

## Overview: 2026

## Points of Pride:

### 3-year Goals

- 1) **Enhance campus visit scheduling system – this is year going into year 4 of this goal, and we have no decisions made. CRM was put on hold this past year. It’s still a major issue.**
  - a. **Calendaring system**
- 2) **Plan and implement a College Day within every College**
  - a. **COHBS – 4<sup>th</sup> year**
  - b. **COE – Future Educators’ Day – 6<sup>th</sup> year**
  - c. **COAHSS – Fall 24 first year – Social Science Academy**
    - i. **Going to change direction after year one results.**
  - d. **WCOSTM –**
    - i. **Applied Technology Day – 6<sup>th</sup> year**
    - ii. **Physics Day – 2<sup>nd</sup> year**
  - e. **RCOBE – Business Student for a Day – 1<sup>st</sup> year.**
  - f.

### Closing the loop –

I chose one of our 3 years goals for our closing the loop this year. That goal and projected outcomes were as follows:

- 1) **Revive Welcome Center procedures**
  - a. **More effective check-in process for students and student ambassadors.**
  - b. **Take the pressure off counselors with a new welcome.**
  - c. **Enhance welcome with PowerPoint slides of important items.**

We put a small team together, including our tour coordinator, a few counselors, and me. There was just not enough time during our counselor visits to properly inform students and families and offer time to complete an application for admission.

Counselors felt pressured to do one or the other. We discussed our challenges and developed a plan to update our official welcome. We revamped our welcome, and now everyone covers the same material during each one. This is now a more consistent message, and everyone knows what they need to be covering. There was too much variety in prior years, and this change has been a very positive change for our students and counselors.

- ❖ Campus visit experience –
  - ON-CAMPUS – We completed our fifth year in the Welcome Center, located in the Fischli-Wills Center for Student Success.
    - Hubspot - We continue to use HubSpot for our forms. We continue to enhance our forms and tweak properties as needed.
    - 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 – Individual visits in month of August – May
    - 23-24, we had 1380 unique campus visits.
    - 24-25, we had 1353 unique campus visits.
    - 25-26, we had 1357 unique campus visits.
    - October, once again, was our largest month of campus visitors with 279 visits. Up 37 visits from October 25.
    - Group visits - We are experiencing an uptick in bigger groups coming to campus. Over two years we are up over 400 students coming in groups.
      - 23-24 - 578 students visit within a group. Total of 30 groups.
      - 24-25 - 932 students visit within a group. Total of 37 groups.
      - 25-26 - 979 students visit within a group. Total of 39 groups.
      - We offer group visits on most Tuesdays, Wednesdays, and Thursdays.
    - Total campus visitors (students and guests), not counting groups – August to May.
      - 24-25 - 3,148
      - 25-26 - 3,211
- ❖ Campus visit experience survey –
  - We continue to drive survey results and incentivize students to complete with our monthly scholarship drawing.
    - As a result of completing this survey, we continue to award students a chance to win a \$1000 scholarship. This monthly giveaway has awarded more than \$52,000 in scholarship dollars to future students over the past four and a half years.
  - We continue to have success students completing the survey and have had very positive remarks regarding their campus visit experiences.
    - 2025 July – June 1 – 815 completed surveys
    - 2026 July – June 1 – 771 completed surveys – 57% of students completed survey this year.
- ❖ HubSpot CRM.
  - We are in our 5th year of using this CRM.

- Expanding our capabilities – We restructured a few job titles, added a Coordinator of Engagement and Activities and also filled the digital recruiter position.
  - 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 –
  - This will be our 5<sup>th</sup> recruitment cycle in regional recruitment territories. These counselors are responsible for the successful marketing and recruitment in their regional territories.
    - Counselors live in Denver, Colorado and Dallas, TX
    - We had some challenges with filling our Northern Regional Counselor role and that spot was empty.
    - Numbers below result from spring updates with counselors as of June 1, 2026. Overall, Regional numbers are up 20 admits from 2025.
      - Western Region
        - Colorado – up 35
        - Arizona – down 4
        - New Mexico – up 4
        - Utah – down 2
        - Wyoming – down 2
      - Eastern/Northern Region
        - Nebraska – up 3
        - Missouri – down 7
        - Iowa – down 1
        - Illinois – down 6
        - South Dakota – down 1
      - Southern Region
        - Oklahoma – up 2
        - Texas – flat
        - Arkansas – down 1
- ❖ Tiger Days – (attach agenda, survey results and participants)
  - Numbers - We successfully planned and hosted two Tiger Days this year. October 11th, 2025, and April 27th, 2026. We focused on JR/SRs in the fall and SO/JRs in the spring.

- Fall 2024 - 247 students, 238 guests = 485.
  - Fall 2025 - 287 students, 239 guests = 526.
  - Spring 2025 - 328 students, 164 guests = 492.
    - Spring Tiger Day 2025 is largest on record. Spring 24 beat the previous record as well.
  - Spring 2026 - 284 students, 108 guests = 392.
- Surveys - We continue to collaborate with academic departments, student affairs, student engagement and the memorial union staff in order for successful events.
  - Fall 25 Tiger Day - 287 attendees, we had 130 students complete the Tiger Day survey, or 45.2%
    - 80 of 130 rated, more likely to apply as a result of Tiger Day
    - 48 of 130 have already applied.
  - Spring Tiger Day 2026 - 284 attendees, we had 41 students complete the Tiger Day survey or 14.4%.
    - 34 of 41, "more likely" to apply as a result of Tiger Day
    - 2 of 41 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.
  - College of Health and Behavioral Sciences - Year 5
    - Fall events -
      - 2024 - 105 students
      - 2025 - 109 students
    - Spring events
      - 2025 - 38 students
      - 2026 - 26 students
  - Future Educators Day - Teacher Education.
    - October 16, 2023 - 105 students
    - October 21, 2024 - 104 students
    - September 29, 2025 - 193 students
  - Applied Technology Day - we collaborated with Applied Technology.
    - November 11, 2025 - 70 students
  - Informatics Day - Robbins College of Business and Entrepreneurship.
    - November 10, 2025 - 69 students
    - March 30, 2026 - 104 students
  - Future Engineers Day - Physics department.
    - October 21, 2024 - 21 students
    - October 23, 2025 - 16 students
  - NEW - College of Arts, Humanities and Social Sciences Day
    - October 27, 2025 - 62 students
  - NEW - Business Student for a Day - Robbins College of Business and Entrepreneurship.

- April 3, 2025 – 33 students
  - Did not schedule a spring date, Dean change and gearing up for Fall 26 event
- ❖ Student Recognition Programs –
  - Implemented 12 Student Recognition Programs across Kansas, Colorado and Nebraska.
  - 2025 – 434 students
  - 2026 – 427 students
- ❖ College Fairs – we see a trend of more schools wanting to host fairs vs having colleges attend high school visits.
  - Admissions counselors attended college Fairs.
    - 2026 – attended 253 fairs
      - 225 – high school fairs
      - 28 – transfer fairs
        - 106 - KS.
        - 53 - CO
        - 50 - NE
        - 25 - NM
        - 14 - MO
        - 16 - OK
- ❖ Partnerships - Hispanic Development Fund out of Kansas City and the Shawnee School District Scholarship Opportunity program, VU Scholarships, and KC Scholars.
  - We are in the process of a potential partnership with KC Scholars. It's an ongoing conversation with our VP and AVP for Student Affairs.
- ❖ Counselor only luncheons -
  - We hosted our annual Wichita Counselor Luncheon – January 21, 2026
    - Wichita – 26 counselors in attendance.
- ❖ Achievement Awards
  - 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.
- ❖ Marketing Initiatives – Digital and Print plans
  - We continue to work with FHSU Marketing with regard to social media and print marketing.
    - This coming year will be the second year of a two year viewbook update.
  - We continue to develop new marketing initiatives regarding social media and our bigger print items such as the mini viewbook and viewbook.
  - Athletics – we are excited for a new marketing idea with Athletics. We will be the exclusive sponsor for a new students attendance initiative. Our

goal is to help promote attending, showing that FHSU is a place to support and be involved. See yourself in the seats at FHSU Athletic Events.

- Local radio - Eagle Broadcasting and Western Kansas Radio stations.
  - We have contracts with some local and state radio stations in order to promote FHSU on-campus recruitment.
- ❖ ACT/NRCCUA-
  - We are excited to collaborate with EAB and some new name buy initiatives. Being able to target students who are in the college search will be helpful target markets.
  - Currently, we are entering our third year of our contract regarding lead purchases with Encoura. We continue to hold our leader purchases at 35K. This has been a more manageable number of leads and has worked better in our marketing budget. We collaborate with FHSU Marketing and pool our resources of leads, and organic leads for our bigger mailings of 45K or less.
    - 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.
- ❖ Rudd Foundation - We enter our 9<sup>th</sup> year with the Rudd Foundation partnership and this year we will welcome 7 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.
  - We also attend the scholars banquet in Wichita, KS - June 6, 2026.
- ❖ Schmidt Foundation Scholars
  - We are entering our fifth year of Schmidt Foundation Scholars.
  - We had two 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 also worked with the committee on attending the scholars surprises across KS.
  - Admissions also purchased a gift box and swag for each winner.
- ❖ Kansas City Kansas Diploma and Scholarship Initiative
  - This is the 7<sup>th</sup> 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 8<sup>th</sup> year as a partner in this program.
  - We are working on getting data on how many of these students have attended FHSU.
- ❖ VU Scholarship program for students in the KC Metro area.

- FHSU is now in its 5th year of the digital VU Scholarship platform. This digital platform is an interactive college guide for students.
- They continue to expand their market westerly and south toward Wichita. The targets are SR's and JRs in high school.
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### **Focus Areas for 2026**

- ❖ Enhance our campus visit experience
  - We plan to create a more welcoming environment in our Tiger Welcome Center and Picken Hall. We have purchased banners and trade show blocks to enhance the visual pride of our areas.
  - Continue to offer our visitors an incentive to complete survey by offering each completer a chance to win a scholarship.
- ❖ Marketing
  - We are due for a new hype video this next year. We will be working with marketing on creation and implementation.
  - Work toward a brand new visual of our printed items from viewbook, Mini viewbook, posters, and other print items.
  - Collaborate with Hays CVB on marketing our new community videos. This has been an ongoing idea and we now have some opportunities to share with our prospective students.
- ❖ Enhance our focus on culture within our team.
  - This last year was a tough year for having a full staff. It's imperative that we maintain the positive momentum in our office.
- ❖ Promotion and Social Media
  - We enter our 3rd year for our Media Day. Creating and implementing plans for our counselor introductions via Instagram, Facebook, Twitter, and TikTok platforms.

### **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

SRP numbers and agenda

College Fair Schedule

SRP agenda

College Day's agendas

Tiger Day agenda and surveys