Dear Wichita State Colleagues,

It’s been a busy year in the Office of Admissions and we hope you find this brief summary of our activities insightful. It’s 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 2017, we’re pleased to share that new domestic enrolled freshmen are up 4.6 percent and we have more students living on campus than ever before. Of special note is that new underrepresented minority student enrollment has grown 8.1 percent. Shocker Nation is continuing to expand in big ways thanks to the dedicated work of many professionals throughout the university community.

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 Undergraduate Admissions

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**Application Stats**

- **11,501** Official ACT/SAT scores received
- Granted over **$41,000** in fee waivers to low-income students
- Reviewed **930** applications for special populations including, lifelong learners, Shocker Pathway students, concurrent enrollment students, and high school guests.

**13,040 APPLICATIONS for admission processed**

**41,268 PROSPECTS added to our CRM database**
Local Growth

10.9% increase in fall 2017 registered students from local USD 259 district high schools compared to fall 2016.

Local recruitment has been a focus this year, as we aimed to strengthen our relationships within the community. Through the implementation of new local initiatives, such as the Shocker Sessions with Diversity Interns and the Game Day Promotional events at local high schools, we are continuing to gain ground within the community.

Regional Growth

Admits along the I-35 corridor increased by 9.4%

Increased recruitment in the Kansas City metropolitan area, as well as the targeted areas of Oklahoma City and Tulsa, Oklahoma. Other areas impacted include Dallas, Fort Worth and Houston, TX. For fall 2017, we are excited to move into our first full recruitment season with 4 Regional Representatives: based in Kansas City (KS), Kansas City (MO), Oklahoma City (OK), and Dallas (TX).

Travel Statistics

Recruited in 202 cities--from Addison, TX to Yukon, OK!

20,051 Connections

1,000 Hours at Fairs & Visits
Admissions placed 24 ads in six different community college newspapers and class schedules. Each ad had a different message ranging from setting up a campus visit to transfer scholarship information and deadlines. This year the ads will include information about upcoming campus events for transfer students.

**Parent Information Workshop**

In January, the Office of Admissions hosted a program specifically for the parents of future Shockers. Nearly **322 ATTENDEES** from Kansas and beyond. Attendance reflected a **9.5% 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.

With initiatives to support nontraditional student populations, the Office of Admissions was active in events such as the McConnell Air Force Base Education Fair, WATC Open House and the Wichita Workforce Fair. Programs such as SHOCK TALK and Adult Learner and Transfer Tuesday programs tailored the message of Wichita State University to adult learners and transfer students.
Recruitment Events

These events ranged from W-S-YOU, an event dedicated to helping admitted students move through the enrollment process, to our traditional large programs of Junior Day and Senior Day.

- Improved visitor experience with more directional signs, enhanced guest engagement and follow-up
- A total of 900 students & guests attended Junior Days & Senior Days!
- Nearly 10,000 recruitment program visitors
- Three largest events include held include:
  - Distinguished Scholarship Invitational, 1,031 visitors
  - W-S-YOU Admitted Student Program, 770 visitors
  - Shocker Honor Scholars Reception events, 694 visitors

Admissions saw 1,031 total people through the annual Distinguished Scholarship Invitational. A record 501 students competed in two different Saturday sessions, with approximately 20% hailing from out-of-state.

Campus Visits

Campus visits are offered every weekday, as well as select Saturdays each month.

Individual Campus Visit Totals
- 2,150 students
- 2,654 guests
- 4,804 campus visitors
- 6% increase from 2015-2016

Other Visit Stats
- 1,627 academic appointments were held for campus visitors, an increase of 13%
- Welcomed 466 out-of-state visitors, an increase of 6% from last year
- Streamed first Facebook Live tour in April, with over 11,000 views
- Hosted 65 group visits, with a total of 2,781 guests

Social Media & Videos

33 videos were produced and posted to vimeo.com/wsuadmissions. Videos created included but were not limited to:
- 5,319 personalized admit videos sent with 8,000 total views
- Hargrove Scholarship Award, viewed over 51,000 times
- Innovation Campus video, with approximately 22,000 views
- Annual Holiday video viewed 15,000 times

@wheatweet 3,737 followers
Wichita State Admissions 1,827 page likes
wichitastateadmissions 807 followers

20 clips posted to Facebook & Instagram
5 Facebook Live sessions including W-S-YOU scholarship winners, the MGC Yardshow, an adult learner chat, the DSI prep session & the campus tour
The Admissions staff hold various leadership appointments to support growth and relationship-development with campus, local and regional partners. Some of those commitments include:

- President’s Diversity Council
- Future’s Fair Committee
- Tilford Executive Committee
- Kappa Alpha Psi, Alpha Phi, Phi Delta Theta Advisors
- Girls in STEM Conference Committee
- CoE African-American Advisory Board
- Kansas ACT State Council
- Chamber of Commerce’s Leadership Wichita
- Shocker Athletics Scholarship Organization
- CIVSA Region II Leadership Team
- Ad Astra Conference Committee
- KACRAO (various committees)
- Great Plains ACAC
- American Heart Association

**Diversity Leadership Symposium (DLS)**

DLS has continuously evolved to accommodate local school schedules. Targeted outreach resulted in attendance of 76.4% underrepresented populations.

**Community Campus Tours**

Research has indicated a highly common theme amongst students who ultimately choose to enroll at WSU: receiving a recommendation from someone about the quality of the Shocker Experience. In an effort to showcase the many changes on our campus - and to bring outdated perceptions of the university up to speed - the Office of Admissions hosted campus tours for Wichita State alumni, community members, and high school counselors.

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Shocker Leadership Academy
Admissions hosts Shocker Leadership Academy (SLA) for select high school juniors, with nearly 35 graduates completing monthly leadership activities through WSU.

- Hosted 10 events throughout the year
- Attended a class at the KS Leadership Center
- Participated in a Community Leadership Workshop at Wichita Chamber of Commerce
- Met and engaged with current WSU student leaders through a Shocker Presidents Panel

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 FLOW
Seniors, Transfers & Adults - 29,187 pieces
Juniors - 14,666 pieces
Sophomores - 11,792 pieces
Freshmen - 829 pieces
TOTAL - 56,474

326,788 pieces sent in 57 mass mailings
NEARLY 600 information & donation requests completed to high schools, community colleges and community organizations
Entered 22,055 points of data into Recruiter, which includes student contact cards collected, department referrals & campus visit requests

OVER 1.5 MILLION EMAILS SENT TO PROSPECTIVE STUDENTS & THEIR GUARDIANS

Shocker Recruitment Network
In its second full year, the Shocker Recruitment Network, a volunteer group of Shocker alumni, gained 17 members nation-wide to assist Admissions in recruitment efforts.

- In the 2016-2017 recruitment season, SRN members represented WSU at 7 large fairs across California, Oklahoma and Texas. Through these fairs, they collected over 400 cumulative student leads.
- Alumni Association and WSU Foundation partnership highlights include placement in The Shocker alumni printed magazine, as well as partnership meetings to collaborate on events.

SRN SPOTLIGHT: WSU alumnus and current Texas resident Mike Soria (left) is pictured representing WSU at a college fair in Prosper, Texas.
In 2016-2017, Student Ambassadors assisted with 129 events, interacted with 8,134 prospective students, volunteered 4,251 hours of their time, completed 50 student panels, and wrote nearly 1,600 postcards to students attending recruitment events.

**Stepping into College Presentations**
Members of SAS used their fall break to give a "Stepping into College" presentation to students at their former high schools. The presentation gave high school students tips on how to prepare for college, and the SAS members were able to share their experiences at Wichita State. Through these presentations, 22 schools and 2,673 students were reached!

**Student Outreach Team**
The Student Outreach Team, comprised of current Wichita State students, works to build relationships with prospective students and their families. These students make calls to share valuable information related to upcoming events, application status, visit reminders and important deadlines – as well as share their personal Shocker experiences with students so they can envision what life as a Shocker is like.

**Shocker Navigators**
Navigators are a group of approximately 20 Wichita State students who guide prospective students on their campus tours.

Student Anna Dixon topped the charts with a total of 89 tours since Oct. 1, 2016!
First Annual Shocker Legacy Day

In February, the Office of Admissions hosted the first Shocker Legacy Day, an event for students whose parents or grandparents are Wichita State alums. At this program, 64 students and parents/guests met with admissions staff and student ambassadors, heard from 2002 mechanical engineering graduate Luke Luttrell, and enjoyed tours of the new EEB and ADCI facilities! Guests were also given tickets to enjoy the pulse-pounding environment of the men’s home basketball game that evening. One family made the trip all the way from Houston, TX, for the event.

Campus Recruiter Network

The Campus Recruiter Network meets periodically to share information and brainstorm ideas to better recruit future Shockers. This year, the Campus Recruiter Network met 8 times this year, covering a range of topics from admissions best practices, departmental updates, publication design and fair table set-up.

Any person who typically meets with prospective students and their families when they visit or makes decisions regarding the recruitment practices of any college, department or office on campus is invited to join.

Recruitment Faculty Fellows

The Recruitment Faculty Fellows were selected through nominations and applications initiated by the Strategic Enrollment Management process. The fellows have partnered with the Office of Admissions to engage in recruitment activities on multiple fronts, provide feedback about admissions activities, and serving as communication conduits between the admissions team and each of their respective academic colleges.

Activities completed by the Faculty Fellows include:

- Made more than 300 phone calls to a mixture of high-achieving and underrepresented students
- Shadowed and critiqued university’s campus visit process
- Visited numerous high schools to provide a faculty perspective on college readiness and academic programs
- Created and executed unique presentations to prospective students during on-campus recruitment programs
- Recruited other college faculty to engage in the recruitment process
- Participated in the university’s largest scholarship competition, the Distinguished Scholarship Invitational
- Traveled with admissions staff to recruitment activities throughout the city and region

Front Row (left to right):
Justine Sasanfar, College of Fine Arts
Kara McCluskey, College of Engineering
Vicki Oplewski, College of Education
Dotty Harpool, W. Frank Barton School of Business

Top Row (left to right):
Jolynn Dowling, College of Health Professions
Bobby Berry, College of Education
Fran Connor, Fairmount College of Liberal Arts and Sciences
Eric Wilson, Fairmount College of Liberal Arts and Sciences

Not pictured:
Amy DeVault, Fairmount College of Liberal Arts and Sciences
Chris Wyant, College of Engineering

Co-hosted events include
- Major Exploration with Career Development Center
- Innovation in Action with Cohen Honors College

Emails sent on behalf of other departments
The Office of Admissions sent 28 email blasts on behalf of other Academic and Student departments including but not limited to:
- Financial Aid
- Housing
- Honors
- Engineering
- Art, Design & Creative Industries
- Performing Arts
- Office of Diversity and Inclusion
Front Desk & Reception Area

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. The numbers highlighted reflect emails and walk-in visitors to the front desk for the 2016-2017 year.