JULY 10, 2023

ENROLLMENT AT WVU: RECRUITMENT & RETENTION UPDATE

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George Zimmerman, Assistant Vice President for Enrollment Management
Joy Carr, Director of University Advising
WHAT WE WILL DISCUSS

/ Background on the current state of enrollment
/ Recruitment update
/ Retention update
/ Engagement opportunities
Students have applied to more schools than any other year.
Admissions are up at many large public schools due to the influx of applicants.
Visits have trended to admitted student programming nationally with a focus on individualized attention.
Affordability is the top consideration for families in the college search and beyond.
College-going rate and demographic are concerns for the entire industry.
NATIONAL TRENDS

WICHE GRADUATIONS BY ACADEMIC YEAR

*WICHE: Western Interstate Commission for Higher Education
REGIONAL TRENDS

WICHE GRADUATIONS BY ACADEMIC YEAR

*WICHE: Western Interstate Commission for Higher Education

Bar Chart represents change in Diploma Count from Previous Year.
WEST VIRGINIA TRENDS

WICHE GRADUATIONS BY ACADEMIC YEAR

*WICHE: Western Interstate Commission for Higher Education

Bar Chart represents change in Diploma Count from Previous Year.
ADDITIONAL DEMOGRAPHIC CHALLENGES

- Rising number of non-consumers for higher education.
- Low-income and first-generation college students are less likely to attend any form of post-secondary education.
- West Virginia has the lowest college-going rate in the country with a small population.
- Competitive set of schools has shifted in recent years.
College Going Rate Driving Down Enrollments

How Demographics, College-Going Rates, and Market Share Help Explain Past Enrollment Trends For West Virginia University

Cumulative Change From 2010 by Enrollment Force

<table>
<thead>
<tr>
<th>Change in First-Time Students</th>
<th>Demographic Change</th>
<th>College-Going Rate</th>
<th>Market Share Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>-1,000</td>
<td>-198 Students</td>
<td>-1,332 Students</td>
<td>+1,018 Students</td>
</tr>
<tr>
<td>-500</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>0</td>
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<td></td>
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<tr>
<td>+500</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>+1,000</td>
<td></td>
<td></td>
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<tr>
<td>+1,500</td>
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</tbody>
</table>

Cumulative Impact of Each Force from 2010-2020
# WVU’s Direct Competitors

Where Admitted Students Go If They Don’t Attend WVU (Fall 2022)

<table>
<thead>
<tr>
<th>University</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>PENNSYLVANIA STATE UNIVERSITY</td>
<td>617</td>
</tr>
<tr>
<td>JAMES MADISON UNIVERSITY</td>
<td>250</td>
</tr>
<tr>
<td>VIRGINIA POLYTECH &amp; STATE UNIV</td>
<td>211</td>
</tr>
<tr>
<td>UNIVERSITY OF DELAWARE</td>
<td>208</td>
</tr>
<tr>
<td>MARSHALL UNIVERSITY HUNTINGTON</td>
<td>186</td>
</tr>
<tr>
<td>UNIVERSITY OF ALABAMA</td>
<td>159</td>
</tr>
<tr>
<td>UNIVERSITY OF TENNESSEE</td>
<td>155</td>
</tr>
<tr>
<td>OHIO UNIVERSITY</td>
<td>153</td>
</tr>
<tr>
<td>THE OHIO STATE UNIVERSITY</td>
<td>136</td>
</tr>
<tr>
<td>UNIVERSITY OF KENTUCKY</td>
<td>126</td>
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<tr>
<td>COASTAL CAROLINA UNIVERSITY</td>
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<tr>
<td>UNIVERSITY OF CINCINNATI</td>
<td>113</td>
</tr>
<tr>
<td>UNIVERSITY OF MARYLAND - COLLEGE...</td>
<td>113</td>
</tr>
<tr>
<td>DUQUESNE UNIVERSITY</td>
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<tr>
<td>TEMPLE UNIVERSITY</td>
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<td>KENT STATE UNIVERSITY</td>
<td>102</td>
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<tr>
<td>UNIVERSITY OF SOUTH CAROLINA</td>
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<tr>
<td>FAIRMONT STATE UNIVERSITY-TRAD</td>
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<tr>
<td>EAST CAROLINA UNIVERSITY</td>
<td>86</td>
</tr>
<tr>
<td>INDIANA UNIVERSITY OF PENNSYLVANIA</td>
<td>86</td>
</tr>
</tbody>
</table>

Data unavailable for University of Pittsburgh
College-Going Rate of WV Public High School Graduates
Public High School Trends | Summer/Fall Postsecondary Enrollment

Statewide College-Going Rate Trends by Selected Characteristics

College-Going rates may be suppressed to protect student privacy.

In 2018, the method used to identify students as Low-SES changed, resulting in a more accurate depiction of the College-Going Rate among this population.
RECRUITMENT PLANNING
RECRUITMENT ACTIVITIES

/ 900+ school appointments and colleges fairs
/ 148 in-market informational sessions, panels, change of campus or counselor events
/ 20,000 logged communications; 50,000+ outbound calls
/ WVU Admissions vanity account receives between 400-600 emails per week.
/ WV Awards and College Decision Days
/ Multiple virtual options throughout the cycle for students, parents and counselors
NEW RECRUITMENT STRATEGIES

/ WVU Pledge Scholarship Program
/ Climb Higher Scholarship
/ Cultivate Student Engagement Campaign
/ Student Experience Modernization Project
/ Extended State Strategy
/ Long-Term Strategic Enrollment Management Plan
FACULTY ENGAGEMENT
PARTNER WITH COLLEGE RECRUITERS AND THE VISITORS CENTER TO ENGAGE WITH STUDENTS ON CAMPUS.

WVU is a destination school. Students want to have an immersive experience while here.
PROACTIVE OUTREACH THROUGH PHONE CALLS AND NOTE CARD CAMPAIGNS.
ENHANCE EXPERIENTIAL LEARNING OPPORTUNITIES AND SHOWCASE THOSE TO PROSPECTIVE STUDENTS.
RETENTION AND STUDENT SUCCESS OVERVIEW
The 2022 STAY student survey identified points of progress, areas of consistency, and new challenges for WVU compared to 2019 student survey responses.

**PROGRESS**
- Course scheduling no longer top challenge
- Areas of improved impact and participation related to the roadmap:
  - Tutoring
  - Advising
  - Coaching

**CONSISTENT**
- Affordability, academic programs and financial aid/scholarship as top choice factors
- Academic challenges are consistent, but changed in order
- Percentage of students who leave and return remains similar
- Academic advising remains core to academic programs
- Balancing school with other responsibilities remains top engagement challenge

**NEW**
- Impact of COVID is ongoing
- Increase in student contemplators
- Students felt less academically prepared to enter WVU
- Increase in financial challenges
- Student preference for hybrid services
AY 2021-2023 STUDENT SUCCESS: FIVE INITIATIVES

1. SCHEDULING
   / Course Optimization
   / Block Schedule
   / Efficiencies

2. ACADEMIC POLICY
   / Contracted Withdrawal
   / Math Placement
   / Completion Grants
   / Cost Transparency

3. ADVISING
   / Advising Director
   / Professional Advisors
   / Advising Practices and Training
   / Guided Pathways

4. DFW/COURSE COMPLETION
   / Foundational STEM
   Collaborative
   / DFW Data Dashboard
   / Tutoring Update

5. ACADEMIC TRANSITION AND STUDENT SUPPORT
   / REACH
   / Summer Bridge
   / Early Alert
   / Student Services
WHAT CAN I DO TO HELP?

The following recommendations align the student success efforts with student survey results:

1. Meet students where they are academically.
2. Understand how students communicate.
3. Be familiar with student support resources and integrate them into your classes.
4. Participate in your unit’s recruiting activities (family visits, Welcome Week, Discover and Decide WVU Days, etc.).
5. Feel comfortable answering student questions on non-academic topics.
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