



OFFICE OF UNDERGRADUATE ADMISSIONS

# ANNUAL REPORT

2017-2018



WICHITA STATE  
UNIVERSITY





Dear Wichita State Colleagues,

It's been a busy year in the Office of Admissions and we hope you find this brief summary of our activities insightful. It's been a successful year as evidenced by the most important metric, the number of students who are choosing to enroll at Wichita State. As of the first week of fall 2018 classes, we're pleased to share that new domestic enrolled freshmen are up 11 percent, transfer students are up nearly 5% and we have more students living on campus than ever before. Of special note is that new underrepresented minority student enrollment has grown 10.7 percent. Shocker Nation is continuing to expand in big ways thanks to the dedicated work of many professionals throughout the university community.

Your assistance as an enthusiastic, knowledgeable and informed supporter extends the reach of the Office of Admissions, and we truly appreciate the work you do and assistance you provide in furthering our mission of growing the Shocker Family. We look forward to another year in collaborating together. As an admissions team, we're working hard to contribute toward the mission of our university becoming the student-centered, innovation-driven environment that defines the future for south-central Kansas and the Midwest region.

All the Best,

**Bobby Gandu**  
Director of Undergraduate Admissions

## Application Stats

- ❖ **14,114** Official ACT/SAT scores received
- ❖ Granted **\$54,200** in fee waivers to low-income students
- ❖ Reviewed **1,689** applications for special populations including, lifelong learners, Shocker Pathway students, concurrent enrollment students, and high school guests.

**14,770 APPLICATIONS**  
*for admission processed*

**31,738 PROSPECTS**  
*added to our CRM database*



# High School Recruitment

COMPLETED  
**5,882**  
OUTBOUND  
CALLS

ATTENDED  
**391**  
COLLEGE  
FAIRS

COMPLETED  
**621**  
HIGH SCHOOL  
VISITS

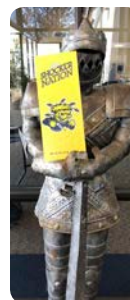
ANSWERED  
**900+**  
ELECTRONIC  
INQUIRIES

MAILED  
**3,048**  
HANDWRITTEN  
POSTCARDS

## LOCAL GROWTH

**14.8%** increase in fall 2018 enrolled students from Wichita-area high schools compared to fall 2017

With more than 2,000 local students in attendance, Futures Fair, held at Koch Arena, is one of the largest recruitment opportunities in Kansas.



FALL 2018  
INCOMING FRESHMEN  
(AS OF JULY 2018)

AVG ACT: **24**    AVG GPA: **3.5**

FIRST GENERATION:  
**40.8%**

OUT-OF-STATE:  
**21.0%**

LEGACY:  
**21.0%**

**46** INTERNATIONAL BACCALAUREATE

**9** NATIONAL MERIT SCHOLARS

**4** NATIONAL HISPANIC RECOGNITION SCHOLARS

\*More **East IB** students chose WSU than all other Kansas institutions combined!



## Travel Statistics

**325 cities**  
(that's 123 **more**  
than last year!)

**29,000+**  
Connections made  
on the road

**1,550+**  
Hours at  
Fairs & Visits

**102,000+**  
Miles Traveled  
(that's more than 4x  
around the earth!)

## Shocker Leadership Academy

Admissions hosted Shocker Leadership Academy (SLA) for select high school juniors, with **38** graduates completing monthly leadership activities through WSU.

# REGIONAL GROWTH

Admits along the I-35 corridor increased by **73.7%**

Enrolled students from Shocker City regions increased by **33.3%**, as of August 1. We have just completed our first full recruitment season with 4 Regional Representatives: based in Kansas City (KS), Kansas City (MO), Oklahoma City (OK), and Dallas (TX).



**SHOCKER City PARTNERSHIP**

**PAY IN-STATE AT WICHITA STATE**

**A SAVINGS OF MORE THAN \$8,950**

STUDENTS FROM THE FOLLOWING COUNTIES ARE ELIGIBLE FOR THE SHOCKER CITY PARTNERSHIP TUITION DISCOUNT.

MISSOURI	OKLAHOMA	TEXAS
<ul style="list-style-type: none"> <li>• Bates</li> <li>• Boone</li> <li>• Caldwell</li> <li>• Cass</li> <li>• Clay</li> <li>• Clinton</li> </ul>	<ul style="list-style-type: none"> <li>• Cleveland</li> <li>• Cleveland</li> <li>• Cleveland</li> <li>• Cleveland</li> <li>• Cleveland</li> <li>• Cleveland</li> </ul>	<ul style="list-style-type: none"> <li>• Collin</li> <li>• Dallas</li> <li>• Denton</li> <li>• Denton</li> <li>• Ellis</li> <li>• Parker</li> </ul>

**HOSTED  
24  
EVENTS IN  
REGIONAL AREAS**



Students in regional areas receive numerous marketing pieces with news of in-state tuition eligibility!



**ENROLLMENT  
GROWTH OF  
38%  
IN MSEP STATES**

Admissions increased outreach regarding the **Midwest Student Exchange** program to eligible students in select midwestern states. Efforts included attending national college fairs and creating a new video highlighting a current MSEP student attending WSU.

## Shocker Recruitment Network

The Shocker Recruitment Network (SRN) is a volunteer group of Shocker alumni who assist Admissions in recruitment efforts nation-wide. In the 2017-2018 recruitment season, SRN members represented WSU at fairs across Missouri, Oklahoma and Texas.

**SRN SPOTLIGHT:** WSU alumna, and current Texas resident, Amanda Premer is pictured with Chandra Cralle, Regional Representative, at a college fair in Houston, Texas.



## Special Scholarship Highlights

**Rudd Foundation Announces New Scholarship Program**  
Students named Rudd Scholars will receive awards amounting to a full-ride scholarship to attend one of three designated partner universities. The Class of 2018 yielded 20 Rudd Scholars from a competitive process with several hundred applications. Of that group, 12 students will attend Wichita State this fall.



Pictured above, is Peter Nájera, President of the Rudd Foundation.

New @RuddFoundation scholar, Michael Rivera, already hard at work in his scrubs as a CNA. Great job, Michael & can't wait to see how you will positively impact the @WichitaState campus & our community!  
@SMNIndians @theMSD @SMNCounseling @Office\_SMNorth ruddfoundation.org/news/



Three students from De Soto High School, Shawnee Mission West High School, and Johnson County Community College were awarded the Kansas City Area Alumni Scholarship, a new award created by fund-raising efforts from WSU foundation staff member, Ashley Cheung.

# Transfer, Military & Adult Learners



Admissions placed 20 ads in six different community college newspapers and class schedules. Each ad had a different message ranging from setting up a campus visit to transfer scholarship information and deadlines.



WSU IS THE  
**#1**  
 TRANSFER  
 DESTINATION  
 IN KANSAS  
 FOR THE  
**SEVENTH**  
 YEAR IN A ROW.

5 events for community college advisors were hosted



Wichita State has been selected this year to be on Phi Theta Kappa's (PTK) Transfer Honor Roll. The Honor Roll is designed to honor excellence and success in community college transfer pathway development and commitment and investment of resources to support community college transfers.

Justin Petersen, transfer specialist, joined in on recruitment efforts to assist students with the TRANSFER GATEWAY process.

- ➔ 271 unique portal accounts created
- ➔ 1/3 of Transfer Gateway users are OUT-OF-STATE STUDENTS



The Office of Admissions was active in events like Local Education Adult Resource Network Fairs, WSU Tech Open House, education fairs at Fort Riley and the Wichita Workforce Fair. A WSU Transfer Fair was held at Hutchinson Community College. Bi-weekly emails were also sent to adult students about a variety of WSU topics.



## Parent Information Workshop

In January, the Office of Admissions hosted a program specifically for the parents of future Shockers. Over **250 ATTENDEES** from Kansas and beyond. Parents were able to attend sessions on Financial Aid, Career Development, Student Success, Housing, Student Health, and Student Involvement.



# Recruitment Yield Initiatives

The Office of Admissions participated in new events and implemented initiatives to strengthen relationships with prospective admits. **SIGNING DAY** events and **HIGH SCHOOL AWARD CEREMONIES** were a great opportunity to celebrate with admits and reach other prospective students.



Other initiatives included Shocker Love postcards, the W-S-YOU yield event, as well as social media, phone and email campaigns.

**515 STUDENTS ATTENDED W-S-YOU DAY**

With record attendance, W-S-YOU provided admits the opportunity to connect with academic and involvement opportunities at Wichita State. This event matriculates more than **80%** of attendees.

**2 GRADUATION PARTY CRASHES** for incoming Wichita State students



**4,000+** hand-written postcards sent to admitted students during the Shocker Love campaign in February



Regional representatives hosted Fall Call programs across Missouri, Kansas, Oklahoma and Texas. These programs offered face-to-face service for students still undecided about WSU.



**Admissions assembled and delivered more than 1,000 customized pennants to admitted students at 14 area high schools.** Each pennant lists the student's first name and welcomes them to Shocker Nation. This project was created in hopes of reminding the local students how much we want them to come to Wichita State, and as a way for their classmates to see how many students from their school were admitted to WSU this year.



# Recruitment Events & Group Visits

HOSTED  
**85+**  
RECRUITMENT  
EVENTS

These events ranged from Scholarship Information Programs to Shocker Honors Scholar Receptions to our traditional large event days of Black & Yellow Day.

- Three largest events included:
  - Distinguished Scholarship Invitational, 1,260 visitors
  - W-S-YOU Admitted Student Program, 1,258 visitors
  - Shocker Honor Scholars Reception events, 787 visitors
- 33 transfer students attended Black & Yellow Days
- Discover Wichita State programs were held in eight different cities throughout Kansas, Missouri, and Oklahoma.



A record **620** students competed in the Distinguished Scholarship Invitational during two different Saturday sessions, with approximately 23% hailing from out-of-state. More than **60%** of have chosen to enroll at WSU!



19,121  
TOTAL  
VISITORS  
AT EVENTS

27%  
GROWTH IN EVENT  
ATTENDEES  
FROM 2016-17

775  
AVID  
STUDENTS  
CAME ON A  
GROUP  
VISIT

Shocker Honors Scholar Receptions, honoring the top 10 percent of high school juniors were hosted on the WSU main campus, as well as in Oklahoma City and Kansas City. Students received the custom pennant pictured below.



Future Shocker Banquet is a program hosted each spring for children of faculty & staff.

**45 STUDENTS & GUESTS** attended the spring 2018 event.

Over **5,100** prospective students came to campus on a group visit - almost **TWICE** the number of students who visited through a group visit in 2016-17! During a standard group visit, students will hear from admissions, go on a tour of campus & Shocker Hall, and have the opportunity to ask questions to a panel of Student Ambassadors. Additional appointments with the Office of Diversity & Inclusion, the Cohen Honors College, and more can be arranged by request.

OVER, 2,200 ELEMENTARY & MIDDLE SCHOOL STUDENTS  
OVER, 2,000 HIGH SCHOOL STUDENTS  
NEARLY 100 COMMUNITY COLLEGE TRANSFER STUDENTS  
80 STUDENTS FROM COMMUNITY GROUPS





# Campus Visits

Campus visits are offered every weekday and on select Saturdays each month.

**Individual Campus Visit Totals**  
 2,148 students  
 2,787 guests  
**4,935 total visitors**  
*3% increase from 2016-17*

- 1,276 appointments with academic advisors or faculty members
- Partnered with Financial Aid & Scholarships to **COMBINE PRESENTATIONS** for all visitors beginning in February 2018
- **POINT-OF-CONTACT MEETINGS** held bimonthly with the academic colleges



**Katie Richardson**  
 @marichardsonCMS  
 First college campus visit!! @WichitaState always gives the BEST tours!! Thank you from 6th grade @CMSPride @WPSAVID!! Heard many "I want to go here!" and "College is awesome!" quotes all day. ❤️  
 @AVID4College #WSProud



In September 2017, the Admissions Office began giving tours of the **INNOVATION CAMPUS**. This tour evolves as the Innovation Campus expands but included the Law Enforcement Training Center, Airbus, the EEB, the Food Truck Plaza, and The Flats this past year.

**775** TOTAL PEOPLE HAVE TOURED INNOVATION CAMPUS

Admissions has offered campus visitors a shuttle service since 2013 - a premier service not offered on many other campuses!



# Shocker Navigators

**5,520,000**  
 TOTAL  
 STEPS

**1,200**  
 TOURS

**1,603**  
 HOURS

Navigators are a group of approximately **25 WICHITA STATE STUDENTS** who guide prospective students and their families on their campus tours.



The Navigators are constantly being trained on the latest happenings around campus. Trainings this year included:

TOURS OF SHOCKER STUDIOS & THE OUTDOOR SCULPTURE COLLECTION  
 MULTIPLE INNOVATION CAMPUS UPDATES FROM TRACEE FRIESS  
 OVERVIEWS OF FINANCIAL AID, THE LIBRARY, AND ADMISSIONS

# Digital & Social Media



FB Live was utilized at events to give away **SHOCKER PRIZE PACKAGES** and to announce **SCHOLARSHIP WINNERS!**

5th annual Admissions holiday video had **17,203 VIEWS!**



**79,303 TOTAL VIEWS**



Four videos in the **SHOCKER STREET SPEAK** series were made this year:



### 4 SURPRISE VIDEOS

The Admissions team had fun surprising students with good news all year!

First Admitted Student  
Shocker Nation Pennants  
Two graduation party crashes



- Move-In Day
- Freshman check-in
- Inside SAS
- Top Ten Traditions

**20** videos were produced and posted to the **Future Shocker YouTube** account. Facebook Live and short clips were posted to social media sites. Highlights included:

- ➔ 5,215 personalized admit videos sent with 9,372 total views
- ➔ 8 Facebook Live broadcasts with 6,896 total views
- ➔ 10 web clips posted to Instagram and/or Facebook with 10,260 total views



@wheatweet  
4,171 followers

Wichita State Admissions  
2,256 page likes

wichitastateadmissions  
910 followers

Social media was used at events to help students feel connected to campus, and in some cases, was used as a contest to win prize packages or men's basketball tickets. A few of our favorite Tweets from this past year are included below.

bria gutschmitter @BriaGutsch · Oct 13  
If only it were real 🤔 #ShockerVisit



➔ Black & Yellow Day social media contest

➔ Feedback from a parent at W-S-YOU

Yam Says @YammySaid

#shockervisit Had a great time with my daughter and friend at W-You this weekend. I feel good as a mother knowing she will attend WSU!! @madsmay017 🤔



kennedy camp @kennedycamp

goodbye andale, hello wichita state 🍷



➔ Excited high school graduates

# Community Engagement & Diversity Outreach



**Admitted Student Diversity Stats**  
38.8% race/ethnic minorities  
28.0% underrepresented minorities



**Enrolled Student Diversity Stats**  
32.9% race/ethnic minorities  
21.8% underrepresented minorities

## Diversity Leadership Symposium

Through the symposium, WSU hosted **117** students from diverse backgrounds for an opportunity to learn more about leadership opportunities at Wichita State.



## Diversity Interns & Shocker Sessions

This year, the Diversity Interns, a key team in the recruitment of underrepresented populations, hosted a total of 27 "Shocker Sessions" across the USD 259 school district. During these sessions, the high school students discussed the various aspects of college search and preparation. Diversity Interns also represented WSU at various school and community events throughout the year.



Other events coordinated, in part, by the Diversity Interns include AVID Day and the Luncheon for Excellence in Academics and Diversity, which saw a **69%** increase in attendance!



## Rival Game Day Promotional Events



Members of the Admissions staff, as well as some of our diversity interns, attended rival-high school basketball games across the city to promote Wichita State. For each school we distributed custom beanie hats to students in attendance. Admissions staff were also present to answer any questions students or parents had about joining Shocker Nation.



# Outbound Communication

Thousands of publications, including posters, college fact sheets, brochures, event invitations, and more, are sent throughout the year to prospective students, their parents, and to high school counselors.



Postcards - both printed and hand-written - were sent to students encouraging them to attend events, thanking them for stopping by our college fair table, or following up after a campus visit.

22,292  
NEW RECORDS  
CREATED &  
MAINTAINED

650+  
GIVE-AWAY &  
INFORMATION  
REQUESTS

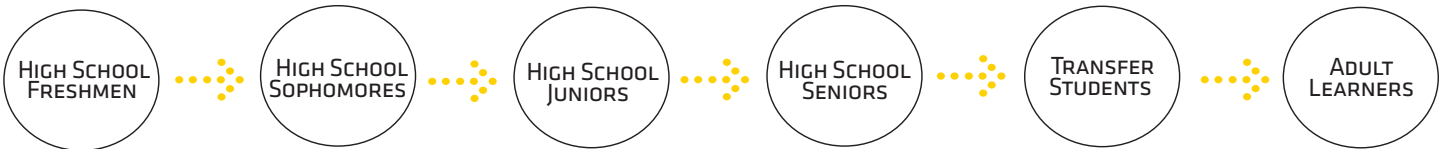
225  
WSU PENNANTS  
SENT TO 35  
STATES

362,000+  
OUTBOUND  
MAIL PIECES

More than 1.5 MILLION EMAILS SENT to prospective students & their families

Bulk email open rate was 41.1% with the national average open rate being 20%

Emails sent regarding EVENTS and any messages sent to PARENTS were the most likely to be opened.



## CRM Recruit Upgrade

The customer relationship management (CRM) system Ellucian Recruit is the main system that the undergraduate admission's team utilizes to TRACK, COMMUNICATE, AND BUILD RELATIONSHIPS WITH OUR PROSPECTIVE STUDENTS.

Main benefits of the upgraded platform include:

- Modern database that works faster
- Improved navigation
- Enhanced abilities to communicate
- Streamlined data entry process



Several admissions team members who spent hours working on the CRM Recruit upgrade

# Student Ambassador Society



**All seven WSU academic colleges were represented**

**56% of members took Honors College courses**

**30% of members were first generation students**



## Stepping into College Presentations

Members of SAS used their fall break to give a "Stepping into College" presentation to students at their former high schools. The presentation gave high school students tips on how to prepare for college, and the SAS members were able to share their experiences at Wichita State. Through these presentations, 19 schools and over 1,625 students were reached!



For the 3rd year in a row, members of SAS and Navigators represented WSU at the Student Development Institute through CIVSA. Our students spent three days with ambassadors from other universities across the country learning about best practices for student groups.

While at the conference, our students:

- Led a session on the Stepping into College presentations
- Toured Ohio State University, Otterbein University & Capital University
- Attended sessions on ambassador trainings, connecting with prospective students, and more

# Student Outreach Team

**43,351**

**PHONE CALLS TO PROSPECTIVE STUDENTS**

**10**

**CALLERS**

**2,356**

**POSTCARDS SENT TO PROSPECTIVE STUDENTS**

**3,175**

**HOURS SPENT MAKING CALLS**



The Student Outreach Team, comprised of current Wichita State students, works to build relationships with prospective students and their families. These students make calls to share valuable information related to **UPCOMING EVENTS, APPLICATION STATUS, VISIT REMINDERS AND IMPORTANT DEADLINES** - as well as share their personal Shocker experiences with students so they can envision what life as a Shocker is like.

# Campus Recruiter Network

The Campus Recruiter Network meets periodically to share information and brainstorm ideas to better recruit future Shockers. This year, the Campus Recruiter Network met **8 times** this year, covering a range of topics from admissions best practices, departmental updates, publication design and fair table set-up.

Any person who typically meets with prospective students and their families when they visit or makes decisions regarding the recruitment practices of any college, department or office on campus is invited to join.



## Co-hosted events include

- Major Exploration with Career Development Center
- Innovation in Action with Cohen Honors College
- Diversity Leadership Symposium with Office of Diversity and Inclusion

## Emails sent on behalf of other departments

The Office of Admissions sent 28 email blasts on behalf of other Academic and Student departments including but not limited to:

- Financial Aid
- Housing
- Honors
- Engineering
- Nursing
- Education
- Art, Design & Creative Industries
- Performing Arts
- Office of Diversity and Inclusion
- Med Lab Sciences
- Political Science
- School of Music

# Recruitment Faculty Fellows

The Office of Admissions works with Faculty Fellows from each academic college. The Fellows provide faculty perspective in the recruitment process. This perspective is valuable to the recruitment process as it introduces prospective students to faculty and lays the groundwork for what students can expect from the classroom experience here at Wichita State.

## Fellows assisted with recruitment in many ways:

- Writing emails and letters to prospective students and parents
- Hosting sessions and speaking at recruitment events
- Serving on the Gore Scholarship selection committee
- Meeting with campus visitors
- Welcomed admissions staff to their classrooms where current students wrote post cards to prospective students
- Visited high schools to promote Wichita State and their respective departments



## Faculty Fellows for 2017-2018:

Kara McCluskey, College of Engineering  
Dotty Harpool, W. Frank Barton School of Business  
Jolynn Dowling, College of Health Professions  
Bobby Berry, College of Applied Studies  
Tim Shade, College of Fine Arts

Fran Connor, Fairmount College of Liberal Arts and Sciences  
Eric Wilson, Fairmount College of Liberal Arts and Sciences  
Amy DeVault, Fairmount College of Liberal Arts and Sciences  
Chris Wyant, College of Engineering

# Admissions "PROUD" Award Winners

To go along with Human Resources newly launched PROUD service standards, the Admissions team voted on and awarded staff members for each area within the PROUD acronym. We also added a category for Shocker Spirit! The recipients of the first Admissions Staff Service Awards, as voted on by their colleagues, included:

- Professional - Jamie Bredbenner, Campus Visit Manager
- Responsive - Tyler Gegen, Public Relations & Outreach Manager
- Open - Chad Steinkamp, Assistant Director
- Understanding - Neal Hoelting, Community College Coordinator
- Dependable - Arika Locke, Adm. Officer & Operations Specialist
- Shocker Spirit - Dana Bolar, Admissions Representative (KCK)



In an effort to celebrate others on campus who lift up our recruitment efforts, the Office of Admissions voted on special awards to recognize outstanding achievements from campus colleagues. Numerous departments were nominated for the award but the Office of Financial Aid was selected as the departmental recipient given their daily engagement in the campus visit program, attending nearly all recruitment events throughout the year and managing the key awarding process for new student scholarships. Kayla Jasso from the College of Applied Studies and Werner Golling from Administration and Finance were selected for individual recognition awards given each of their respective investments in admissions efforts. Kayla has helped to lead her college's charge for ongoing involvement with recruitment activities while Werner facilitated new transportation and mobile marketing solutions for the admissions team. Each award recipient was given a special plaque to thank them for their contributions to recruitment initiatives.



→ The Admissions staff hold various leadership appointments to support growth and relationship-development with campus, local and regional partners. Some commitments include:

- Ad Astra Conference Committee
- Alpha Phi Advisor
- Collegiate Information and Visitor Services Association Region II Leadership Team
- Chamber of Commerce's Leadership Wichita
- Court Appointed Special Advocates
- DFW Admissions Regional Network College Search Series Committee
- Futures Fair Committee
- Great Plains Association for College Admission Counseling
  - Government Relations Committee
  - Inclusion, Access and Success Committee
  - Technology Committee
- Kansas Association of Collegiate Registrars and Admissions Officers
  - College Planning Circuit Committee
  - Scholarships Committee
  - Apply Kansas Committee
- Kansas ACT State Council
- Oklahoma College Day/Night Coord. Committee
- Phi Delta Theta Advisor
- President's Diversity Council
- Sedgwick County District III Citizens Advisory Board
- Shocker Athletics Scholarship Organization
- Tallgrass Film Festival
- YMCA



# Front Desk & Reception Area

The lobby of the Marcus Welcome Center is often the "front door" to Wichita State for prospective students. Each year we have a high volume of walk-in visitors, emails and phone calls. We're asked questions ranging from giving directions to another building on campus to helping a student pay their application fee. The numbers highlighted reflect emails and walk-in visitors to the front desk for the 2017-2018 year.



**14,807**

INCOMING EMAILS  
TO [ADMISSIONS@  
WICHITA.EDU](mailto:admissions@wichita.edu)

**5,239**

WALK-IN  
VISITORS

**11,000+**

INCOMING  
PHONE CALLS



## **CONTACT US** *Office of Undergraduate Admissions*

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FACEBOOK | [Wichita State Admissions](https://www.facebook.com/WichitaStateAdmissions)  
TWITTER | [@wheatweet](https://twitter.com/wheatweet) AND [@shockerexp](https://twitter.com/shockerexp)  
YOUTUBE | [Future Shocker](https://www.youtube.com/channel/UCqVt8p8p8p8p8p8p8p8p8p8)  
ISSUE | [wichita.edu/publications](http://wichita.edu/publications)  
INSTAGRAM | [wichitastateadmissions](https://www.instagram.com/wichitastateadmissions) AND [shockerexp](https://www.instagram.com/shockerexp)