

## 2024 Points of Pride:

### 3-year Goals

- 1) Enhance campus visit scheduling system
    - a. Calendaring system
    - b. Website update
  - 2) Plan and implement a College Day within every College
    - a. COHBS - 3<sup>rd</sup> year
    - b. COE - Future Educator's Day - 5<sup>th</sup> year
    - c. COAHSS - Fall 24 first year - Social Science Academy
    - d. WCOSTM - initial talks
      - i. Applied Technology Day - 5<sup>th</sup> year
      - ii. Physics Day - 1<sup>st</sup> year
    - e. RCOBE - planning stages
- ❖ Campus visit experience -
- ON-CAMPUS - We completed our third year in the Welcome Center, located in the Fischli-Wills Center for Student Success. We continue to host one of the best campus visit experiences in the KBOR system.
    - Hubspot - We continue to use HubSpot for our forms. We have enhanced our forms for more consistency with the system.
    - We continue to struggle with a calendar that is customer-friendly and can be integrated with HubSpot. A financial commitment has to be made soon. We are upsetting future students and families with scheduling.
  - Campus visit numbers -
    - To date we have had 1292 unique campus visits. This number reflects through April 2024.
    - October, once again, was our largest month of campus visitors since 18-19 recruitment year. 255 visits vs 234 last year.
    - We have also experienced one of our largest number of high school groups visiting.
      - From 8-22-23 to 3-27-24 - we have had 418 students visit within a group. That is 27 groups.
      - We offer group visits on most Tuesdays, Wednesdays, and Thursdays.
    - Total campus visitors, not counting groups, as of first of May 1-1,736
    - Total student group visits from high schools - 578

- ❖ Campus visit experience survey –
  - With the opening of our Welcome Center, we also implemented the first digital campus visit survey.
    - As a result of completing this survey we continue to award students a chance to win a \$1000 scholarship. This monthly give away has awarded \$29,000 in scholarship dollars to future students.
  - We have had tremendous success with students completing the survey and have had very positive remarks regarding their campus visit experiences.
    - 2022 October – May, 451 completed surveys.
    - 2023 June – March 1, 500 completed surveys.
    - 2024 July – June 1 – 676 completed surveys.
- ❖ HubSpot CRM.
  - We are in our 3<sup>rd</sup> year of using this CRM.
  - Adding a digital recruiter has helped us manage our system more efficiently and effectively.
    - Better training
    - Better balance of strategic marketing
    - Better data going in and out
    - Better at managing communication flows, forms and proper contact owners.
  - We continue to work on better dashboards for us to track the student journey.
  - We continue to use the Workday system for applicant information, and lead generation.
- ❖ Regional territories –
  - We continue into our 3<sup>rd</sup> year of our regional recruitment territories. We had a late start in our southern territory with a late hire after a struggling applicant pool. These counselors are responsible for the successful marketing and recruitment in their regional territories.
    - Counselors live in Denver, Colorado; Kansas City, Kansas; and McAllen, TX.
    - Numbers below result from spring updates with counselors as of April 1, 2024
      - Western Region – increase of 6 applicants
        - Colorado – up 5
        - Arizona – up 2
        - New Mexico – down 2
        - Utah – same as last year
        - Wyoming – up 1
      - Eastern Region – increase of 25 applicants
        - Nebraska up 16
        - Missouri – up 6

- Iowa - up 3
  - Illinois - same as last year
  - Southern Region - decrease of 4 applicants
    - Oklahoma up 1
    - Texas same as last year
    - Arkansas down 5
  - We were able to attend roughly 50 more college fairs than in past years.
- ❖ Tiger Days - (attach agenda, survey results and participants)
  - We successfully planned and hosted two Tiger Days this year. October 14th, 2023, and April 14th 15, 2024. We focused on JR/SRs in the fall and SO/JRs in the spring.
    - Fall Tiger Day 2021 - 189 students.
    - Fall Tiger Day 2022 - 240 students.
    - Fall Tiger Day 2023 - 217 students.
    - Spring Tiger Day 2022 - 157 students.
    - Spring Tiger Day 2023 - 174 students.
    - Spring Tiger Day 2024 - 272 students.
      - With 210 guests, this was our largest spring Tiger Day on record. We fed over 600 people counting faculty and staff participants.
  - We continue to collaborate with academic departments, student affairs, student engagement and the memorial union staff in order for successful events.
    - Fall 23 Tiger Day - 217 attendees, we had 148 students complete the Tiger Day survey or 68.2%
      - 95 of 148 rated, more likely to apply as a result of Tiger Day
      - 52 of 148 have already applied.
    - Spring Tiger Day 2024 - 272 attendees, we had 208 students complete the Tiger Day survey or 76.4%
      - 194 or 208 rated, more likely to apply as a result of Tiger Day
      - 7 of 208 have already applied.
- ❖ College Days - in collaboration with College Departments
  - With the assistance of our Provost, Deans and Department Chairs we successfully implemented College recruitment Days.
  - We hosted two College Days for the College of Health and Behavioral Sciences, November 3, 2023, and upcoming March 29, 2024
    - November 3 - 92 students attended plus their guests.
      - Up 27 students from Fall 2022
    - March 29 - 54 students attended plus their guests
      - 86 were registered
  - Future Educators Day - we collaborated with Teacher Education on their College Day this fall.

- October 27, 2022 - 109 students attended.
    - October 16, 2023 - 105 students attended.
  - Applied Technology Day - we collaborated with Applied Technology on their College Day this fall.
    - November 15, 2022 - 116 students, parents, instructors attended.
    - November 2023 - 119 students, parents, instructors attended.
  - Informatics Day
    - We hosted an event with Informatics in the Robbins College of Business and Entrepreneurship.
    - 120 students attended
- ❖ JAG-K Day
  - We hosted a state competition program in the student union for JAG-K.
    - 250 students attended
- ❖ Student Recognition Programs -
  - Implemented 12 Student Recognition Programs across Kansas, Colorado and Nebraska.
  - 2022 - 452 students attended
  - 2023 - 484 students attended.
  - 2024 - 541 students attended
    - This is the first year we offered one \$5,000 scholarship along with a \$700 book scholarship, \$1000 scholarship, and a laptop computer.
- ❖ College Fairs -
  - Admissions counselors attended college Fairs.
    - 196 - high school fairs
    - 11 - transfer fairs
    - 51 - KS.
    - 52 - CO
    - 46 - NE
    - 25 - NM
    - 9 - MO
    - 24 - OK
- ❖ Continued participation with the Hispanic Development Fund out of Kansas City and the Shawnee School District Scholarship Opportunity program. This year we attended the celebration and recognition.
- ❖ Counselor only luncheons -
  - We hosted our annual Wichita Counselor Luncheon - January 22, 2024
    - Wichita - 17 counselors
- ❖ Ruffalo Noel-Levitz Partnership and Scholarship Program
  - We have continued to work our achievement awards into the beginning of the recruitment process. Offering our counselors more opportunities to award those students that may not commit early in the process.
  - We have also added scholarship incentives at our College and Tiger Days. Giving away at least 1 - 5 scholarships at each day.

- We continue to work with RNL on our scholarship program.
- ❖ Digital Social Media Plan
  - We continue to work with FHSU Marketing with regard to social media marketing.
  - We continue to develop new marketing initiatives regarding social media.
  - We also continue to spend money within our budget to boost our event sign-ups.
- ❖ ACT/NRCCUA-
  - This past year we renewed our contract, scaling back on the number of lead purchases. From 55 K to 35 K.
    - We found that we did not have the funds to properly engage that many leads in our funnel, the way we wanted to.
    - We work with FHSU Marketing on print and digital communication plans for leads.
  - We work with our lead consultant at least two times a year to clean up our name buys and obtain guidance on the process.
- ❖ Road Trips -
  - I-135 Road Trip – November 8, 2023.
    - We chartered a bus from Wichita to Salina to Hays. This was a day trip.
    - 68 students registered, 55 students attended
- ❖ Rudd Foundation
  - We enter our 7<sup>th</sup> year with the Rudd Foundation partnership and this year we will welcome 6 new scholars to the Tiger Family.
  - We continue to work with the foundation in order to create a seamless transition for students into the university.
- ❖ Schmidt Foundation Scholars
  - We are entering our third year of Schmidt Foundation Scholars.
  - We had three members of our admissions team on the selection committee, and we look forward to continuing this partnership with our FHSU Foundation and the Schmidt Foundation.
  - We once again, took the lead on celebrating the Schmidt Scholar winners at their schools. We were able to provide them with the surprise of their lives in winning this scholarship.
  - Admissions also purchased a gift box, balloons, and swag for each winner.
- ❖ We continue to utilize the Sakari text messaging system for staff to communicate with students more effectively and efficiently.
  - We have had some issues with the system in some instances it's not super friendly.
- ❖ Kansas City Kansas Diploma and Scholarship Initiative
  - This is the 5th year of our partnership allowing FHSU to gain student information for those students that sign up for the program.

- We offer qualifying students' automatic scholarships who are a part of the program.
- ❖ Shawnee Mission Scholarship Program
  - We are entering our sixth year as a partner in this program.
- ❖ VU Scholarship program for students in the KC Metro area.
  - FHSU is now in its 3<sup>rd</sup> year of the digital VU Scholarship platform. This digital platform is an interactive college guide for students.
  - Paying for the platform was mandatory this year, if you wanted to be a part of the program. We decided to be a member for 3K (bottom level). We entered this partnership just prior to December 2023.
  - The targets are SR's and JRs in high school.

### Focus Areas for 2024-2025

- ❖ Implement a new calendaring system in order for prospective students to properly sign up for a campus visit experience.
- ❖ Enhance our campus visit experience
  - Continue to offer our visitors an incentive to complete survey by offering each completer a chance to win a scholarship.
  - Create a new hype video for campus visitors.
  - Continue to create a personalized welcome for each campus visitor with our revised individual campus visit student name list.
  - Continue to add snippets of video on our video board of activities from campus life.
  - Collaborate with FHSU Marketing to enhance 30 second short videos for prospective student viewing.
- ❖ Continue our Tiger Swag mailing campaign. We are on track for our budget of 700 Tiger Swag boxes to be mailed to students who have completed QR code. This is year two of our initiative.
- ❖ Implement a new video production plan for our counselor introductions via Instagram, Facebook, Twitter and TikTok platforms.
- ❖ Work with all College Deans on year 4 of our College Days plan. We have implemented to new days since last year. Social Science Academy and Physics Day. We have yet to see a downturn in our recruitment days for our admissions office.
- ❖ Focus our regional recruitment efforts in Nebraska and Oklahoma differently than in the past. This focus will be strategically placing a counselor in Nebraska and central Oklahoma.

By the Numbers:

The following information will be provided as an attachment in Campus Labs.

Campus visit comparisons

Group campus visit numbers

Campus tour time comparisons

Campus visit experience survey results

Road trip agendas

SRP numbers and agenda

College Fair Schedule

SRP agenda

College Day's agendas

Tiger Day agenda and surveys