

Overview: FHSU Online & Military-Connected Student Services' mission is to provide unmatched service to prospective and continuing online and military-connected students through personalized activities to ensure positive experiences and academic, personal, and professional student success.

Points of Pride: (for reporting academic year)

- Event coordination:
 - National Online Learning Day
 - Invitations to join Tiger-2-Tiger
 - National Distance Learning Week
 - Recognize an Outstanding Online Leader
 - Online Student Spotlight Form
 - Online Homecoming
 - 1,930 total activity views
 - 10,188 views on user-posted content
 - 43 reactions
 - 25 participants in geographic chats
 - 27 posts across the banner competitions, gear photo submissions, and button design contests
 - 33 total prizes were awarded in various categories
 - A full breakdown of the event has been attached for your reference [HERE](#)
 - Military Recognition Week
 - FHSU Online Open House x 2
 - Online Graduate Reception – Spring 2025
 - 34 student attendees
 - Approximately 120 total guests including faculty and staff
- Recognized as a Silver Military Friendly School
- Maintained United States Distance Learning Association (USDLA) certification and submitted improvements based on 5-year certification recommendations
- Community/technical college outreach
 - Communicated with contacts regarding FHSU Online Open House in April 2025
 - Distributed marketing materials (print and digital)
 - Meetings with academic advisors
 - Garden City Community College
 - Dodge City Community College

- Scholarship awarding
 - Kansas need-based funding
 - HaysMed & Pawnee Valley Community Hospital corporate scholarships
 - WaterOne corporate scholarships
 - Phi Theta Kappa scholarships
 - Revised award process to coordinate with on-campus admissions
- Online Student Success:
 - Mass text message communications:
 - No-show survey (sent to admits not registered on 20th day)
 - Pre-term check-in
 - Three-week check-in
 - Midterm check-in
 - U25 Admits not Registered – outreach via e-mail
 - D/U outreach @ interim
 - Online Student Government Association completed its first year as its own entity
 - Partnered with TILT to develop an online learning program, a component of Online Student Orientation in College2Success platform.

Focus Areas for FHSU Online & MCSS: (goals for next academic year)

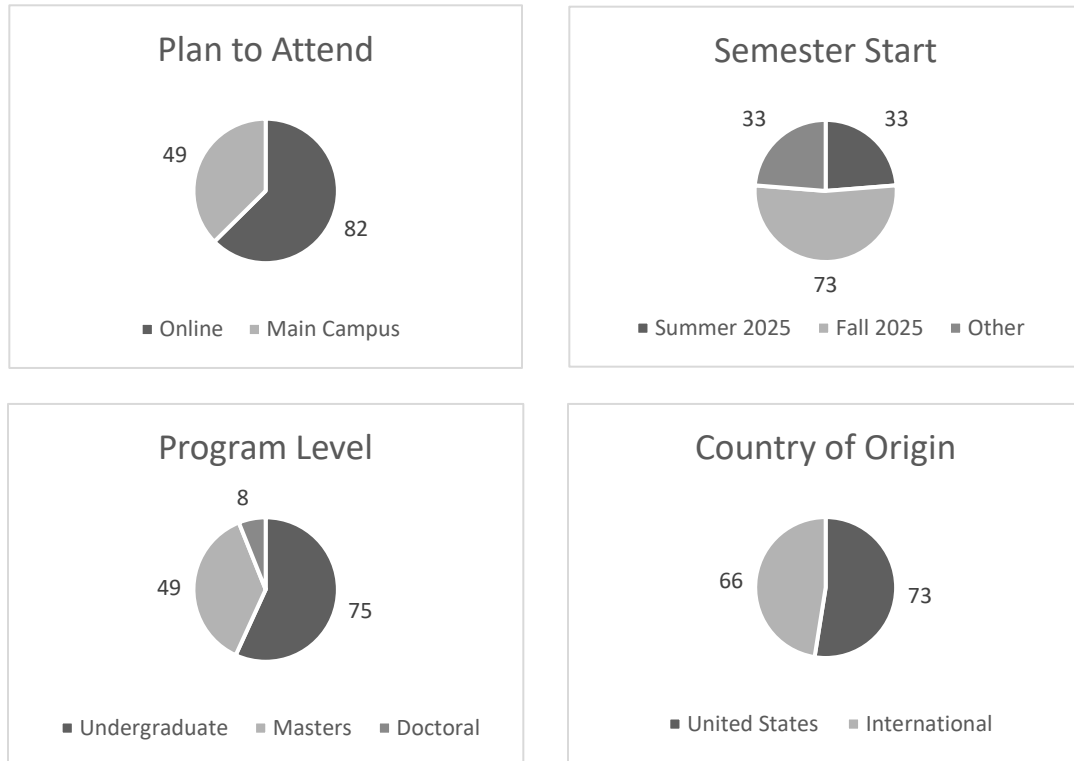
- Compile baseline data from FY25 and improve yield throughout the recruitment funnel from Lead to Admit by 3% at each stage
- Increase unofficial evaluation requests by 5% for year-over-year data – goal of 1,150
- Improve process and create realistic data analytics, including the improvement and review of Hubspot processes from Lead to Student

By the Numbers: (data from current fiscal year – 7/1/2024 – 6/9/2025)

- Recruitment:
 - 236 prospective student meetings logged in Hubspot
 - Scheduled calls – up 81.54% from previous year
 - 737 new military-connected contacts in Hubspot, up 31.61% from last fiscal year
 - 1,090 unofficial eval requests – up 13.54%
 - 66% of the unofficial eval requests were from Kansans
 - FHSU Online Open House(s)
 - March Event
 - 79 prospective students registered
 - 46 attended
 - 3 submitted Unofficial Eval Request forms during the event
 - April Event
 - 203 prospective students registered

- 89 attended

- Additional combined event data based on attendees below:



- Student Success:
 - Online Student Orientation
 - **112 F'24 students (started in October) and 216 S'25** completed the College2Success course – launched F24
 - 782 total learners have participated (Sept. 2024 – current) – 41.9% approximate completion rate
 - Online Student Government Association
 - 631 online students participated in the 24-25 survey
 - Student Success Coaching
 - 68 Success Coaching meetings have been scheduled to date.
 - 21 alerts were addressed for online students through EAB Navigate