


## 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



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## 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



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## 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



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## Recruitment Mail Flow for Seniors

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

<sup>10</sup>\*Numerous other brochures and mailings are sent



## Recruitment Programs

- Personalized Campus Visits ([www.wichita.edu/campusvisit](http://www.wichita.edu/campusvisit))
- Group Visits ([www.wichita.edu/groupvisit](http://www.wichita.edu/groupvisit))
- Programs/Activities ([www.wichita.edu/eventsvp](http://www.wichita.edu/eventsvp))
  - 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



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## Technology, Data and Admissions

- Data: predictive modeling, SPSS software
  - Predictive modeling
  - Matriculation
- Paperless admission files: Image Now
- Banner Relationship Management
- Twitter: @wheatweet
- Issue: [wichita.edu/publications](http://wichita.edu/publications)
- iPads: videos
- ACT's AIM Software
- Instant Messaging: shockertalk



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## Special Initiatives

- Dean's Scholars ([wichita.edu/deansscholars](http://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
  - 4-year graduation rates – Class One 61%, Class Two 72%
  - Graduates employed at: NetApp, Merrill Lynch, Spirit Aerosystems
- Student Ambassador Society [SAS] ([wichita.edu/sas](http://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](http://wichita.edu/nse))
- Shocker Leadership Academy [SLA] ([wichita.edu/sla](http://wichita.edu/sla))



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## 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



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## 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



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## Become an Active Admissions Partner

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