out at formal recruitment opportunities! Some of the best interactions with students and parents are informal - with people you know in your community, at work, at school, etc. In addition, you can help directly through any of the following opportunities:

- **Refer a Shocker.** Know a high school or transfer student who should consider attending Wichita State? Provide us with their information at wichita.edu/referashocker.
- **Recommend a passionate Shocker supporter.** Know a Wichita State graduate who could attend college fairs on WSU's behalf? Encourage them to sign up for our Shocker Recruitment Network at wichita.edu/shockerrecruiters.
- **Let us know you have a college-bound student.** If you have a child in high school or one who is considering transferring from a community college, make sure we know who they are! Email andrew.walker@wichita.edu to ensure you and they are plugged in for opportunities available for children of faculty and staff.
- **Share a student's success story.** Do you know of a particularly compelling story of one of our students or graduates? These are extremely valuable when sharing WSU opportunities with prospective students.
- **Share data points** from your department that could be interesting or relevant to the college search of a prospective student–whether it is job placement rates, certification/board pass rates, or other meaningful stats.
- **Consider sharing photos of our students performing**, engaging with the academic community, enjoying student life or participating in a unique WSU experience.
- **Help our campus visitors feel welcome!** If you see someone walking around campus with a white plastic Wu Shock bag and/or campus visit folder, greet them and offer directions. Ask them how their day is going and if there is anything you can do to help them learn more about WSU.
- **Show your Shocker pride.** In the event that prospective students visit your department, consider:
  - *o Wearing Wichita State attire*
  - *o Greeting them with a smile*
  - *o Placing/hanging signage that shows prospective students they are welcomed to WSU?*
  - *o Does the physical environment seem welcoming and a place you would want to send your child for college?*

Encourage prospective students that the best way to **EXPERIENCE THE CAMPUS AND STUDENT LIFE** is to come on a personalized campus visit. During their visit, students and their guests have the opportunity to explore campus, talk to current students, meet a faculty advisor and get a feel for what it's like to be a Shocker student.
Campus visits are offered Monday through Friday at varying times. Visit **wichita.edu/visit** to register for a visit.

Not sure where or how to refer a current WSU student about an issue they are facing?
*Try referring the student to the university's OneStop located in Jabara Hall or calling 978-7440.*
Have an idea on how to recruit more students? *Send them along to bobby.gandu@wichita.edu*

## WHEN RECRUITING, PLEASE...

- Convey your enthusiasm for WSU
- Understand you represent WSU to the students
- Know the admissions basics (requirements, costs)
- Stay focused on their interests
- Be honest and accurate
- Follow up with the student

## QUESTIONS TO ASK PROSPECTIVE STUDENTS

You may ask students a question to help initiate a dialogue.

- What made you consider Wichita State University?
- What are you interesting in studying?
- Have you ever visited the campus?
- What other colleges and universities are you considering?
- What are you looking for in a college?

## QUESTIONS TO AVOID

Often, we need to ask pointed questions to best serve the student, but refrain from asking the following:

- Are you on free or reduced lunch?
- Why would you major in that?
- Do you really think you're ready for college?
- Why go to a community college when you could come straight to WSU?
- Are you an undocumented student?
- What is your family's income level?

## WHEN REPRESENTING THE UNIVERSITY...

- **Do not be afraid to say you don't know the answer to a question.**
  *Simply have the student contact the Office of Admissions or the specific school/department directly.*
- **Do not guarantee admission.**
  *Inform them that a decision letter will be mailed within six weeks after submission of application and fee.*
- **Do not answer inquiries related to our NCAA athletic programs.**
  *Encourage them to discuss athletic opportunities at Wichita State with their current coach or direct to goshockers.com.*
- **Do not make promises to students regarding giveaways, athletic tickets or any other monetary incentive.**
  *Encourage the student to sign up for a campus visit, where they will receive a free Shocker t-shirt!*
- **Do not elevate scholarships within discussion to a point of creating false hope for the student.**
  *Remind families that upon admission to Wichita State, students are automatically considered for Freshmen Merit scholarships based on **ACT** or **SAT score,** high school **GPA** and **class rank.***
- **Do not stretch the truth or oversell the university.**
  *There are plenty of exciting things happening on campus to talk about, so there is no need to create false information.*
- **Do not say negative things about WSU or other institutions.**
  *Discuss WSU's strengths, not other schools' perceived weaknesses.*

## ADDRESSING THE "TOUGH" QUESTIONS

You may receive economic, social, or even political questions pertaining to the university. These could be similar to:

- **Why did Wichita State increase the fees for students?**
- **I heard parking is a nightmare on campus. Why don't they address that problem before adding a new building?**
- **Wichita State seems to be located in a rough neighborhood. Is it really safe to be sending my student to WSU?**
- **My child did not receive the scholarship amount we had budgeted for. How are we supposed to afford the remaining cost?**

*Please be sensitive to these questions, and assure families that their student's best interest is our top priority. There are multiple resources the public can access to gain information regarding WSU's growth and development, safety, parking accomodations, and other tough topics. Direct them to the appropriate wichita.edu site or to the Office of Strategic Communications.*

## How can I keep up with current recruitment initiatives?

**Subscribe to the weekly Office of Admissions email newsletter** by emailing **bobby.gandu@wichita.edu** to receive updates on recruiting activities, upcoming events for prospective students, and important admissions information and deadlines.

**Engage with us on online** and share from your personal accounts to help us extend our reach!

- o Twitter: @wheatweet (Office of Admissions) & @shockerexp (Student Ambassadors)
- o Facebook: Wichita State Admissions
- o Videos: wichita.edu/videos
- o Instagram: wichitastateadmissions
- o Snapchat: wsu-admissions
- o Publications: wichita.edu/publications
- o Ask A Shocker: wichita.edu/askashocker

# MEET YOUR WSU ADMISSIONS TEAM!

**Bobby Gandu**
*Director*
(316) 978-3123
bobby.gandu@wichita.edu
Oversight of all staff, budget, operations, resource allocation, marketing and special initiatives. Collaborates with key constituents to commmunicate recruitment strategy. Works closely with Kansas Board of Regents, Wichita community members and peers from other universities.

**Aaron Hamilton**
*Associate Director*
(316) 978-3631
aaron.hamilton@wichita.edu
Oversight of all outbound communication, mailroom activities and staff. Oversees all work with reporting (SPSS, statistical reports and analysis) and work with all customer relationship management solutions deployed by Admissions.

**April Cozine**
*Assistant Director*
(316) 978-5485
april.cozine@wichita.edu
Supervises application/transcript processing, customer service, statistical reports, and requests for services.

**Mandy Harmon**
*Assistant Director*
(316) 978-5697
mandy.harmon@wichita.edu
Supervises events and marketing staff. Coordinates Distinguished Scholarship Invitational, Shocker Info Programs, Freshman & Sophomore Day. Oversees marketing initiatives for high school recruitment.

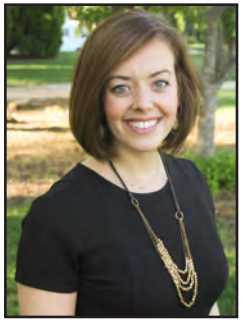
**Elisha Satterfield**
*Assistant Director*
(316) 978-3635
elisha.satterfield@wichita.edu
Supervises admissions representatives and coordinates high school recruitment initiatives. Plans Counselor Appreciation Day. Co-coordinates Shocker Leadership Academy.

**Chad Steinkamp**
*Assistant Director*
(316) 978-5405
chad.steinkamp@wichita.edu
Recruits adult learners, transfer and military students and Shocker Pathway/ WATC students. Coordinates Adult Learner and Parent Information Workshops. Supervises transfer recruitment and support staff.

**Susi Acosta**
*Transfer Marketing Coordinator*
(316) 978-5979
susi.acosta@wichita.edu
Responsible for the marketing and communication outreach for transfer, adults and military students. Serves as the admissions rep for students living in OK and TX.

**Krissy Archambeau**
*Outreach Coordinator*
(316) 978-3168
krissy.archambeau@wichita.edu
Executes admissions activities with customer relationship management solutions and outgoing communications.

**Dana Bolar**
*Admissions Representative*
(316) 978-5788
dana.bolar@wichita.edu
Serves students in the KC metro area, as well as students from Missouri.



**Leslie Bounous**
*SAS Advisor & Program Coordinator*
(316) 978-3638
leslie.bounous@wichita.edu
Advisor for Student Ambassador Society. Plans Shocker Honors Scholars Banquet, Future Shocker Banquet, and coordinates group visits. Co-coordinator for Shocker Leadership Academy.

**Adam Cole**
*Admissions Representative*
(316) 978-3162
adam.cole@wichita.edu
Serves students from northeast Wichita metro area, northeast Kansas, the mid-western regional states and the homeschool student population.

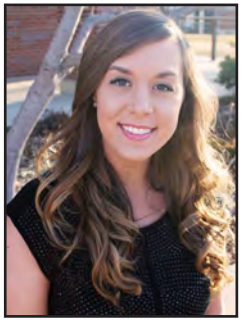
**Dillon Cott**
*Admissions Representative*
(316) 978-5406
dillon.cott@wichita.edu
Serves students from northwest Wichita metro area, northwest Kansas, the northwestern regional states and students participating in IB programs.

**Ricki Ellison**
*Senior Admissions Representative & Diversity Outreach Coordinator*
(316) 978-6426
ricki.ellison@wichita.edu
Serves students from Wichita USD 259, and AVID & TRIO. Serves the southwest Kansas metro areas, as well as northeastern states. Plans diversity recruitment events & initiatives.

**Neal Hoelting**
*Community College Coordinator*
(316) 978-6246
neal.hoelting@wichita.edu
Serves students at Kansas' 20 community colleges.

**Mary Ann Hollander**
*Outreach Coordinator*
(316) 978-7628
maryann.hollander@wichita.edu
Coordinates outgoing communication with prospective students in partnership with the academic colleges and campus departments. Involved in deployment of customer relationship management system.

**Jamie Hull**
*Campus Visit Manager*
(316) 978-3161
jamie.hull@wichita.edu
Oversees the campus visit program. Supervises the campus visit staff, including tour guides. Plans Senior Days and Out-of-State Visit Days.



**Ashley Lindholm**
*Campus Visit Coordinator*
(316) 978-7629
ashley.lindholm@wichita.edu
Coordinates daily logistics of the campus visit program, including scheduling of all appointments and communication with prospective visitors. Plans Junior Days and Shocker Saturday programs.

**Jessica Newman**
*Digital Media Strategist*
(316) 978-5694
jessica.newman@wichita.edu
Responsible for the creation and distribution of photography and videography content, social media campaigns, and other online marketing campaigns. Plans Access College Today and Innovation in Action.

**Tera Park**
*Admissions Representative*
(316) 978-5033
tera.park@wichita.edu
Serves students from southeast Wichita metro area, southeast Kansas, the southeastern regional states and National Merit students.

**Jamela Peterson**
*Community Outreach Coordinator*
(316) 978-3164
jamela.peterson@wichita.edu
Manages Shocker Call Team - current WSU students who call prospective students. Coordinates group visits. Liaison for elementary and middle schools.

**Andrew Walker**
*Admissions Representative*
(316) 978-7430
andrew.walker@wichita.edu
Serves students from southwest Wichita metro area, southwest Kansas, the southwestern regional states, as well as legacy students and students of WSU faculty & staff.

**Joseph Ayres**
*Data Systems Coordinator*
(316) 978-5486
joseph.ayres@wichita.edu
Oversees application, ACT and other data import processes. Assists in maintaining data integrity and fulfilling data requests within office.

**Sandy Bartlett**
*Admissions Officer*
(316) 978-3163
sandra.bartlett@wichita.edu
Processes admission files for students with the last name of N-S..

**Laura Garcia**
*Admissions Officer*
(316) 978-5491
laura.garcia@wichita.edu
Processes admission files for students with the last name of I-M.

**Stacy Grove**
*Mailroom Supervisor*
(316) 978-6293
Manages mailflow, publication inventory and outbound printed communication to prospective students. Supervises the mailroom staff. Manages the distribution of office give-aways.

**Laurel Houk**
*Mailroom Assistant*
(316) 978-5428
laurel.houk@wichita.edu
Processes and mails admission decision letters. Manages data entry for recruits inquiring via contact cards, emails, and school lists. Update student files, as needed.

**Arika Locke**
*Admissions Officer*
(316) 978-5489
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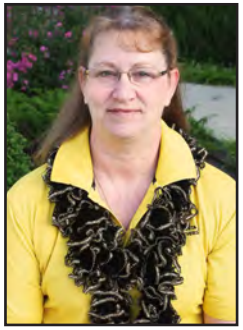
Processes admission files for students with the last name of A-C.

**Debbie Neill**
*Assistant to the Director and Business Manager*
(316) 978-5675
debbie.neill@wichita.edu
Serves as budget assistant. Completes all HR documentation. Completes special projects as assigned by the director.

**Emily Pittman**
*Administrative Assistant*
(316) 978-5369
emily.pittman@wichita.edu
Serves as receptionist for the Marcus Welcome Center. Manages the general adimissions email and voicemail accounts.

**Lucille Portley**
*Admissions Officer*
(316) 978-5686
lucille.portley@wichita.edu
Processes admission files for students with the last name of G-H.



**Pat Temple**
*Admissions Officer*
(316) 978-5484
pat.temple@wichita.edu
Processes admission files for students with the last name of T-Z.

**Michelle Ternes**
*Admissions Officer*
(316) 978-5169
michelle.ternes@wichita.edu
Processes admission files for students with the last name of D-F, as well as online students.

# WICHITA STATE UNIVERSITY

## Office of Undergraduate Admissions

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PHONE (DIRECT) | **(316) 978-4755**
VISIT | **wichita.edu/visit**
EMAIL | **admissions@wichita.edu**
INSTAGRAM | **wichitastateadmissions**
FACEBOOK | **Wichita State Admissions**
TWITTER | **@wheatweet AND @shockerexp**
VIDEOS | **wichita.edu/videos**
ISSUU | **wichita.edu/publications**
SNAPCHAT | **wsu-admissions**