



2014-15 Annual Report



Division of

Enrollment Management
& Student Services

WASHINGTON STATE UNIVERSITY
TRI-CITIES



Who We Are and Services Provided

A Productive Year

On behalf of the Division of Enrollment Management and Student Affairs, I am pleased to present our annual report for the 2014-2015 academic year. We are proud of the depth and diversity of the programs and services that we offered and implemented this year and I am grateful for the incredibly talented and resourceful staff that make up the Division.

EMSS staff are deeply dedicated to providing an outstanding student experience for all of our current and prospective students, and this document illustrates our progress and identifies areas of future growth.

As I reflect on my first year as vice chancellor, I strongly believe that our campus' collective work has fostered a stronger student community that enhances the WSU Tri-Cities campus and the WSU system. From attracting a greater number of students to our campus to providing new services designed to enhance the on-campus experience, we have truly had an amazing – and busy! – year.

In many ways, our progress would not be possible without the contributions and partnerships of faculty and colleagues across campus and the system. Our institution has great things ahead of us and I look forward to working with the campus community to share our commitment to fostering a culture that recognizes that student success is the heart of all our work to grow WSU Tri-Cities.

You can sign up for regular updates about EMSS at tricity.wsu.edu/studentservices/blog. Feel free to connect with me at chris.meiers@tricity.wsu.edu or via Twitter @chrismeiers.

Be Well!

Chris Meiers, PhD
Vice Chancellor for Enrollment Management and Student Services

- Admissions
- Campus Registrar
- Career Development
- Counseling Services
- Disability Services
- Financial Aid and Scholarships
- International Services
- Recreation and Club Sports
- Student Conduct and Accountability
- Student Life
- Student Success Center
- Veterans Affairs

Strategic Plan

The Division of Enrollment Management and Student Services has formulated a three-year strategic map with an emphasis on enhancing student success, student learning and the overall quality of campus life for students. The strategic map is the product of many hours of intentional, thoughtful work and involvement by EMSS professionals, faculty, university staff and students. It provides a roadmap for our continued development as a Division and is the culmination of our collective commitment to fostering dynamic student engagement, research experiences, and community engagement.

The development of this strategic map coincides with the appointment of new leadership within EMSS, and is one that is imbedded in the Chancellor's 8 Design Principles for a 21st Century, with particular attention to:

Principle 1: Leverage the Location

Principle 2: Student Success

Principle 5: Cultural and Global Inclusion

Principle 8: Building the Brand

In pursuit of achieving the objectives of the strategic map, EMSS has identified six goals of prioritization for 2014. The majority of focus surrounding the goals in 2014 were to establish a culture of enrollment management and retention in addition to establishing key student services and improving the organizational infrastructure of the division.

The detailed strategic map is available online at tricities.wsu.edu/studentservices/strategic-plan.



Establishing a Culture of Enrollment Management and Retention

As a major focus for 2014, the division led multiple initiatives to continue to attract more prospective students to WSU Tri-Cities. Through the consultation with our Noel-Levitz partners, WSU Tri-Cities established its first strategic recruitment plan that has resulted in:

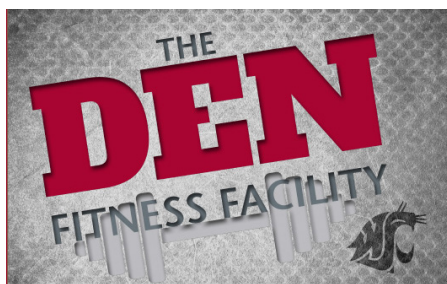
- A student search and marketing campaign that reached more 25,000 prospective students.
- A new staff position in the Office of Admissions dedicated to community college recruitment.
- A professional campus view book that showcases our faculty, students, and resources. Available online at tricities.wsu.edu/admission.
- A comprehensive strategic communication campaign to facilitate greater yield of students from the inquiry to enrollment stage that includes interactive campaigns.
- The restructuring of a recruiter position to focus on communication campaigns.
- Increased faculty engagement in the recruitment process through a campus visit program, special programs like the Crimson Academic Challenge, and personalized postcard communications with prospective students.
- The distribution of weekly admissions funnel reports that are distributed across campus on a weekly basis that demonstrate the value of assessment, accountability, and transparency.

Of equal value is our ability to retain more students towards degree completion and a campus-wide strategic retention team and plan has also been established with partners in academic affairs. The retention plan outlines four major strategies to improve the overall retention rate:

- Develop a more systematic, intentional, and seamless advising experience for all students.
- Provide a center to support student success that contains essential services for the promotion of student life and learning.
- Improve the new student experience during the initial and most impressionable stages of matriculation.
- Increase emphasis and capacity for obtaining and using retention data to inform decision making.

To facilitate a campus-culture of strategic enrollment management, the division has established an annual faculty recruiter of the year award.

Division of EMSS Highlights and Goals



Through partnership with ASWSUTC, a fitness facility was established on campus called **The Den** that provides students with an area to work out and attend physical education classes. The facility is open 12 hours a day, five days a week. It has created additional work study positions and promotes students to have a healthy lifestyle.

Through collaboration with ASWSUTC, the students have successfully voted a \$150 **student union fee** to facilitate the first building on the campus solely designed around the student experience.

The **Financial Aid and Scholarships office** awarded an unprecedented amount of \$100,000 in federal work study funds to students this academic year that added 22 student employment positions to the campus.



The **Cougar Cupboard** was launched with a start-up gift from the Richland Rotary. The service provides free non-perishable food items to needy students at WSU Tri-Cities.

The Division launched a **campus-wide lecture series** that focuses on the professional competencies of student affairs professionals that promotes growth in several different professional, personal, and wellness areas.

The **Career Development Office** launched Cougswork.com as the primary interface between students and employers. More than 1,500 current and former students have registered in the system.

The **Campus Registrar office** processed all transcript and verification requests within three business days providing timely service to current and future students.



The campus' **club sport program** was launched this year with men's and women's rugby and soccer. The men's rugby team has participated in intercollegiate matches across the Pacific Northwest and won their first home match in February. The team successful made it through the second round of playoffs in their inaugural year. Men's and Women's soccer have joined local leagues to compete in the community.

All students have the opportunity to earn a **Chancellor's Leadership Certificate**, designed to encourage you to get involved in leadership opportunities on campus and in the community. Students in the program connect out-of-class leadership experiences to their personal interests and career ambitions for meaningful leadership development.

Highlights continued...

In an effort to outreach to current students and enhance retention, the **Student Success Center** conducted a What's the Hold Up event to encourage students to clear their registration holds and enroll early for the fall semester.

We are dedicated to creating a dynamic student experience by providing an outlet for students to make connections with others who have a common interest. This year, we created **Living Learning Communities (LLC)**, as a way to bridge students' academic interests and goals with their living environment. The LLCs, beginning in Fall 2015, will provide students with a faculty liaison, resident assistant, and peer mentors while coordinating experiential learning opportunities.

The **Office of Admissions** invited all WSU Tri-Cities alumni to participate in new student referral program. Any WSU alumni can refer an undergraduate student to apply to campus, and if that student enrolls, the student will receive a \$300 tuition waiver.

The **Office of Admissions** partnered with **Financial Aid and Scholarships** to recognize nearly 150 high-achieving first-year students with academic achievement awards totaling \$273,639 in waivers. A new academic achievement award program was also implemented for transfer students and 77 students received \$142,026 in tuition waivers.

Counseling Services offered free student success workshops that were open to all students. Topics included goal setting, time management, note taking strategies, fostering a positive attitude, communication skills, and overcoming test and presentation anxiety.

The **Veterans Center** funded two student veterans to participate in the Student Veterans of America National Conference in San Antonio, TX where they learned about strategies to recruit and retain student veterans. The Center also funded two female veterans to attend the Women's Veterans Conference [check with Nancy for title] in Spokane.

Sampling of Future Goals

Establish an one-stop shop model for student services.

Implement a Campus Recreation and Wellness Program for all students.

Veterans Center and the Career Development Center collaboration to provide in-depth résumé workshop for student veterans to help them translate their military experience to professional skills.

Offer a two-credit course for Orientation Leaders and Student Ambassadors that focuses on leadership development.

Survey recent graduates to build a network of alumni mentors and identify increased internship opportunities for undergraduates in all academic disciplines.

Provide a more robust and inclusive New Student Orientation experience for incoming first-year and transfer students.

Revise the Bridges web site to clearly outline seamless transferability from all regional community colleges.

Welcome current students who have changed their campus to the Tri-Cities with a reception during the first week of classes.

Offer tax preparation workshops for current students.



Staff Accomplishments

Congratulations to Mariella Lora, enrollment counselor!

Mariella's volunteerism and work with underrepresented students was recognized with the WSU Martin Luther King, Jr. Distinguished Service Staff Award.



Roman Lara, Admissions Student Ambassador, National Association of Student Personnel Administrators (NASPA) Undergraduate Fellow Selected to participate in the NASPA Dungy Summer Leadership Institute | MLK Commitment to Diversity Award given by the African American Community Cultural & Educational Society (AACCES) & WSU Tri-Cities

Mariella Lora, Enrollment Counselor, earned her MA in Educational Leadership from WSU Tri-Cities

Chris Meiers, Vice Chancellor, National Association of Student Personnel Administrators (NASPA) James E Scott Academy Board Member | NASPA Region V Communications and Website Coordinator

Brittany Naas, Admissions Counselor, earned her MS from Portland State in Educational Leadership and Policy with a focus in postsecondary adult and continuing education

Kristy Phillips, Admissions Counselor, Gamma Phi Beta Regional Coordinator specializing in advising

Allison Rodgers, Student Life Supervisor, Coordinator-Elect for NACA Student Government West Institute | On-site Staff, 2014 NACA Student Government West Institute | Presentation: Identifying Advising Styles, 2014 NACA Student Government West Institute

Nancy Roe, Campus Registrar, Presentation: Stay Positive, 2014 Pacific Association of Collegiate Registrars and Admissions Office Conference

Jordyn Wright, Financial Aid and Student Services Coordinator, Washington Financial Aid Association Communications Chairperson

NEW STAFF

Danielle Kleist, Manager, Student Life
Brittany Naas, Admissions Counselor
Amanda Sperry, Admissions Counselor

EXISTING STAFF CHANGES

Eadie Balint, Career Development Program Specialist
Lino Gutierrez, Retention Specialist
Scott Koopman, Manager Career Development
Darlene Scrivner, Administrative Assistant to the Vice Chancellor
Jordyn Wright, Financial Aid and Student Services Coordinator

EMSS SERVICE AND ACCOMPLISHMENTS

Dallas Barnes, Career Development, 45 Years of Service to WSU

Christian Gonzalez, Student, National Association of Student Personnel Administrators (NASPA) Undergraduate Fellow

Danielle Kleist, Student Life Manager, National Association of Student Personnel Administrators (NASPA) National Co-chair for Student Leadership Programs Knowledge Community | NASPA Region V Membership Coordinator | Presentation: Cultivating and Sustaining Mentorships, 2015 NASPA Annual Conference | Presentation: Navigating NASPA: An Insider's Guide to the Profession, 2015 NASPA Annual Conference

GOOD NEWS FROM OUR STUDENTS

WSU Tri-Cities students feel that the campus has a good reputation in the community at a higher rate than other 4-year public institutions

WSU Tri-Cities students feel that they are able to experience intellectual growth at a higher rate than other 4-year public institutions

Students are made to feel welcome on this campus at a higher rate than other 4-year public institutions.

More students at WSU Tri-Cities students feel that it is an enjoyable experience than other 4-year public institutions

-2014 Noel Levitz Student Satisfaction Inventory



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tricitie.wsu.edu/studentservices