

**JULY 10, 2023**

# **ENROLLMENT AT WVU: RECRUITMENT & RETENTION UPDATE**

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# WHAT WE WILL DISCUSS

- / Background on the current state of enrollment*
- / Recruitment update*
- / Retention update*
- / Engagement opportunities*

# NATIONAL LANDSCAPE

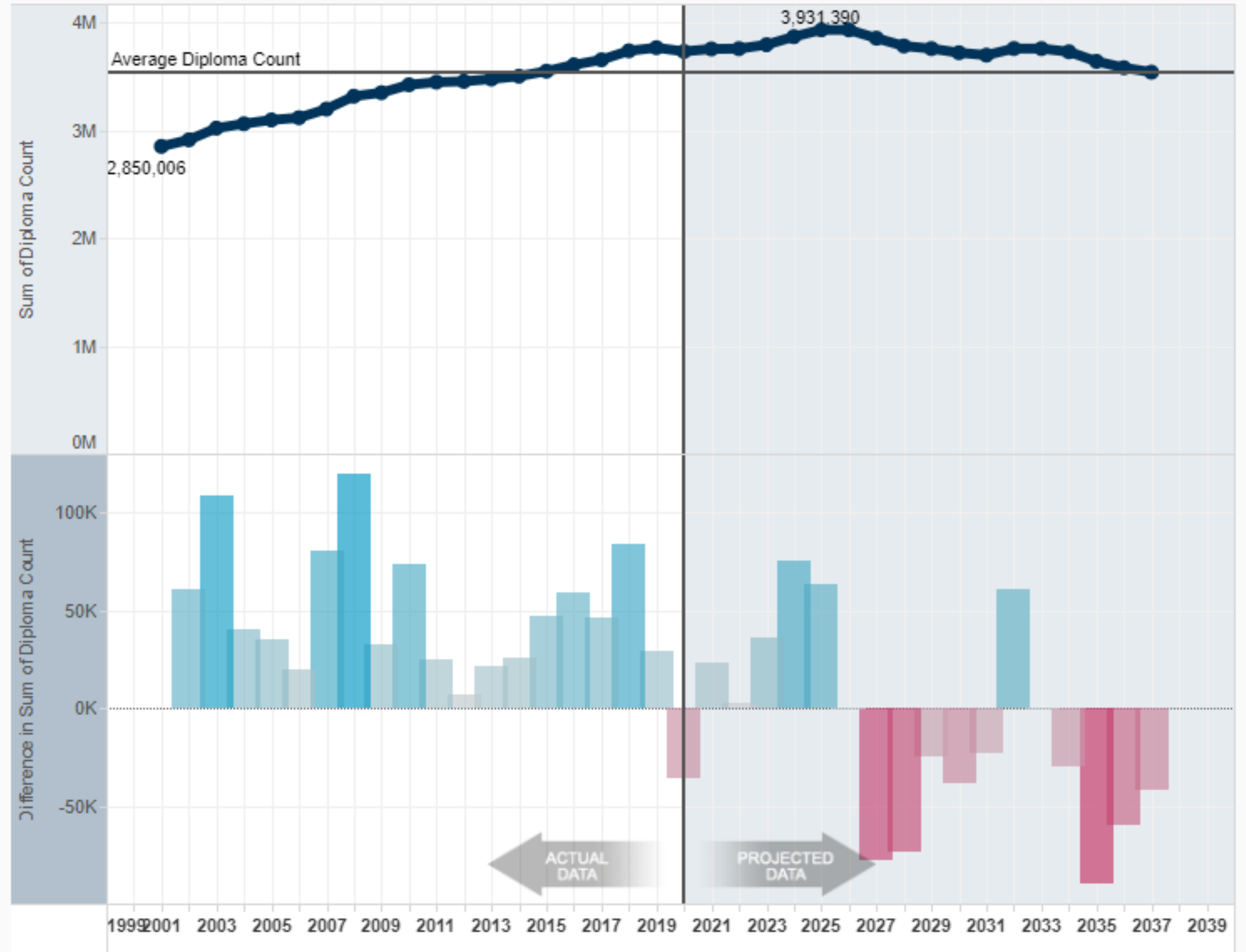
- / Students have applied to more schools than any other year.
- / Admissions are up at many large public schools due to the influx of applicants.
- / Visits have trended to admitted student programming nationally with a focus on individualized attention.
- / Affordability is the top consideration for 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



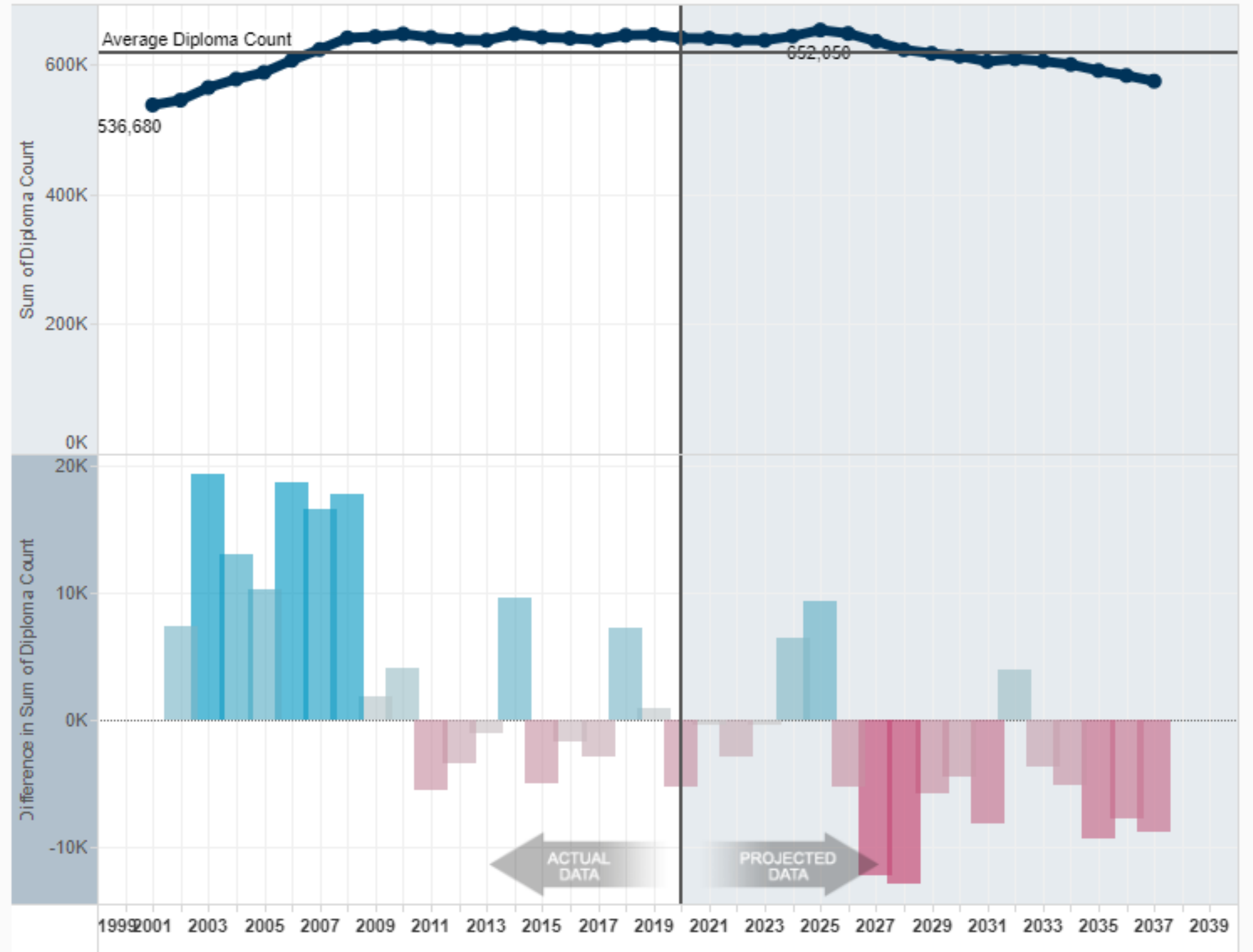
Bar Chart represents change in Diploma Count from Previous Year.

# REGIONAL TRENDS

## WICHE GRADUATIONS BY ACADEMIC YEAR



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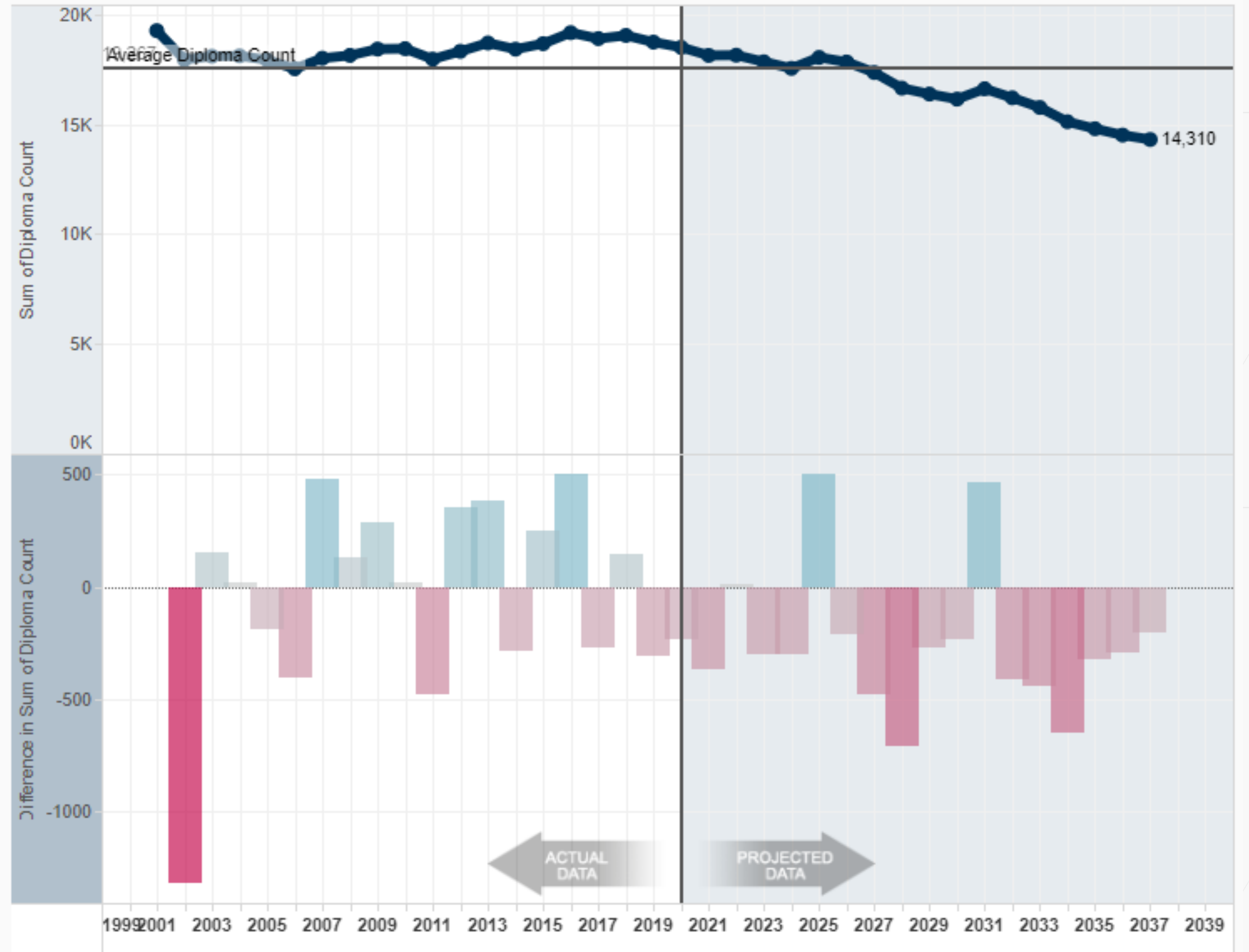
Bar Chart represents change in Diploma Count from Previous Year.

# WEST VIRGINIA TRENDS

## WICHE GRADUATIONS BY ACADEMIC YEAR



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Bar Chart represents change in Diploma Count from Previous Year.

# ADDITIONAL DEMOGRAPHIC CHALLENGES

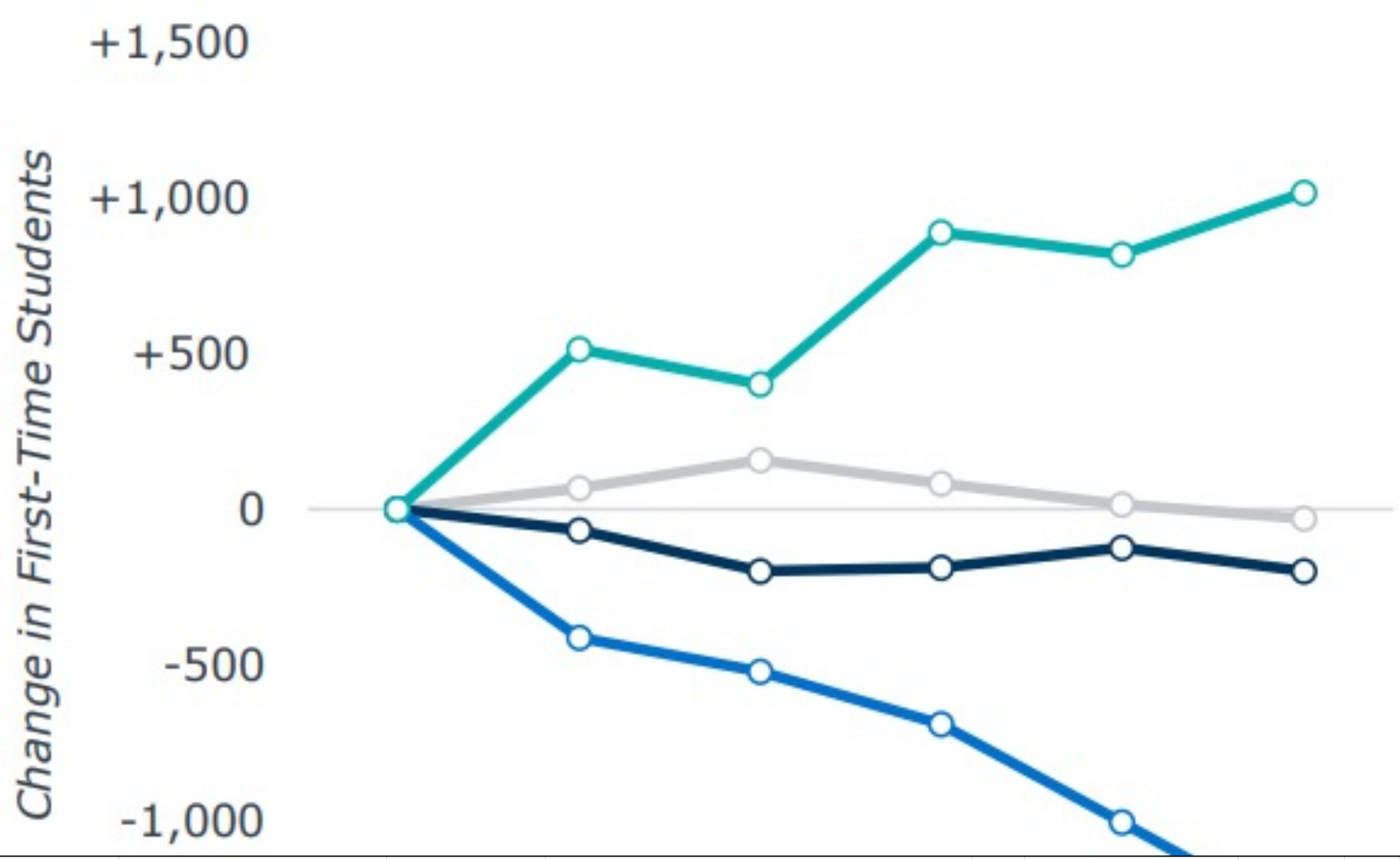
- / Rising number of non-consumers for higher education.
- / Low-income and first-generation college students are less likely to attend any form of post-secondary education.
- / West Virginia has the lowest college-going rate in the country with a small population.
- / Competitive set of schools has 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*



*Cumulative Impact of Each Force from 2010-2020*

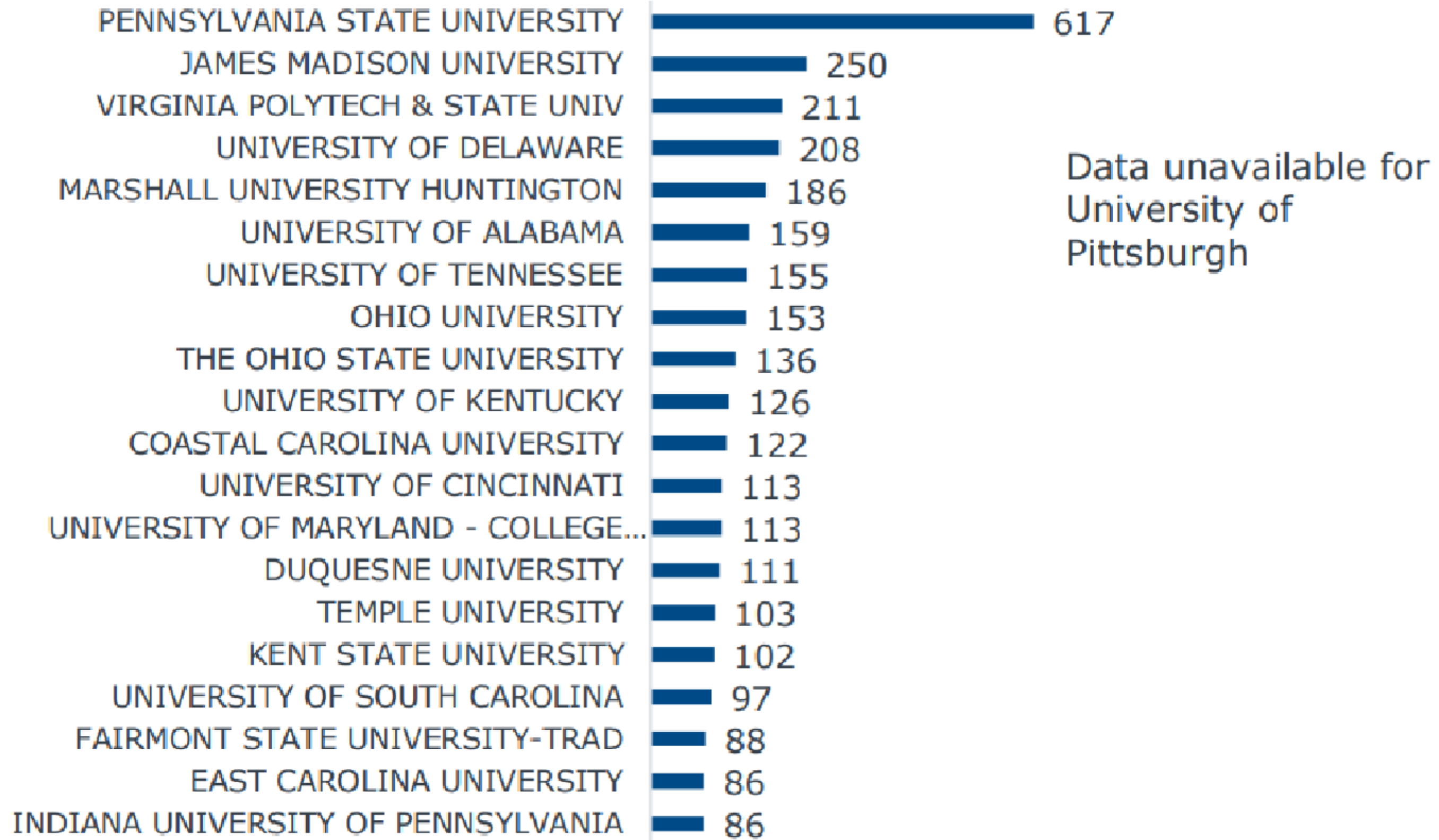
<b>Demographic Change</b>	<b>-198</b>	Students
<b>College-Going Rate</b>	<b>-1,332</b>	Students
<b>Market Share Change</b>	<b>+1,018</b>	Students
<i>International &amp; Unknown Origin</i>		



# WVU's Direct Competitors



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



# College-Going Rate of WV Public High School Graduates

Public High School Trends | Summer/Fall Postsecondary Enrollment

College-Going Timeframe

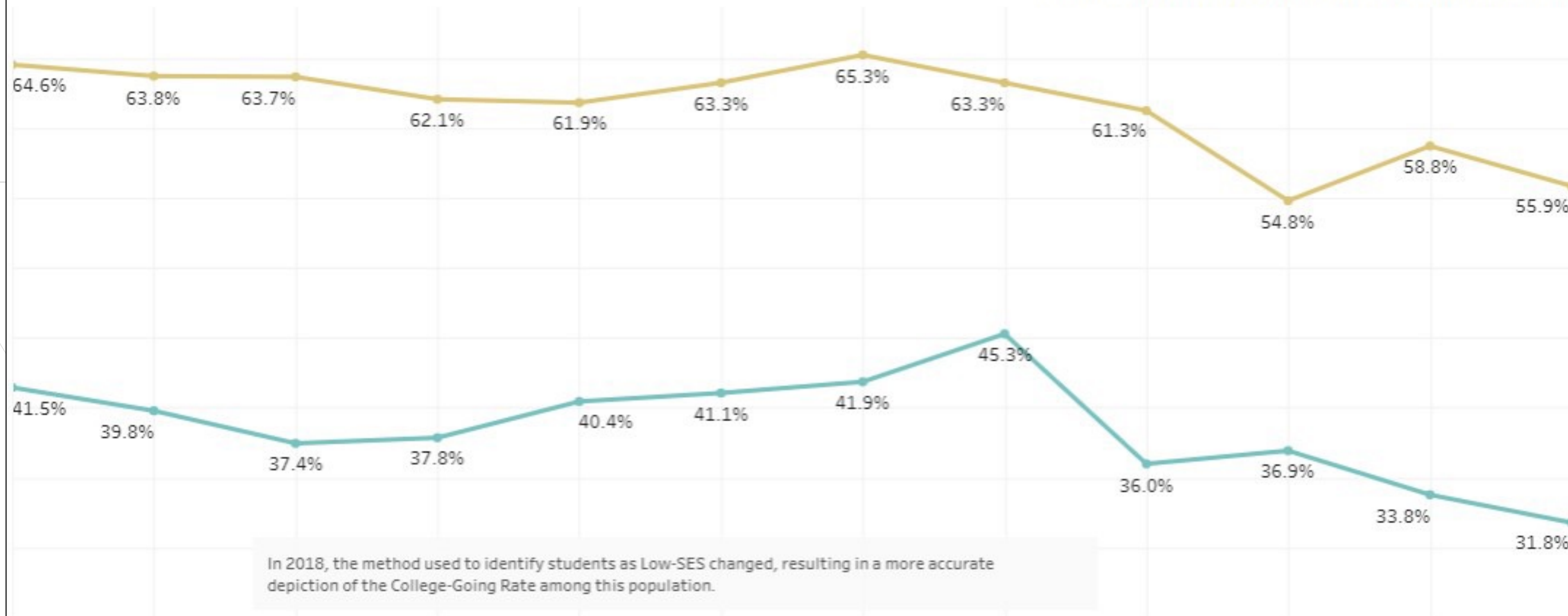
Summer/Fall

Selected Characteristics

Low-Socioeconomic Status

## 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**



A woman in a grey sweater is talking to two students in yellow shirts. One student is wearing a white face mask and clear gloves. They are outdoors, possibly at a campus event. The woman in the grey sweater is gesturing with her hands as she speaks. The student in the yellow shirt is holding a clear plastic bag. The student in the white mask is also holding the bag. They are all looking at the bag. The background is a bright, sunny outdoor setting with greenery and a blue sky.

**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**

# FALL 2022 STUDENT SURVEY DATA

*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



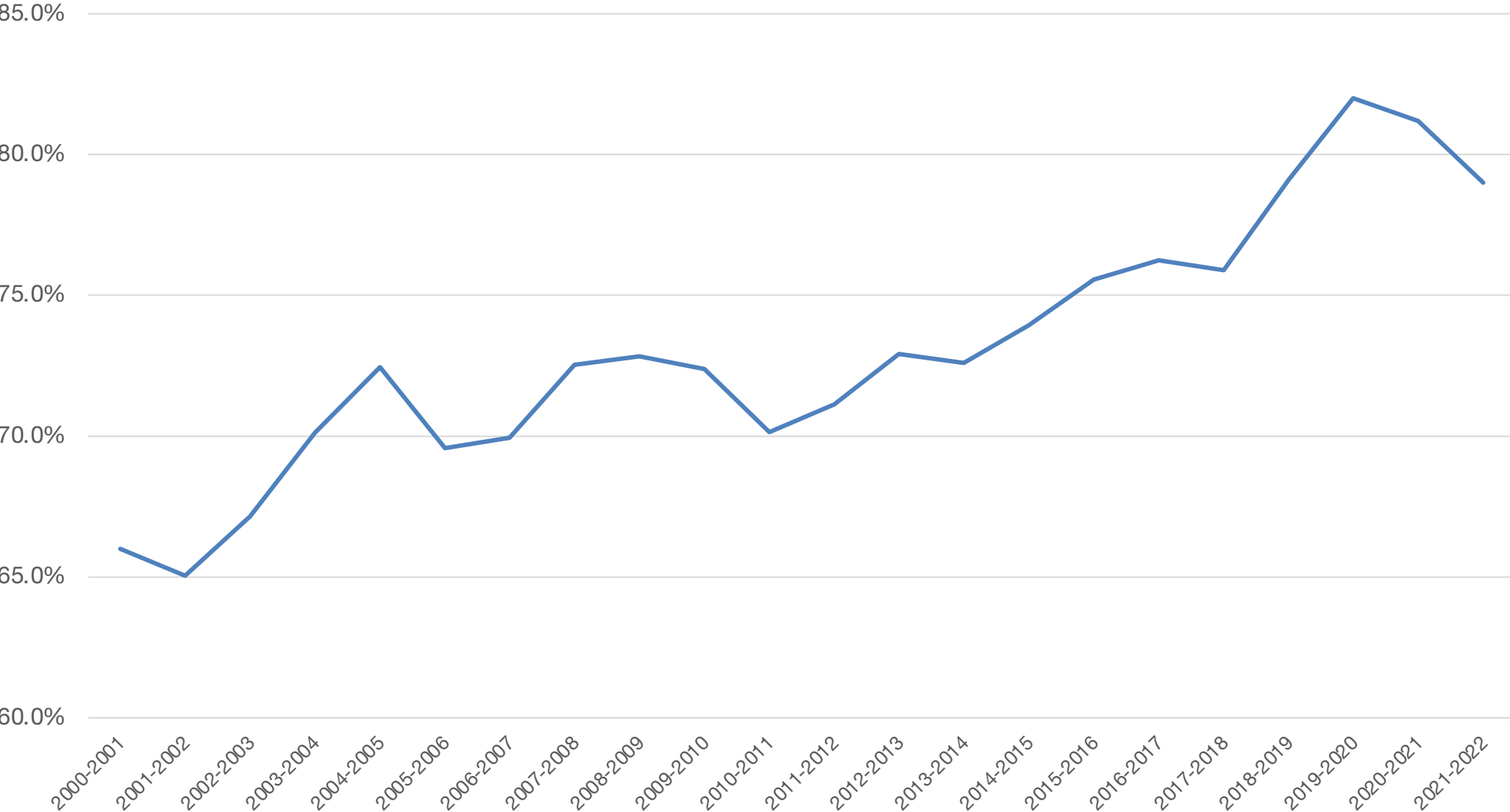
# WHAT CAN I DO TO HELP?

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

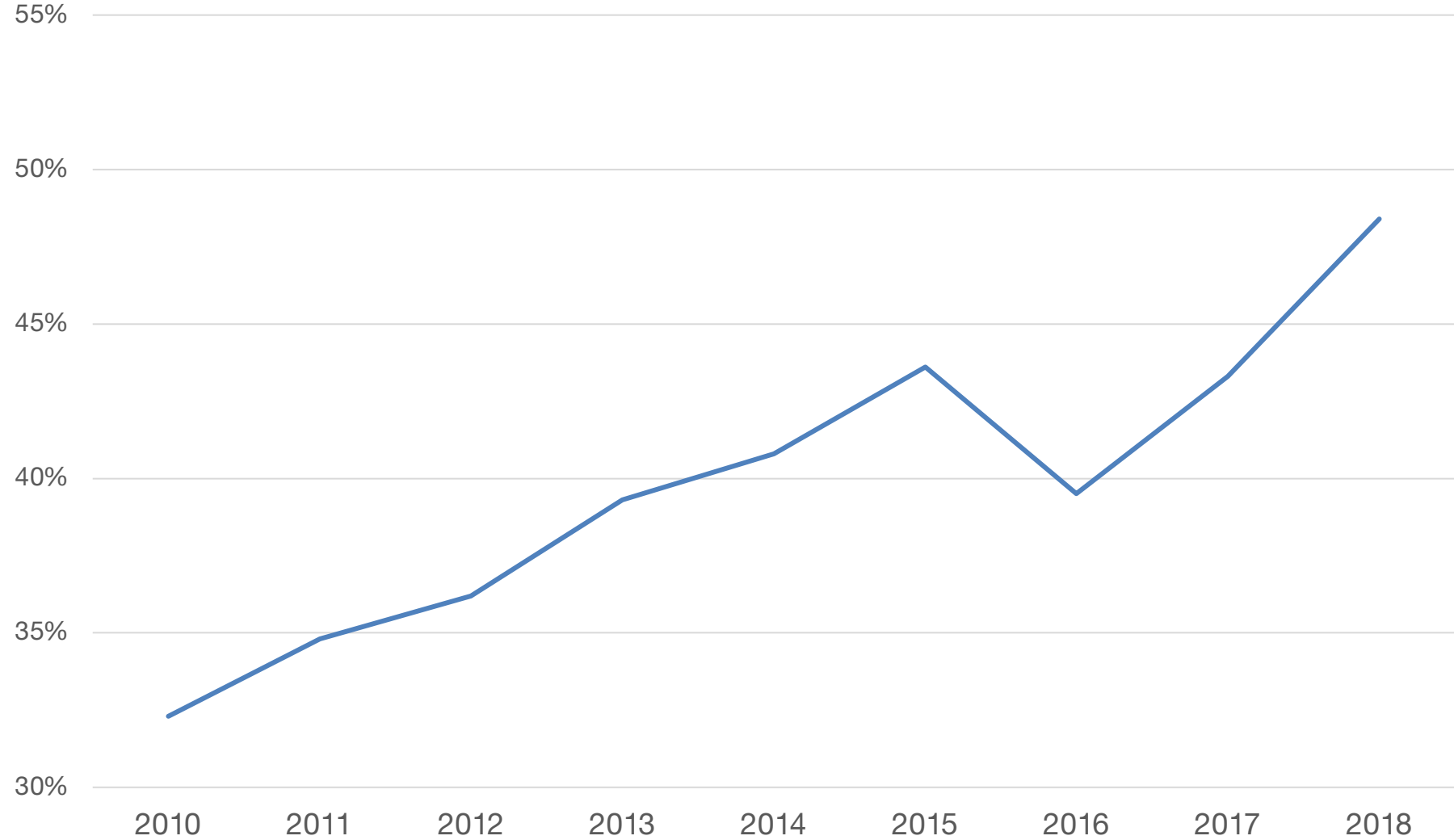
1. Meet students where they are academically.
2. Understand how students communicate.
3. Be familiar with student support resources and integrate them into your classes.
4. Participate in your unit's recruiting activities (family visits, Welcome Week, Discover and Decide WVU Days, etc.).
5. Feel comfortable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

# WVU HISTORICAL RETENTION AND GRADUATION RATES

## FALL-TO-FALL RETENTION RATES 2000-2021 FTF COHORTS



## 4-YEAR GRADUATION RATES 2010-2018 COHORTS



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