

**ENROLLMENT OPTIMIZATION TEAM  
BOARD OF TRUSTEES  
JUNE, 2021**

Leadership from across the institution meets every three weeks to report on enrollment efforts and to optimize those efforts to influence new and transfer student enrollment.

Those areas were asked to respond to six questions to highlight their work. The following is a compilation of various responses from this Team.

**Department Chair of Social Work, Dana Davis**

Opportunity: There are many opportunities here and I feel lucky to work at an institution that is encouraging me to explore chances to empower students and faculty to make independent decisions about the best ways to help our students and departments achieve success.

**University Bursar's Office**

Actions taken:

- Students are now permitted to register for the next term even if they have an outstanding prior term balance (one semester prior only).
- Extend the deadline for Academic Partnership (AP) online courses.
- Extended our semester payment plans to help students with their monthly payments.
- Revised previous pre-payment policy.
- Appeals are offered to students to reduce and eliminate debts.
- Post semester pay plans are offered to halt Ohio Attorney General (OAG) acquisition of student accounts reducing fees and easing return to studies.
- Bursar staff conducts outreach to ensure students are informed.
- Financial suspend process eliminates debt which removes registration barriers for future semesters.

**International Programs Office**

Opportunity: There is evidence of pent-up demand for US higher education. We understand that the typical international student who was planning to study in the US during 2020 or 2021 and were not able to obtain a student visa have not cancelled their plans, rather they have postponed them. Because of this, if YSU is positioned correctly with scholarship, there is an opportunity to enroll significantly more international freshmen in Fall 2022 as opposed to the prior two years.

## **Admissions**

- Story: Email from a student who was going to attend Kent State along with his brother

*Good afternoon,*

*This is xxx, the guy you spoke with at YSU today. I would just like thank you from the bottom of my heart on behalf of my family as well, for your very informative and intelligent presentation you gave us on the spot! It means a lot to me that you went out of your way to help us with everything! You excel at what you do, and you are very good with people! You gave us all the information we needed! You made everything clear and understandable, and you did it all with charm, and charisma! Everything was perfect! Thank you!!*

*Sincerely,  
xxx*

## **Office of Financial Aid and Scholarships**

The numbers:

- Staff are contacting students who are registered for orientation and have not yet completed their 2021-2022 FAFSA or have not completed federal verification. For the 5/27, 5/28, 6/2, 6/3, and 6/4 orientations, 188 students have been contacted, 77 have their FAFSA completed, 50 are selected for verification.
- The goal is to have all students who have signed up for and attended orientation and who plan to utilize financial aid, have their FAFSA and verification (if selected for verification) completed as well as their financial aid offers accepted prior to the first day of fall classes.

## **Center for Student Progress**

The numbers: Strong Start and Tutoring

- Strong Start
  - Fall 2020 Cohort
    - From Fall 2020 to Spring 2021: 71% retention
    - Between Spring 2021 and Fall 2021: 80% retention
- Tutoring
  - Fall 2020
    - 92% of those students using tutoring 10+ times passed with a C or better

## **Honors College**

### Challenges:

- Time with trying to accommodate in-person visits - very labor intensive.
  - However, that also provides an opportunity to develop deeper connections.
- Lots of competition for these high-achieving students
- Students with strong GPAs and an interest in medical careers (i.e., BaccMed Honors Scholars Program) often lack the ACT score, specifically the math sub-score, for BaccMed admission
- Lack of residence hall tours this year because of COVID protocols - something many students wished to see before committing to living on campus; did develop a new video walk through
- Students becoming “Zoomed out” - less attendance at large visit days

## **Student Success**

### Efforts to increase student success:

- Identifying standards of practice and related policies for academic advising
- Working with the Provost Smith, Vice President Sherman, and deans to identify investments needed to increase the impact of advising on retention and completion
- Working with IT and ITL to plan and implement training for faculty on the importance of early alerts and how to raise alerts in CRM Advise, and with faculty advisors and professional advisors on the case management approach to advising and how to use CRM Advise