

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)

- Military Recognition Week
- FHSU Online Open House x 2
 - September 2025
 - March 2026
- Online Graduate Reception x 2
 - December 2025 – 35 attendees
 - May 2026 – 94 attendees
- Completed NC-Sara Reporting for 2025 calendar year
 - Out-of-State Learning Placements (OOSLP)
 - Exclusively Distance Education Enrollments (EDEE)
- Community/technical college outreach
 - Communicated with advising contacts regarding FHSU Online Open House in September 2025 and March 2026 and did geo-targeted social media boosts surrounding Kansas technical and community colleges
 - Distributed marketing materials (print and digital)
 - Coordinated with FHSU Admissions to cover several Transfer Fairs including:
 - Flint Hills Technical College Transfer Fair – 8/28/2025
 - Coffeyville Community College Transfer Fair – 9/2/2025
 - Labette Community College Transfer Fair – 9/3/2025
 - Neosho Community College Transfer Fair – 9/4/2025
 - Butler Community College Career & Transfer Fair – 10/01/2025
 - Pikes Peak Community College Transfer Fair – 10/8/2025
 - Red Rocks Community College Transfer Fair – 10/20/2025
 - Arapahoe Community College Transfer Fair – 10/21/2025
 - Cowley County Community College Transfer Fair – 2/25/2026
 - Pikes Peak Community College Transfer Fair – 4/15/2026
 - Johnson County Community College Transfer Fair – 5/6/2026
 - Partnered with Admissions to pilot 3 Transfer Tuesday campus experience days throughout the Spring 2026 semester
- Scholarship awarding
 - Kansas need-based funding
 - HaysMed & Pawnee Valley Community Hospital corporate scholarships
 - WaterOne corporate scholarships
 - Phi Theta Kappa scholarships
 - Online Out-of-State Scholarships

- Tuition Assistance Gap Scholarship (TAGS) – military students utilizing federal tuition assistance

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

- Increased focus on transfer student opportunities in partnership with Admissions through outreach, events, partnerships, and marketing.
- Improve outreach through an update to the Mainstay/website chatbot utilized on the FHSU website in collaboration with Admissions and University Marketing.

By the Numbers: (data from current fiscal year – 7/1/2025 – 5/28/2026)

- Last Year's Goals
 - Compile baseline data from FY25 and improve yield throughout the recruitment funnel from Lead to Admit by 3% at each stage
 - As of September 8, 2025 (for the past 365 days)
 - Lead-to-SQL conversion rate was 31.9%
 - Admit-to-Registered conversion rate was 28.8%.
 - As of March 27, 2026 (for the past 365 days)
 - Lead-to-SQL conversion rate was 36.1%
 - Admit-to-Registered conversion rate was 39.4%.
 - Increase unofficial evaluation requests by 5% for year-over-year data – goal of 1,150
 - 1,366 (7/1/2025 – 5/28/2026) – up 30.59%
 - Improve process and create realistic data analytics, including the improvement and review of Hubspot processes from Lead to Student
 - In early 2025, we identified several communication gaps within the prospective student funnel. Two of the most significant areas of student melt historically occurred between the initial inquiry/new lead stage and the Student Qualified Lead (SQL) stage, as well as between admitted students and registered students. At that time, prospective students typically did not receive direct outreach from our team until they had already reached the SQL stage. While automated follow-up emails were in place, there was limited personalized communication earlier in the process.
 - Using internal data from our customer relationship management (CRM) system, we found that as of September 8, 2025, our Lead-to-SQL conversion rate over the previous 365 days was 31.9%, while our Admit-to-Registered conversion rate was 28.8%. While these figures are intended for internal operational analysis and may vary slightly depending on reporting parameters, they provided a valuable benchmark for identifying opportunities for improvement.
 - In mid-August 2025, FHSU Online implemented a new communication flow that introduced personalized outreach to new leads and inquiries within 24–48 hours of initial contact. This allowed staff to answer student questions earlier, establish direct connections sooner, and provide more individualized guidance throughout the recruitment process. Additional communication workflows were also developed to strengthen the handoff process between FHSU Online, academic advisors, and other university offices after admission.

○ FHSU Financial Aid Webinar

- Summary from H. Hampton report: On May 20, 2026, Fort Hays State University (FHSU) hosted a virtual Financial Aid Workshop via webinar. The event aimed to clarify the financial aid/FAFSA process and outline payment arrangement options at FHSU. The event successfully engaged a significant portion of its registrants, with survey data indicating highly positive feedback regarding clarity, though it highlighted critical areas of student anxiety regarding timing, out-of-pocket costs, and specific student demographics (e.g., international students)

Total Registrants	157	Strong initial interest in the topic.
Total Attendees	76	48.4% conversion rate from registration to attendance.
Peak Live Attendees	65	85.5% of total attendees stayed concurrently during peak moments.