HLC Accreditation 2020-2021

Evidence Document

Academic Affairs              Office of Admissions

Annual Report 2017-2018

Additional information:
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 fall 2018 classes, we’re pleased to share that new domestic enrolled freshmen are up 11 percent, transfer students are up nearly 5% and we have more students living on campus than ever before. Of special note is that new underrepresented minority student enrollment has grown 10.7 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**

- **14,114** Official ACT/SAT scores received
- **14,770 APPLICATIONS for admission processed**
- **$54,200** in fee waivers to low-income students
- **31,738 PROSPECTS added to our CRM database**
- **Reviewed 1,689** applications for special populations including, lifelong learners, Shocker Pathway students, concurrent enrollment students, and high school guests.
High School Recruitment

Local Growth

14.8% increase in fall 2018 enrolled students from Wichita-area high schools compared to fall 2017

With more than 2,000 local students in attendance, Futures Fair, held at Koch Arena, is one of the largest recruitment opportunities in Kansas.

FAL 2018
INCOMING FRESHMEN
(AS OF JULY 2018)

AVG ACT: 24
AVG GPA: 3.5
FIRST GENERATION: 40.8%
OUT-OF-STATE: 21.0%
LEGACY: 21.0%

Travel Statistics

325 cities (that's 123 more than last year!)
29,000+ Connections made on the road
1,550+ Hours at Fairs & Visits
102,000+ Miles Traveled (that’s more than 4x around the earth!)

Shocker Leadership Academy

Admissions hosted Shocker Leadership Academy (SLA) for select high school juniors, with 38 graduates completing monthly leadership activities through WSU.

International Baccalaureate

46

National Merit Scholars

9

National Hispanic Recognition Scholars

4

*More East IB students chose WSU than all other Kansas institutions combined!
Regional Growth

Admits along the I-35 corridor increased by 73.7%.

Enrolled students from Shocker City regions increased by 33.3%, as of August 1. We have just completed our first full recruitment season with 4 Regional Representatives: based in Kansas City (KS), Kansas City (MO), Oklahoma City (OK), and Dallas (TX).

Shocker Recruitment Network

The Shocker Recruitment Network (SRN) is a volunteer group of Shocker alumni who assist Admissions in recruitment efforts nation-wide. In the 2017-2018 recruitment season, SRN members represented WSU at fairs across Missouri, Oklahoma and Texas.

SRN Spotlight: WSU alumna, and current Texas resident, Amanda Premer is pictured with Chandra Cralle, Regional Representative, at a college fair in Houston, Texas.

Special Scholarship Highlights

Rudd Foundation Announces New Scholarship Program

Students named Rudd Scholars will receive awards amounting to a full-ride scholarship to attend one of three designated partner universities. The Class of 2018 yielded 20 Rudd Scholars from a competitive process with several hundred applications. Of that group, 12 students will attend Wichita State this fall.

Three students from De Soto High School, Shawnee Mission West High School, and Johnson County Community College were awarded the Kansas City Area Alumni Scholarship, a new award created by fund-raising efforts from WSU foundation staff member, Ashley Cheung.
Admissions placed 20 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.

Transfer, Military & Adult Learners

Wichita State has been selected this year to be on Phi Theta Kappa’s (PTK) Transfer Honor Roll. The Honor Roll is designed to honor excellence and success in community college transfer pathway development and commitment and investment of resources to support community college transfers.

Justin Petersen, transfer specialist, joined in on recruitment efforts to assist students with the TRANSFER GATEWAY process.

- 271 unique portal accounts created
- 1/3 of Transfer Gateway users are OUT-OF-STATE STUDENTS

The Office of Admissions was active in events like Local Education Adult Resource Network Fairs, WSU Tech Open House, education fairs at Fort Riley and the Wichita Workforce Fair. A WSU Transfer Fair was held at Hutchinson Community College. Bi-weekly emails were also sent to adult students about a variety of WSU topics.

Parent Information Workshop

In January, the Office of Admissions hosted a program specifically for the parents of future Shockers. Over 250 ATTENDEES from Kansas and beyond. Parents were able to attend sessions on Financial Aid, Career Development, Student Success, Housing, Student Health, and Student Involvement.
Recruitment Yield Initiatives

The Office of Admissions participated in new events and implemented initiatives to strengthen relationships with prospective admits. **SIGNING DAY** events and **HIGH SCHOOL AWARD CEREMONIES** were a great opportunity to celebrate with admits and reach other prospective students.

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- Admissions assembled and delivered more than 1,000 customized pennants to admitted students at 14 area high schools. Each pennant lists the student’s first name and welcomes them to Shocker Nation. This project was created in hopes of reminding the local students how much we want them to come to Wichita State, and as a way for their classmates to see how many students from their school were admitted to WSU this year.

- **515 STUDENTS ATTENDED W-S-YOU DAY**

With record attendance, W-S-YOU provided admits the opportunity to connect with academic and involvement opportunities at Wichita State. This event matriculates more than 80% of attendees.

- **2 GRADUATION PARTY CRASHES** for incoming Wichita State students

- Regional representatives hosted Fall Call programs across Missouri, Kansas, Oklahoma and Texas. These programs offered face-to-face service for students still undecided about WSU.

- **4,000+ hand-written postcards sent to admitted students during the Shocker Love campaign in February**

Other initiatives included Shocker Love postcards, the W-S-YOU yield event, as well as social media, phone and email campaigns.

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Recruitment Events & Group Visits

These events ranged from Scholarship Information Programs to Shocker Honors Scholar Receptions to our traditional large event days of Black & Yellow Day.

Hosted 85+ Recruitment Events

- Three largest events included:
  - Distinguished Scholarship Invitational, 1,260 visitors
  - W-S-YOU Admitted Student Program, 1,258 visitors
  - Shocker Honor Scholars Reception events, 787 visitors
- 33 transfer students attended Black & Yellow Days
- Discover Wichita State programs were held in eight different cities throughout Kansas, Missouri, and Oklahoma.

A record 620 students competed in the Distinguished Scholarship Invitational during two different Saturday sessions, with approximately 23% hailing from out-of-state. More than 60% of have chosen to enroll at WSU!

19,121 Total Visitors at Events

27% Growth in Event Attendees from 2016-17

775 AVID Students Came on a Group Visit

Shocker Honors Scholar Receptions, honoring the top 10 percent of high school juniors were hosted on the WSU main campus, as well as in Oklahoma City and Kansas City. Students received the custom pennant pictured below.

Future Shocker Banquet is a program hosted each spring for children of faculty & staff. 45 Students & Guests attended the spring 2018 event.

Over 5,100 prospective students came to campus on a group visit - almost TWICE the number of students who visited through a group visit in 2016-17! During a standard group visit, students will hear from admissions, go on a tour of campus & Shocker Hall, and have the opportunity to ask questions to a panel of Student Ambassadors. Additional appointments with the Office of Diversity & Inclusion, the Cohen Honors College, and more can be arranged by request.

Over, 2,200 Elementary & Middle School Students
Over, 2,000 High School Students
Nearly 100 Community College Transfer Students
80 Students from Community Groups
Campus Visits

Campus visits are offered every weekday and on select Saturdays each month.

Individual Campus Visit Totals
2,148 students
2,787 guests
4,935 total visitors
3% increase from 2016-17

1,276 appointments with academic advisors or faculty members
Partnered with Financial Aid & Scholarships to COMBINE PRESENTATIONS for all visitors beginning in February 2018
POINT-OF-CONTACT MEETINGS held bimonthly with the academic colleges

In September 2017, the Admissions Office began giving tours of the INNOVATION CAMPUS. This tour evolves as the Innovation Campus expands but included the Law Enforcement Training Center, Airbus, the EEB, the Food Truck Plaza, and The Flats this past year.

775 TOTAL PEOPLE HAVE TOURED INNOVATION CAMPUS

Shocker Navigators

Navigators are a group of approximately 25 WICHITA STATE STUDENTS who guide prospective students and their families on their campus tours.

5,520,000 TOTAL STEPS
1,200 TOURS
1,603 HOURS

The Navigators are constantly being trained on the latest happenings around campus. Trainings this year included:

TOURS OF SHOCKER STUDIOS & THE OUTDOOR SCULPTURE COLLECTION
MULTIPLE INNOVATION CAMPUS UPDATES FROM TRACEE FRIESS
OVERVIEWS OF FINANCIAL AID, THE LIBRARY, AND ADMISSIONS
Digital & Social Media

Facebook Live was utilized at events to give away SHOCKER PRIZE PACKAGES and to announce SCHOLARSHIP WINNERS!

How the Grinch STOLE Shocker Spirit

Four videos in the SHOCKER STREET SPEAK series were made this year:
Move-In Day
Freshman check-in
Inside SAS
Top Ten Traditions

20 videos were produced and posted to the Future Shocker YouTube account. Facebook Live and short clips were posted to social media sites. Highlights included:
- 5,215 personalized admit videos sent with 9,372 total views
- 8 Facebook Live broadcasts with 6,896 total views
- 10 web clips posted to Instagram and/or Facebook with 10,260 total views

@wheatweet 4,171 followers
Wichita State Admissions 2,256 page likes
wichitastateadmissions 910 followers

Social media was used at events to help students feel connected to campus, and in some cases, was used as a contest to win prize packages or men’s basketball tickets. A few of our favorite Tweets from this past year are included below.

Black & Yellow Day social media contest

Feedback from a parent at W-S-YOU

Excited high school graduates
Community Engagement & Diversity Outreach

**Admitted Student Diversity Stats**
- 38.8% race/ethnic minorities
- 28.0% underrepresented minorities

**Enrolled Student Diversity Stats**
- 32.9% race/ethnic minorities
- 21.8% underrepresented minorities

Diversity Leadership Symposium
Through the symposium, WSU hosted 117 students from diverse backgrounds for an opportunity to learn more about leadership opportunities at Wichita State.

**Diversity Interns & Shocker Sessions**
This year, the Diversity Interns, a key team in the recruitment of underrepresented populations, hosted a total of 27 "Shocker Sessions" across the USD 259 school district. During these sessions, the high school students discussed the various aspects of college search and preparation. Diversity Interns also represented WSU at various school and community events throughout the year.

Other events coordinated, in part, by the Diversity Interns include AVID Day and the Luncheon for Excellence in Academics and Diversity, which saw a 69% increase in attendance!

Rival Game Day Promotional Events
Members of the Admissions staff, as well as some of our diversity interns, attended rival-high school basketball games across the city to promote Wichita State. For each school we distributed custom beanie hats to students in attendance. Admissions staff were also present to answer any questions students or parents had about joining Shocker Nation.
Outbound Communication

Thousands of publications, including posters, college fact sheets, brochures, event invitations, and more, are sent throughout the year to prospective students, their parents, and to high school counselors.

Postcards - both printed and hand-written - were sent to students encouraging them to attend events, thanking them for stopping by our college fair table, or following up after a campus visit.

More than 1.5 MILLION EMAILS SENT to prospective students & their families

Bulk email open rate was 41.1% with the national average open rate being 20%

Emails sent regarding EVENTS and any messages sent to PARENTS were the most likely to be opened.

CRM Recruit Upgrade

The customer relationship management (CRM) system Ellucian Recruit is the main system that the undergraduate admission’s team utilizes to TRACK, COMMUNICATE, AND BUILD RELATIONSHIPS WITH OUR PROSPECTIVE STUDENTS.

Main benefits of the upgraded platform include:

- Modern database that works faster
- Improved navigation
- Enhanced abilities to communicate
- Streamlined data entry process

Several admissions team members who spent hours working on the CRM Recruit upgrade
Student Ambassador Society

All seven WSU academic colleges were represented

56% of members took Honors College courses

30% of members were first generation students

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, 19 schools and over 1,625 students were reached!

Student Outreach Team

For the 3rd year in a row, members of SAS and Navigators represented WSU at the Student Development Institute through CIVSA. Our students spent three days with ambassadors from other universities across the country learning about best practices for student groups.

While at the conference, our students:

- Led a session on the Stepping into College presentations
- Toured Ohio State University, Otterbein University & Capital University
- Attended sessions on ambassador trainings, connecting with prospective students, and more

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.

43,351 PHONE CALLS TO PROSPECTIVE STUDENTS

10 CALLERS

2,356 POSTCARDS SENT TO PROSPECTIVE STUDENTS

3,175 HOURS SPENT MAKING CALLS
Fellows assisted with recruitment in many ways:
- Writing emails and letters to prospective students and parents
- Hosting sessions and speaking at recruitment events
- Serving on the Gore Scholarship selection committee
- Meeting with campus visitors
- Welcomed admissions staff to their classrooms where current students wrote postcards to prospective students
- Visited high schools to promote Wichita State and their respective departments

Recruitment Faculty Fellows
The Office of Admissions works with Faculty Fellows from each academic college. The Fellows provide faculty perspective in the recruitment process. This perspective is valuable to the recruitment process as it introduces prospective students to faculty and lays the groundwork for what students can expect from the classroom experience here at Wichita State.

Fellows assisted with recruitment in many ways:

- Co-hosted events include:
  - Major Exploration with Career Development Center
  - Innovation in Action with Cohen Honors College
  - Diversity Leadership Symposium with Office of Diversity and Inclusion

- Emails sent on behalf of other departments:
  - Financial Aid
  - Housing
  - Honors
  - Engineering
  - Nursing
  - Education
  - Art, Design & Creative Industries
  - Performing Arts
  - Office of Diversity and Inclusion
  - Med Lab Sciences
  - Political Science
  - School of Music

Faculty Fellows for 2017-2018:
Kara McCluskey, College of Engineering
Dotty Harpool, W. Frank Barton School of Business
Jolynn Dowling, College of Health Professions
Bobby Berry, College of Applied Studies
Tim Shade, College of Fine Arts
Fran Connor, Fairmount College of Liberal Arts and Sciences
Eric Wilson, Fairmount College of Liberal Arts and Sciences
Amy DeVault, Fairmount College of Liberal Arts and Sciences
Chris Wyant, College of Engineering
Admissions "PROUD" Award Winners

To go along with Human Resources newly launched PROUD service standards, the Admissions team voted on and awarded staff members for each area within the PROUD acronym. We also added a category for Shocker Spirit! The recipients of the first Admissions Staff Service Awards, as voted on by their colleagues, included:

• Professional - Jamie Bredbenner, Campus Visit Manager
• Responsive - Tyler Gegen, Public Relations & Outreach Manager
• Open - Chad Steinkamp, Assistant Director
• Understanding - Neal Hoelting, Community College Coordinator
• Dependable - Arika Locke, Adm. Officer & Operations Specialist
• Shocker Spirit - Dana Bolar, Admissions Representative (KCK)

In an effort to celebrate others on campus who lift up our recruitment efforts, the Office of Admissions voted on special awards to recognize outstanding achievements from campus colleagues. Numerous departments were nominated for the award but the Office of Financial Aid was selected as the departmental recipient given their daily engagement in the campus visit program, attending nearly all recruitment events throughout the year and managing the key awarding process for new student scholarships. Kayla Jasso from the College of Applied Studies and Werner Golling from Administration and Finance were selected for individual recognition awards given each of their respective investments in admissions efforts. Kayla has helped to lead her college’s charge for ongoing involvement with recruitment activities while Werner facilitated new transportation and mobile marketing solutions for the admissions team. Each award recipient was given a special plaque to thank them for their contributions to recruitment initiatives.

The Admissions staff hold various leadership appointments to support growth and relationship-development with campus, local and regional partners. Some commitments include:

• Ad Astra Conference Committee
• Alpha Phi Advisor
• Collegiate Information and Visitor Services Association Region II Leadership Team
• Chamber of Commerce’s Leadership Wichita
• Court Appointed Special Advocates
• DFW Admissions Regional Network College Search Series Committee
• Futures Fair Committee
• Great Plains Association for College Admission Counseling
  • Government Relations Committee
  • Inclusion, Access and Success Committee
  • Technology Committee
• Kansas Association of Collegiate Registrars and Admissions Officers
  • College Planning Circuit Committee
  • Scholarships Committee
  • Apply Kansas Committee
• Kansas ACT State Council
• Oklahoma College Day/Night Coor. Committee
• Phi Delta Theta Advisor
• President’s Diversity Council
• Sedgwick County District III Citizens Advisory Board
• Shocker Athletics Scholarship Organization
• Tallgrass Film Festival
• YMCA
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 2017-2018 year.

14,807 incoming emails to admissions@wichita.edu
5,239 walk-in visitors
11,000+ incoming phone calls

CONTACT US

Office of Undergraduate Admissions

PHONE (PUBLIC) | (316) 978-3085
PHONE (DIRECT) | (316) 978-4755
INFO | wichita.edu/admissions
VISIT | wichita.edu/visit
EMAIL | admissions@wichita.edu

FACEBOOK | Wichita State Admissions
TWITTER | @wheatweet AND @shockerexp
YOUTUBE | Future Shocker
ISSUU | wichita.edu/publications
INSTAGRAM | wichitastateadmissions AND shockerexp