

Overview:

Be proud of who we are and what we stand for! GRIT, HARD WORK, AND DETERMINATION. The office of admissions will constantly demonstrate the characteristics of P.R.I.D.E. Passionate, Reliable, Intentional, Dedicated and Effective. We continue to demonstrate each one of our letters in the acronym, as well as a statement for each area.

- P - **Passionate** - ***“At FHSU, our Admissions staff is genuine. Our staff genuinely cares and supports you in your journey to Fort Hays State University.”***
- R - **Reliable** - ***“At FHSU, you can depend on us to provide an accurate and well-informed recruitment process.”***
- I - **Intentional** - ***“At FHSU, we are intentional about who we are and what we stand for. We are purposeful and deliberate in our actions to ensure your success.”***
- D - **Dedicated** - ***“At FHSU, when you’ve shown a vested interest, we are motivated and driven to get you to the finish line.”***
- E - **Effective** - ***“At FHSU, we pledge to be an effective resource for YOU.”***

2023 Points of Pride:

- ❖ Campus visit experience –
 - ON-CAMPUS – We entered our second year in the Welcome Center, located in the Fischli-Wills Center for Student Success. We successfully implemented our new campus visit experience with the addition of the Welcome Center this past year. The split includes our campus visit coordinator, student ambassadors and another full-time employee. We had to ensure that these members would stay connected as a part of our team and be an extension of our best customer service attributes. This plan has been a game changer for us as we have been able to add a new dimension to the experience at FHSU since October 2021.
 - We continue to use HubSpot for our campus visit forms. We continue to struggle with a calendar that is customer friendly and can be integrated with HubSpot.
 - We continue to work with Marketing on hype videos. We added a second video this year and are using it to enhance the experience.
 - Campus visit numbers –
 - To date we have had 928 unique campus visits. This number reflects through February 2023.
 - October was our largest month of campus visitors since 18-19 recruitment year.

- We have also experienced one of our largest number of high school groups visiting.
 - From 8-25-22 to 3-8-23 – we have had 562 students visit within a group. That is 26 groups.
 - We only offer group visits on most Tuesdays, Wednesdays, and Thursdays.
 - Total campus visitors as of first of March – 1,489.
- ❖ 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 \$7000 in scholarship dollars to future students through February.
 - We have had tremendous success with students completing the survey and have had very positive remarks regarding their campus visit experiences.
 - 2022 October – May we had 451 completed surveys.
 - 2023 June – March we have had 500 completed surveys.
- ❖ HubSpot CRM.
 - Our counselors, administrative assistants and leadership team is in our 2nd year of the HubSpot CRM. With the assistance of our FHSU Marketing team we continue to strive for proper strategic communication and follow up.
 - We are working toward dashboard implementation for our counselors and for proper tracking and reporting. Some dashboards exist but we are moving forward with more event tracking and the student journey.
 - We continue to use the Workday system for applicant information, and lead generation.
- ❖ Regional tuition plan –
 - We continue into our 2nd 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.
 - As a result, we see an increase in a couple of regions and a slight decline in other areas compared to 2022 recruitment cycle. These numbers are as of March 1, 2023, compared to June 1, 2022.
 - Colorado – increase of 17 applicants
 - Western Region (Non-Colorado) decrease of 1 applicant.
 - Nebraska – increase of 8 applicants

- Eastern Region (non-Nebraska) decrease of 12 applicants.
 - Oklahoma – decrease of 11 applicants
 - Southern Region (Non-Oklahoma) decrease of 3 applicants.
 - 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. November 5, 2022, and March 25, 2023. 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.
 - Spring Tiger Day 2022 - 157 students.
 - Spring Tiger Day 2023 – 173 students.
 - We worked with our Tiger Marching band to create a game day experience in the quad, prior to the football game for the fall Tiger Day. We also added the Tiger Pep Band to the spring Tiger Day.
 - We continue to collaborate with academic departments, student affairs, student engagement and the memorial union staff in order for successful events.
 - Fall 22 Tiger Day – 240 attendees, we had 175 students complete the Tiger Day survey.
 - 138 of the 175 students rated their overall experience as excellent.
 - 37 of 175 students rated their overall experience as good.
 - Spring Tiger Day - 173 attendees, we had 160 students complete the Tiger Day survey.
 - 118 or 160 students rated their overall experience as excellent.
 - 40 or 160 students rated their overall experience as good.
- ❖ 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, October 21, 2022, and upcoming April 17, 2023
 - October 21 - 65 students attended plus their guests.
 - April 17 – 80 students registered as of March 28, 2023
 - These days were very successful. We had tremendously positive feedback from students, parents, and staff. College of Health and Behavioral Sciences continue to host a day in the fall and spring.
 - Future Educators Day – we collaborated with Teacher Education on their College Day this fall.

- October 27, 2022 - 109 students attended.
 - Applied Technology Day – we collaborated with Applied Technology on their College Day this fall.
 - November 15, 2022 - 116 students, parents, instructors attended.
 - Central KS Day – We collaborated with a lead high school counselor to host a large recruitment day for 14 schools. This was an event that took us roughly a year to plan all of these schools to attend.
 - We hosted the event in Gross Memorial Coliseum and bussed students to campus as well.
 - September 21, 2022 – 242 students attended.
- ❖ Student Recognition Programs –
 - Implemented 12 Student Recognition Programs across Kansas, Colorado and Nebraska.
 - 2022 - 452 students attended
 - 2023 – 484 students attended.
 - We offered a book scholarship, a \$1000 scholarship, and a laptop computer at each SRP.
- ❖ College Fairs –
 - Admissions counselors attended 218 college Fairs.
 - 201 – high school fairs
 - 17 – transfer fairs
 - 191 were in OK, CO, NE and MO.
 - 58 were in KS.
- ❖ Continued participation with the Hispanic Development Fund out of Kansas City. This year we attended the celebration and recognition. We have yet to receive notices of students that will attend FHSU this fall.
- ❖ Counselor only luncheons -
 - We hosted our annual Wichita Counselor Luncheon in March
 - Wichita – 18 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 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–
 - We continue to work with our lead generation partner with regard to lead generation.

- We work our lead consultant at least two times a year to clean up our name buys and obtain guidance on the process.
- ❖ Virtual View book
 - With the assistance of FHSU Marketing, we successfully launched a viewbook that is digital. Easy access for students to gain access.
 - We have had tremendous success and click through rates on this project.
- ❖ USD 259 College and Career Bootcamp – We will be a platinum sponsor - \$10K
 - FHSU was a major sponsor for the first annual bootcamp and will continue to be a major sponsor with Wichita State, Chik-fil-A and one local bank.
 - 500 students are expected to sign up for the 5-day College and Career Bootcamp.
 - FHSU will present in 406 workshops over the 5 day camp. From admissions, study abroad, financial aid and student engagement.
 - Students that participate will receive a free FHSU tee shirt.
 - FHSU plans to give away 3 - \$1000 scholarships and 1 - Full Tuition scholarship winner.
 - It will be our recommendation to continue this partnership and sponsorship next year.
- ❖ Road Trips -
 - Eastern KS Road Trip – December 6-7, 2022
 - We chartered an athletic bus from KC to Hays. This was an overnight trip.
 - 28 students attended.
 - I-70 Road Trip – November 15-16, 2022.
 - We chartered a bus from Denver to Hays. This was an overnight trip.
 - 25 students attended.
 - I-135 Road Trip – November 30, 2022.
 - We chartered a bus from Wichita to Salina to Hays. This was a day trip.
 - 19 students attended.
 - Wichita East Road Trip – October 3, 2022.
 - 33 students from Wichita East attended.
 - Norton JR Class Road Trip – November 7, 2022.
 - 28 students attended.
- ❖ Rudd Foundation
 - We enter our 6th 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 learned how to utilize a few more tool in the Sakari system, which has made our texting process easier for our team.
 - We find the app is not necessarily user friendly in some instances, yet the ease of sending text messages quickly had helped our counselors be more effective at keeping in touch with students.
- ❖ Kansas City Kansas Diploma and Scholarship Initiative
 - This is a third 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 fifth year as a partner in this program.
- ❖ VU Scholarship program for students in the KC Metro area.
 - FHSU is now in its 2nd year of the digital VU Scholarship platform. This digital platform is an interactive college guide for students.
 - We are not paying for a sponsorship for FHSU. Information is limited and FREE.
 - The targets are SR's and JRs in high school.
- ❖ Created and implemented a NEW Campus visit parking permit.
 - We are entering our 2nd year of our campus visit parking permit.
 - We wanted to create a more personalized permit, giving the student a tangible item to hang in their vehicles and keep as a part of their experience.

Focus Areas for 2022-2023

- ❖ Enhance our campus visit experience
 - Continue to offer incentives for students to visit campus. We have been very fortunate to offer a FREE Application fee waiver for the entire spring semester.
 - Create a new hype video for campus visitors.
 - We created a new personalized screen with each campus visitors name on screen.

- We are adding snippets of video to our digital signage options.
- Collaborate with Athletics and enhance their visitors' experience in the Welcome Center with new Athletic Hype Videos.
- ❖ Continue our Tiger Swag mailing campaign. We are on track for our budget of 500 Tiger Swag boxes to be mailed to students who have completed QR code. We plan to utilize our new viewbook concept and spread the Tiger Swag to students.
- ❖ Implement a new video production plan for our counselor introductions via Instagram, Facebook, Twitter and TikTok platforms.
- ❖ Collaborate with our Marketing on improvements in our digital marketing and student recruitment properties.
- ❖ Work with College Deans on year 3 of our College Days plan. These have gone very well and we've been surprised that we have not seen too much of a downturn in our major recruitment days.
- ❖ Continue to work with USD 259 on our partnership toward year three of the Boot Camp sponsorship. We have seen our Wichita numbers nearly triple because of these relationships.

By the Numbers:

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

Campus visit comparisons

Campus visit experience plan, survey and parking permit

Bus trip agendas

USD 259 presentations

SRP numbers and agenda

Schmidt Scholarship Flyer

Rudd Foundation flyer

College Fair Schedule

SRP agenda

College Day's agenda

Tiger Day agenda and surveys