



**YOUNGSTOWN
STATE
UNIVERSITY**

**BOARD OF TRUSTEES
INSTITUTIONAL ENGAGEMENT COMMITTEE
Allen L. Ryan, Jr., Chair
Anita A. Hackstedde, Vice Chair
All Trustees are Members**

**BACKGROUND MATERIALS
June 22, 2022**

1. Enrollment Optimization Working Group Update (June, 2022)

Tab 1

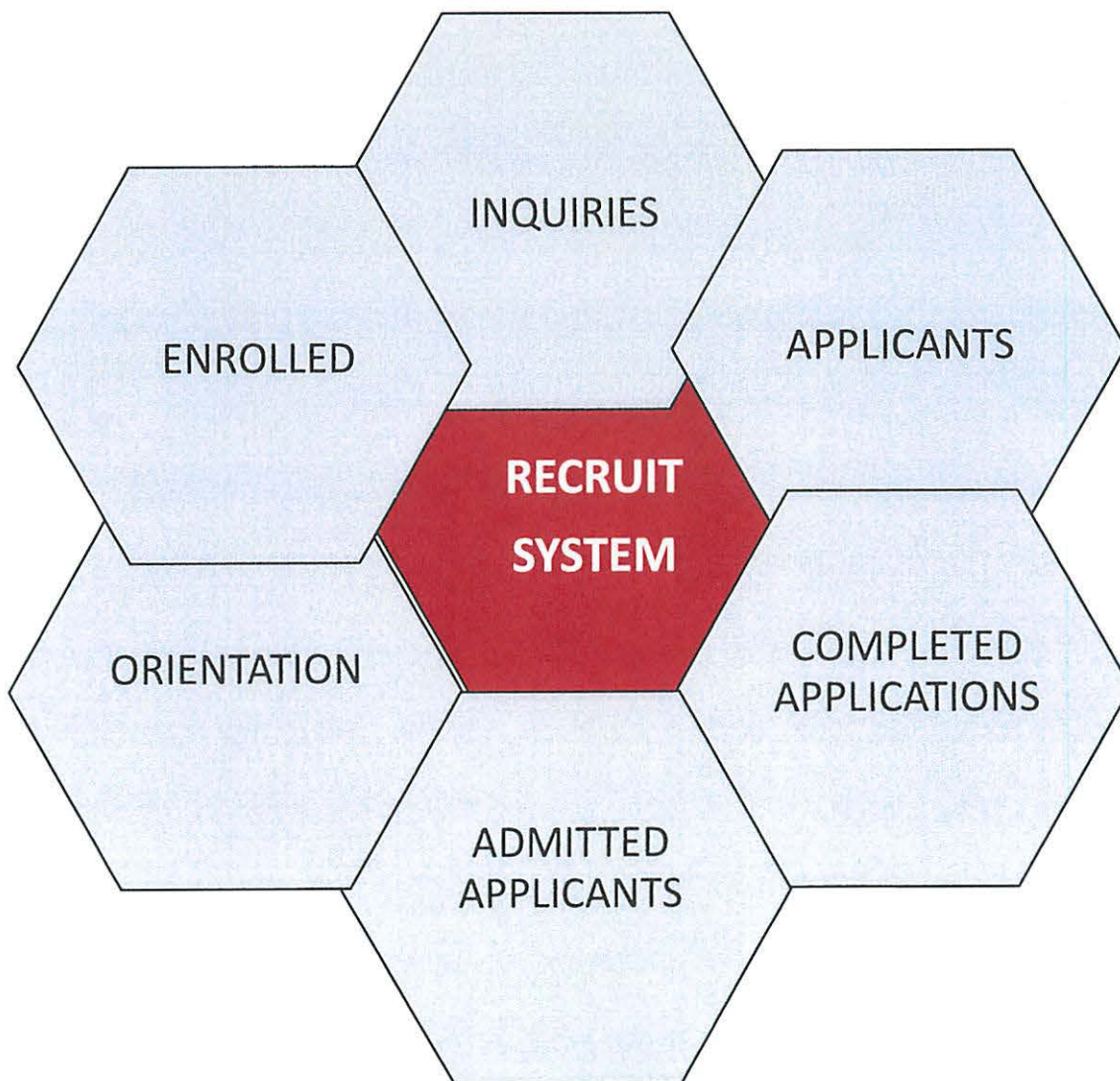
**ENROLLMENT OPTIMIZATION WORKING GROUP UPDATE
INSTITUTIONAL ENGAGEMENT COMMITTEE
BOARD OF TRUSTEES
JUNE, 2022**

This is a trans-institutional group that is convened by Elaine Ruse every three-weeks to update and coordinate on activities related to optimizing student enrollment.

Each area was asked to highlight examples of actions taken that have made a difference in enrollment.

OFFICE OF UNDERGRADUATE ADMISSIONS

The Ellucian CRM Recruit system has played a pivotal role in its first year of usage with the recruitment of students for the Summer and Fall 2022 semesters. The new system has improved recruitment communication and tracking for freshmen and transfer student populations on behalf of the Office of Undergraduate Admissions. The CRM Recruit system impacts the Enrollment Funnel from Inquiries to Enrolled students.



With the Recruit system, we can send automated emails out and create text campaigns. In addition, we have been able to improve the processing of applications by creating tasks for our application processing staff.

Below are examples of how we have incorporated the Recruit system functionality into the stages of the Enrollment Funnel and tracked the outcomes:

Inquiries

- Automatic emails generated when a student inquires about majors within Cliffe College
 - 334 emails sent (had email address in system)
 - 207 applied (61%)
- Receive ACT or SAT scores but no application on file
 - 86 emails sent to those we had contact information
 - 39 completed an application (45%)

Applicants

- Automated missing credential letters and emails
 - 49% of applicants submitted missing credentials and completed applications within 2 weeks
- Task box within the system set up to alert a staff member to contact the high school counselor to submit student's missing documents
- 1399 emails sent to high school counselors to submit missing credentials
 - 1066 applications were completed (76%)

Completed Applications

- With the automation of the application processing steps, we reduced processing time during peak application periods (September – February) from several weeks to 24-48 hours for an applicant to receive an admissions decision
- Admissions Dashboard – allows applicants to check the status of their application in real time online – 2216 students created an account and 368 printed a copy of their acceptance letter from the site

Admitted Applicants

- Every weekday at 2:00 pm an email is automatically generated for a recently accepted applicant informing them of their admissions decision prior to receipt of mailed acceptance packet

Orientation

- Automated text messages encouraging admitted students to register for orientation
 - May 1 Common Reply Date text message (4/22/22) – received 33 reservations for orientation between Friday and Sunday
 - May 1 Sunday reminder text message (4/29/22) – received 85 reservations for orientation between Friday and Sunday

OFFICE OF FINANCIAL AID AND SCHOLARSHIPS

For the Office of Financial Aid and Scholarships, one item that has had an impact on student enrollment is the outreach our office provides to students and families.

YSU's Office of Financial Aid and Scholarships sponsored two community service financial aid night events (an on-campus in person program and virtual program experience). Both events educated college-bound students and parents, promoted financial aid literacy, and provided information about financial aid applications such as the Free Application for Federal Student Aid (FAFSA) and YSU's scholarship applications.

Staff from the Office of Financial Aid and Scholarships participate in undergraduate admissions events such as Penguin Preview Day programs, Experience Y Day programs, Adult and Transfer Student Visit Day, academic college audition days and open houses, honors College events and recruitment programs, and new student orientation days to name a few.

At local area high schools, financial aid night program presentations in the fall and senior award ceremonies in the spring to recognize scholarship recipients are additional community outreach events.

The office also provides direct outreach to students who need to complete their Free Application for Federal Student Aid (FAFSA), accept their freshman merit-based scholarships, and encourage new student registration for orientation.

PENGUIN SERVICE CENTER

The Fund Your Education (FYE) counseling session is an excellent contribution example for enrollment optimization. The Penguin Service Center offers financial planning appointments for first-time, first year students and their families to budget the costs of tuition and fees before their first bill. After students complete orientation, they are sent an email invitation to sign up for a counseling session. The 30-minute, individual appointments are hosted by a PSC counselor via WebEx to discuss a breakdown of the billing statement, how financial aid is applied and information on balances/payment plans. Students and their families leave the session with an true-to-life bill estimate and a plan to meet their obligations by the billing deadline, eliminating financial barriers that could impede continuous enrollment.

INTERNATIONAL STUDIES

The alignment of efforts between Marketing, International Admissions, The Graduate College and STEM has increased the number of admitted students to the Master's of Computer Science (MCIS) Program 10-fold. Due to the collaborative work between these areas and the way we have utilized websites which are highly-tailored to specific regional markets (which are then tied to digital marketing campaigns) YSU has admitted over 500 students to MCIS for Fall 2022.

UNIVERSITY BURSAR

The Bursar office, in collaboration with other university offices, has reviewed and modified the following policies related to student balances and registration to help encourage enrollment and student success:

- Students are now permitted to register for the next term even if they have an outstanding prior term balance (one semester prior only) and have up until a week or so before classes begin to pay. Previous policy prevented students from registering if they had a prior term balance of more than \$200.
- Due date for students in the Academic Partnership online courses has been extended from payment due the Friday before classes begin until the end of the first week of school. In the past two semesters there were over 400 students that potentially would have been de-registered from their classes if the due date had not been extended.
- Students are no longer required to pre-pay for the first semester returning after being financially suspend or having their student account balance turned over to the Ohio Attorney General's Office. Students who have paid their outstanding balance and wish to register can now receive financial wellness counseling with the Penguin Service Center the semester prior to the release of registration instead of having to pre-pay.

HONORS COLLEGE

The Honors College focused efforts on BaccMed recruitment to include cultivating connections with guidance counselors and marketing initiatives developed in collaboration with Admissions and EAB. The outcome of efforts was a 130% increase in applicant pool to the BaccMed program from the previous year.

MARKETING AND COMMUNICATIONS: ZeeMee APP

The ability for our admitted students (who choose to be on ZeeMee) to interact with other future students before they visit campus, let alone attend an orientation session, contributes to their feelings of connectedness and inclusiveness.

CRM ADVISE

As demonstrated in the chart below, faculty adoption of CRM Advise increased in Spring 2022. We also saw an increase in positive grade outcomes (A, B, or C vs D or F) compared to Fall 2021. The information below pertains to undergraduate students only.

	Fall 2022	Spring 2023
Total alerts submitted	2,140	2,390
Total number of students who received at least one alert	1,298	1,384
Final course grades (A, B, C, D, F) associated with at least one alert	1,167	1,403
As associated with at least one alert	92 (7.9%)	186 (20%)
Bs associated with at least one alert	200 (17.1%)	271 (19.3%)
Cs associated with at least one alert	260 (11.5%)	150 (10.7%)
Ds associated with at least one alert	134 (11.5%)	150 (10.7%)
Fs associated with at least one alert	481 (41.2%)	515 (36.7%)

RESCH ACADEMIC SUCCESS CENTER

The highlight for Strong Start was Experience Y Day. We had 22 attend the program and 14 committed to YSU and signed up for orientation that day.

We also had good ratings on the Experience Y Survey. Some highlights:

- 100% of respondents either strong agreed (88.9) or agreed (11.1) the Program Advisors' perspective provided useful information
- 100% strongly agreed the student panel provided useful information
- 100% of respondents strongly agreed (66.7) or agreed (33.3) that all questions were answered regarding the SS Program

DEPARTMENT OF SOCIAL WORK (DANA DAVIS, CHAIR)

I assumed the role of Chair of the Department of Social Work in 2018. I had worked under the tutelage of Joe Mosca and Dennis Morawski as former Chairs of Social Work. They both had a very student-centered approach. They were so student forward that I found that I sometimes balked at their recommendations. It wasn't until I began my 2-year service to the Strategic Planning Process that I grew to match their student centered enthusiasm. Under the guidance of President Tressel, Mike Sherman and Claire Bernadini and then Brien Smith's message to "keep every student" and the countless content experts that we heard from throughout our planning process I came to my own student-centered agenda. This involved giving students more time to complete their assignments through the use of incompletes, endless attempts to improve your grade through revisions, and much student support along the way. Shortly after I began my own journey I started to convey this message beyond my own practice and began implementing it as policy in the social work department.

Since that time, we have seen our retention and completion rates grow. According to the most recent Gray I assumed the role of Chair of the Department of Social Work in 2018. I had worked under the tutelage of Joe Mosca and Dennis Morawski as former Chairs of Social Work. They both had a very student-centered approach. They were so student forward that I found that I sometimes balked at their recommendations. It wasn't until I began my 2-year service to the Strategic Planning Process that I grew to match their student-centered enthusiasm. Under the guidance of President Tressel,

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Since that time, we have seen our retention and completion rates grow. According to the most recent Gray Associates data our completions in our BSW program were 52 in 2018, 54 in 2019, 56 in 2020 and 93 in 2021. Our numbers are continuing to grow in 2022 as our Spring 2022 BSW completions were 53 and our summer completions are set to be 21 and our Fall completions are proposed to be 18 leading to a total of 92 completions for 2022 as well.

Similarly, in our MSW program our completions have increased significantly from 29 in 2018, 33 in 2019, 49 in 2020 to 61 in 2021. We already surpassed those numbers in 2022 with 66 MSW students graduating this past spring with more to complete this summer and fall.
