Office of Admissions
Bobby Gandu | Director

Undergraduate Admissions
- The mission of Admissions is to introduce and acclimate a diverse population of students to WSU and to the Shocker family through courteous, timely and personalized service
- Domestic undergraduates
- Core Functions:
  - Marketing
  - Recruiting
  - On/Off Campus Programs
  - Processing
  - Orientation

Admissions by the Numbers
- Fall 2012 Prospects
  - 1,342 Returning Adult (1)
  - 268 Stop Outs (1)
  - 13,037 Seniors (5)
  - 2,092 Transfers (2)
  - 1,584 Unknowns (0)
  TOTAL 18,323 Prospective Students!

*Number of staff members assigned to that group in a part-time or full-time capacity are in parenthesis

Admissions by the Numbers
- 220 events in fall 2011/spring 2012 (excluding campus visitors)
  - Saw approximately 5,800 students at these events
- Over 200,000 pieces of mail sent each year
- Over 100,000 emails sent via BRM
- Receive up to 1,300 incoming phone calls a week

Recruitment Overview
- College planning conferences
- High school visits
- Community college visits
- Community and job fairs
- Telephone calls
- Campus visits
- On and off campus programs
- Focus groups
- Facebook, twitter, text messaging

High Achieving Students
- Distinguished Scholarship Invitational
  - 60% of attendees enrolled at WSU with average ACT of 27 and GPA of 3.89
- Presidential Scholars Days
- National Merit Luncheon
- Dean’s Scholars
- Luncheon for Excellence in Academics and Diversity
- Outreach to Wichita East High School’s International Baccalaureate Program
Diversity Initiatives

• Monthly campus visits in Spanish
• Vietnamese and Spanish brochures
• Website translation in 58 languages
• TRIO/GEAR UP Scholars
• Multicultural Recruitment Coordinator
• AVID Days and AVID Scholarship
• Luncheon for Excellence in Academics and Diversity
• Group visits
• Multicultural Visit Programs

Transfers and Returning Adults

• Transfers
  – Community college visits
  – Community college transfer guides
  – Community college lunches and breakfast with advisers
• Returning Adults
  – Local Education Adult Resource Network (LEARN)
  – Unique mail flow
  – Career and community fairs
• Scholarships
• Orientation

Recruitment Messages

• Office of Admissions perspective
  • Urban serving research institution
  • Strength of our faculty
  • Quality, value and affordability
  • Cooperative Education and Work-Based Learning
  • Diversity
  • Small class sizes
  • Student success resources
  • Facilities, technology and residence halls
  • Student life
  • Benefits of being in Wichita
• University Relations perspective

Recruitment Mail Flow for Seniors

• 1st Contact: Viewbook
• 2nd Contact: College Brochure Pack
• 3rd Contact: Campus Visit Brochure
• Also available:
  – Middle School Brochure
  – Sophomore and Younger Brochure
  – Junior Brochure
  – Parent Brochures (English, Spanish, Vietnamese)

Recruitment Programs

• Personalized Campus Visits (www.wichita.edu/campusvisit)
• Group Visits (www.wichita.edu/groupvisit)
• Programs/Activities (www.wichita.edu/eventrsvp)
  – Senior Days
  – Junior Days
  – Spring Open House
  – Scholarship Information Nights
  – Discover Wichita State Roadshows
  – Access College Today
  – Parent Enrollment Workshop
  – Future Shock for Children of WSU Faculty and Staff
  – Middle School Days and Future Shocker Camp

Technology, Data and Admissions

• Data: predictive modeling, SPSS software
  – Predictive modeling
  – Matriculation
• Paperless admission files: Image Now
• Banner Relationship Management
• Twitter: @wheatweet
• Issuu: wichita.edu/publications
• iPads: videos
• ACT’s AIM Software
• Instant Messaging: shockertalk
Special Initiatives

- Dean’s Scholars (wichita.edu/deansscholars)
  - Averages for freshmen class: ACT 29, GPA 3.88
  - In 2011-12: Volunteered 3600 hours of community service in Wichita
  - In spring 2012, 20 students earned 4.0 WSU GPA
  - Graduates employed at: NetApp, Merrill Lynch, Spirit Aerosystems
  - Student Ambassador Society [SAS] (wichita.edu/sas)
  - Volunteers who provide student perspective in recruiting
  - Host annual leadership conference for high school juniors & seniors
  - Average GPA is 3.5
- TRIO/GEAR UP Scholars [TGUS]
- National Student Exchange [NSE] (wichita.edu/nse)
- Shocker Leadership Academy [SLA] (wichita.edu/sla)

Orientation

- The mission of Orientation is to excite new students about being a part of the Shocker community and aid in their academic and social transition to Wichita State.
- Oversight of orientation programs, orientation leaders and working with academic advisers for advising/enrollment

Reality of Recruiting and Admissions

- Every interaction with a prospective student matters – admissions or any department
- Admission requirements are determined by KBOR, in consultation with chief academic officers
- Competitive nature of recruiting in higher education
- Infinite Priorities - Limited Resources

Become an Active Admissions Partner

- Subscribe to Campus Recruiter Email Listserv
  - Email bobby.gandu@wichita.edu to be added
- Observe at DSI on Sat., Nov. 10
  - Visit wichita.edu/dsiobserver
- Refer students to our office
  - Submit information via wichita.edu/inforequest
- Contact Us
  - bobby.gandu@wichita.edu
  - 316.978.3123