



WASHINGTON STATE  
UNIVERSITY

# Enrollment Update

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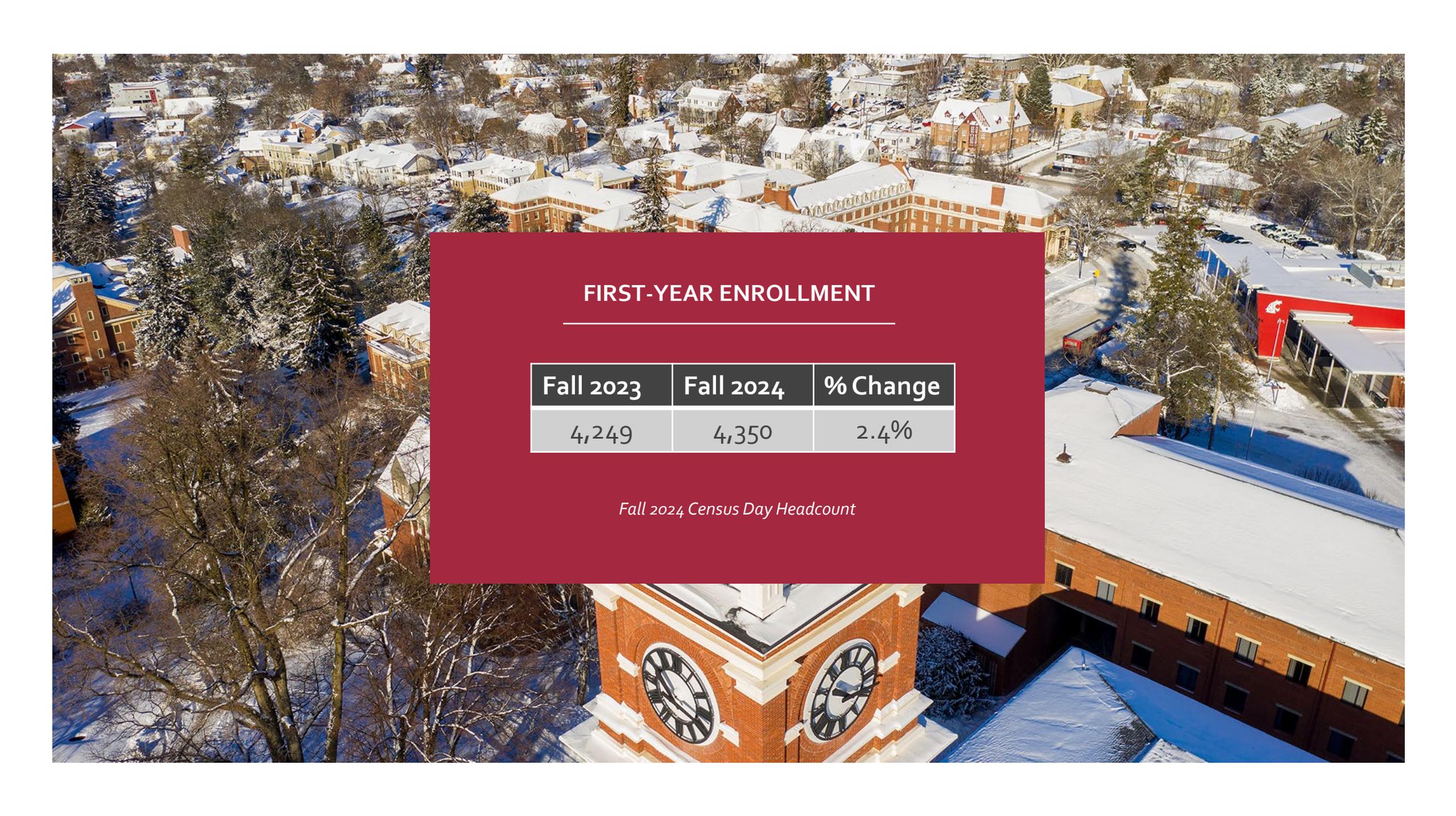
ENROLLMENT MANAGEMENT

# Today's agenda

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- Update on admissions and enrollment for fall 2024
- A look ahead at fall 2025 & beyond

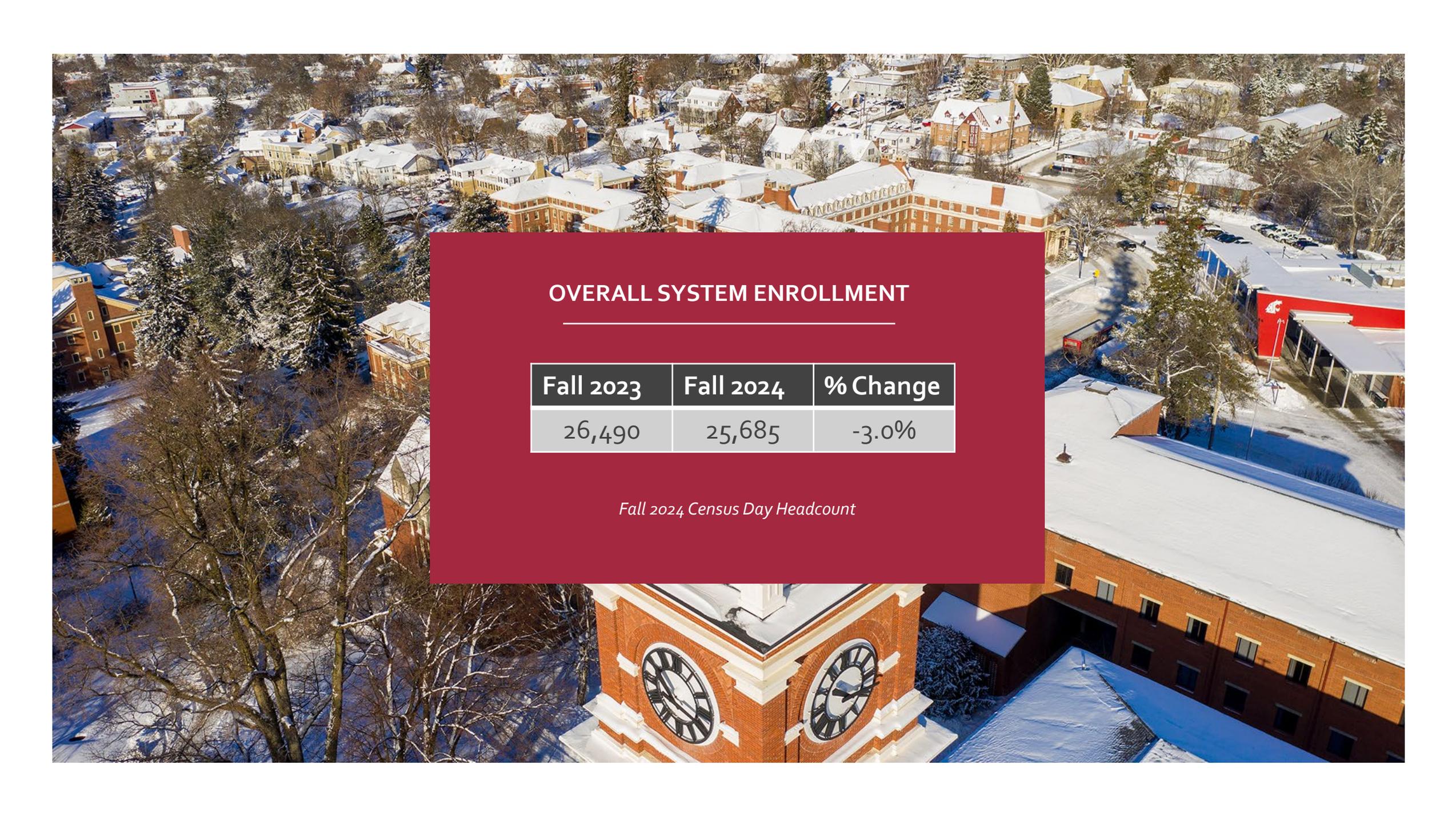




## FIRST-YEAR ENROLLMENT

Fall 2023	Fall 2024	% Change
4,249	4,350	2.4%

*Fall 2024 Census Day Headcount*



## OVERALL SYSTEM ENROLLMENT

Fall 2023	Fall 2024	% Change
26,490	25,685	-3.0%

*Fall 2024 Census Day Headcount*

FALL 2024 CENSUS DAY HEADCOUNT ENROLLMENT

# New first-year student enrollment demographics

	Fall 2023	Fall 2024	% change
Number of students	4249	4350	+2.4%
% persons of color*	39.5%	43.3%	+3.8%
% international	1.7%	1.1%	-0.6%
% WA resident	82.7%	84.6%	+1.9%
% women	53.8%	54.9%	+1.1%
% first generation	37.1%	36.9%	-0.2%
% veteran	0.6%	0.6%	+0.0%
% low income	32.2%	39.5%	+7.3%

*\*Asian, Native American/Alaska Native, Black/African American, Native Hawaiian or PI, Hispanic/Latino, or two or more races.*

FALL 2024 CENSUS DAY HEADCOUNT ENROLLMENT

# New transfer student enrollment demographics

	Fall 2023	Fall 2024	% change
Number of students	1,955	1,978	+1.2%
% persons of color*	36.4%	39.6%	+3.2%
% international	2.0%	1.9%	-0.1%
% WA resident	87.9%	87.9%	+0.0%
% women	56.1%	55.8%	-0.3%
% first generation	45.2%	38.0%	-7.2%
% veteran	5.5%	5.4%	-0.1%
% low income	50.0%	53.2%	+3.2%

*\*Asian, Native American/Alaska Native, Black/African American, Native Hawaiian or PI, Hispanic/Latino, or two or more races.*

# WSU Fall 2024 Census Day Enrollment

Campus	Student type	Fall 2024 enrollment	Change from fall 2023	% change
Everett	All	237	+25	+11.8%
	First-year*	9	0	+0.0%
	Transfer	74	+16	+27.6%
Global	All	3,590	-160	-4.3%
	First-year	109	-4	-3.5%
	Transfer	564	+12	+2.2%
Pullman	All	16,449	-601	-3.5%
	First-year	3,591	+86	+2.5%
	Transfer	764	+1	+0.1%

Campus	Student type	Fall 2024 enrollment	Change from fall 2023	% change
Spokane	All	1,220	-61	-4.8%
	First-year*	4	0	+0.0%
	Transfer	58	0	+0.0%
Tri-Cities	All	1,489	+48	+3.3%
	First-year	261	+36	+16.0%
	Transfer	182	+4	+2.2%
Vancouver	All	2,700	-56	-2.0%
	First-year	376	-17	-4.3%
	Transfer	336	-10	-2.9%

\*Running Start entrants with direct transfer agreement (DTA) associate degree.

NOTE: All students includes new and returning students, all levels (undergraduate, graduate, professional). New entering students are broken out by first-year and transfer only (post-baccalaureate, former students returning, etc. are not itemized here).

Enrollment Management Student Lifecycle

## Retention – why it matters

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**Community and Campus Culture** - retained Cougs contribute to a stable and cohesive campus community. They help build a vibrant campus culture and enhance the overall student experience, which benefits current and future students.

**Student Success and Outcomes** – leads to higher graduation rates and improves reputation.

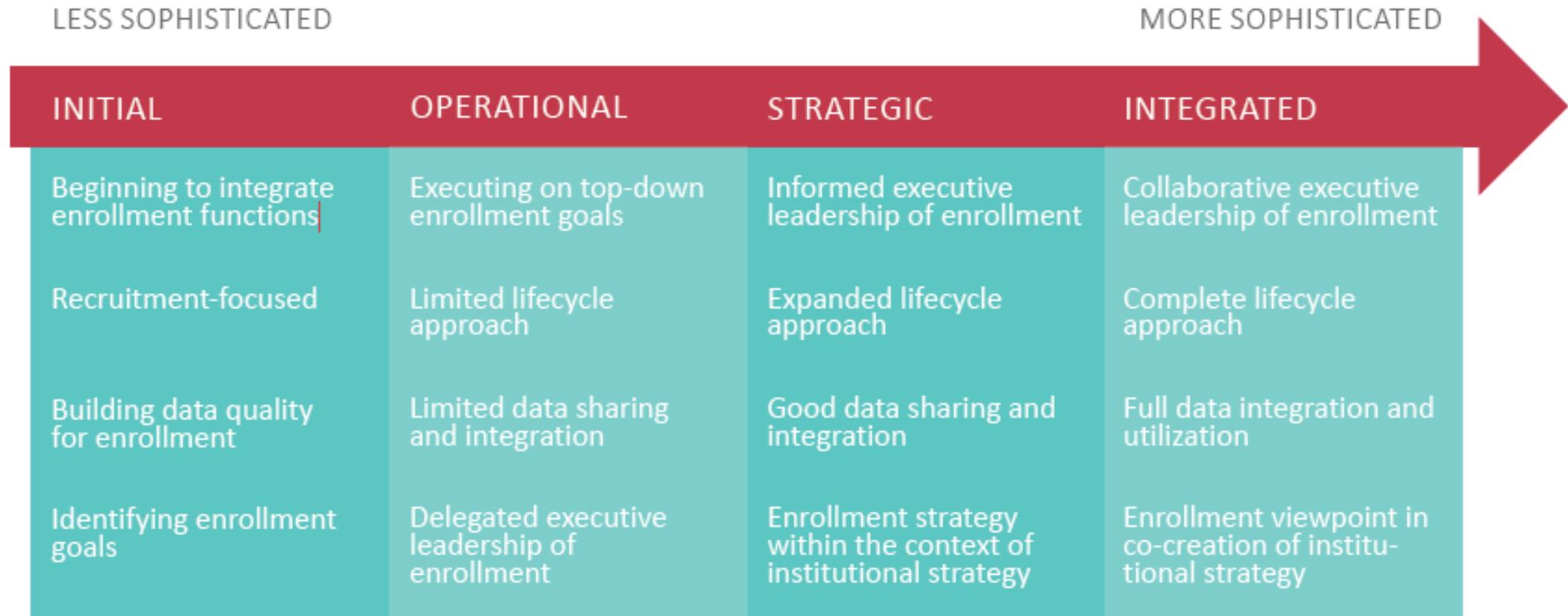
**Resource Efficiency** – retaining students increases ROI of recruiting them.

**Long-Term Relationships** – cradle to endowment

**Financial Stability** – tuition & fees are the second largest source of revenue for WSU.

Enrollment Management Student Lifecycle

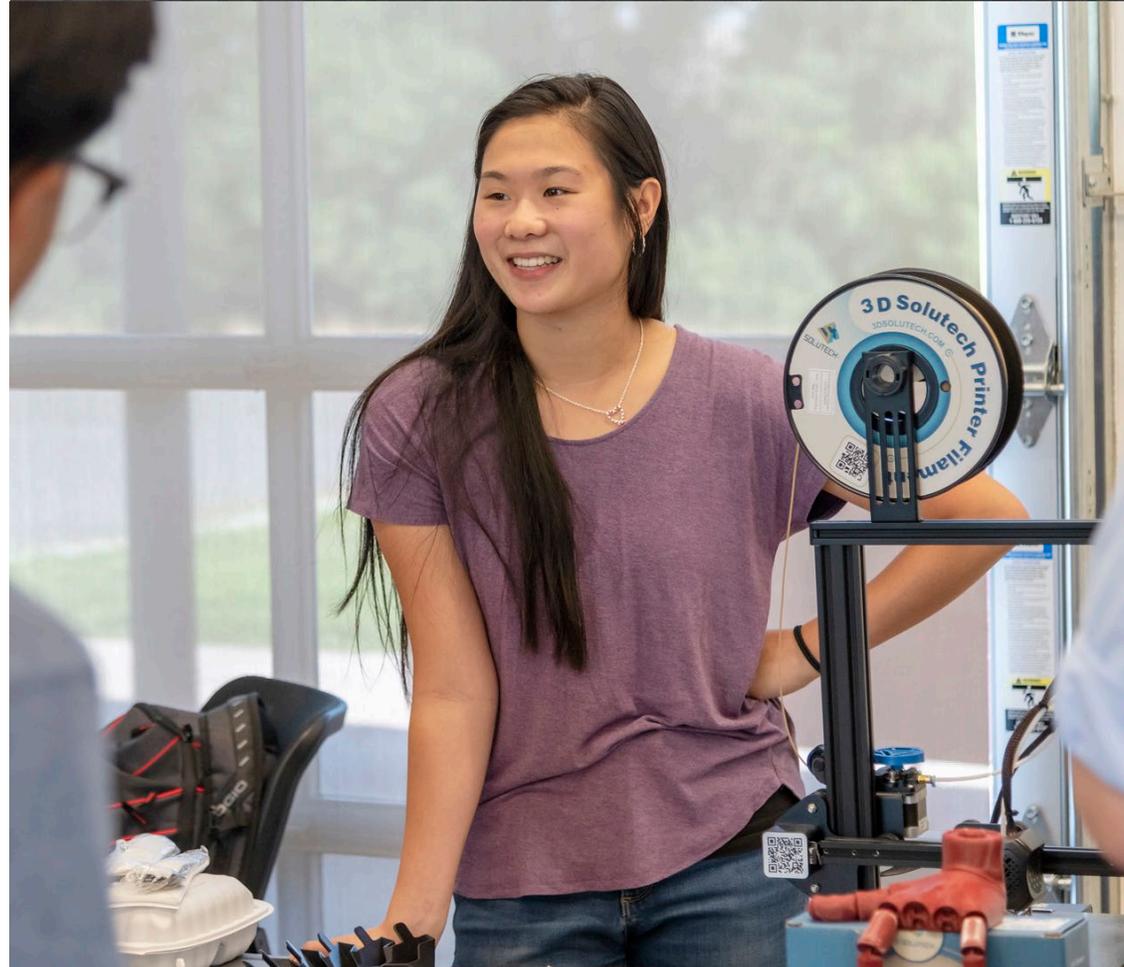
# Integrated Operations



# Enhanced Recruitment Strategies

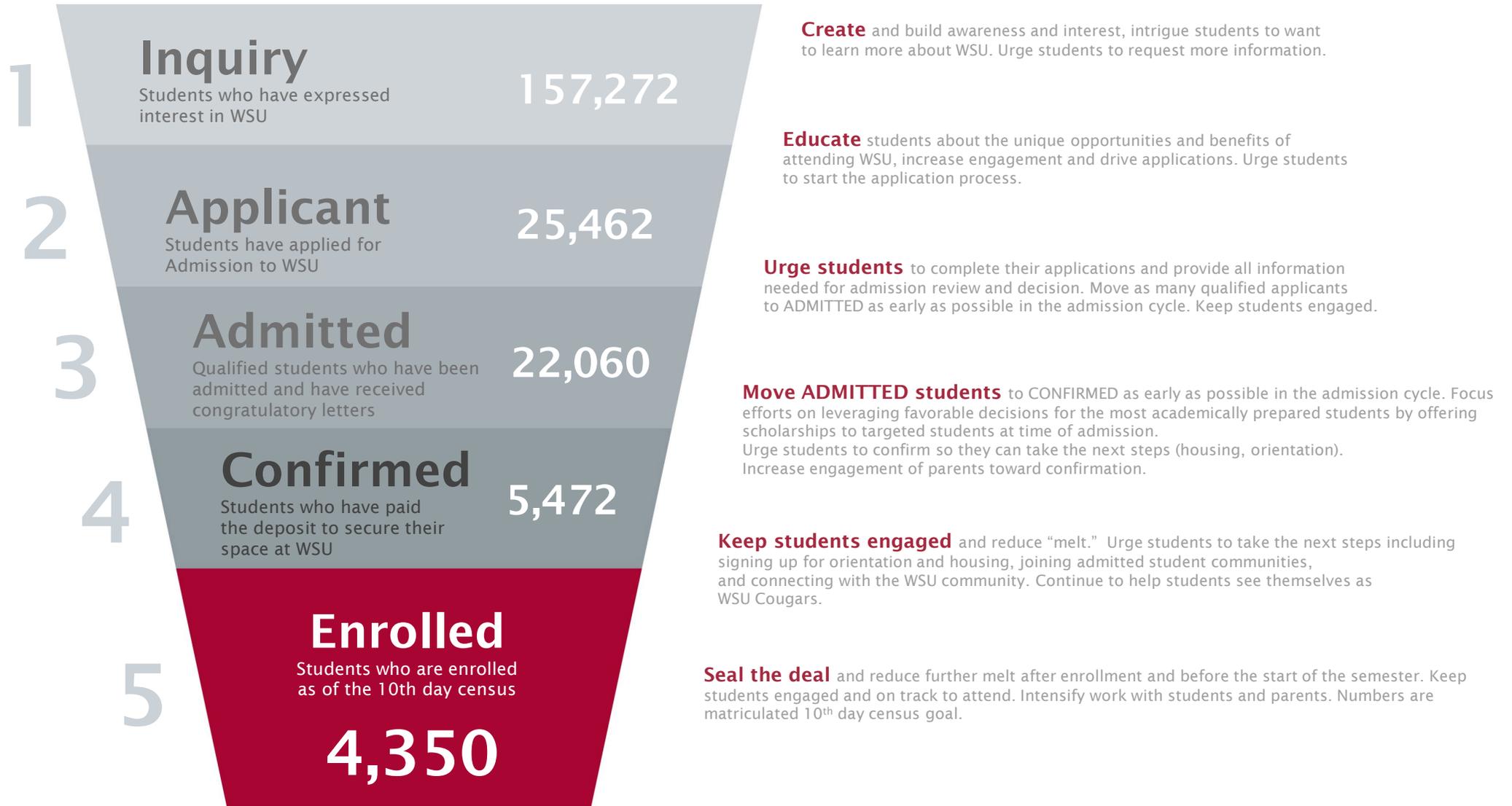
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- Instant Decision Days for WSU Pullman, Tri-Cities, and Vancouver
- Washington Guaranteed Admissions Program (WAGAP) continued expansion – WSU system
- Lost Market – WSU system (admitted did not enroll anywhere or enrolled at a CC)
- College Tour for Pullman
- Niche profile – WSU Pullman
- July Jump Start (pre-admission for rising Juniors) – Pullman only, may expand to WSU system in 2025



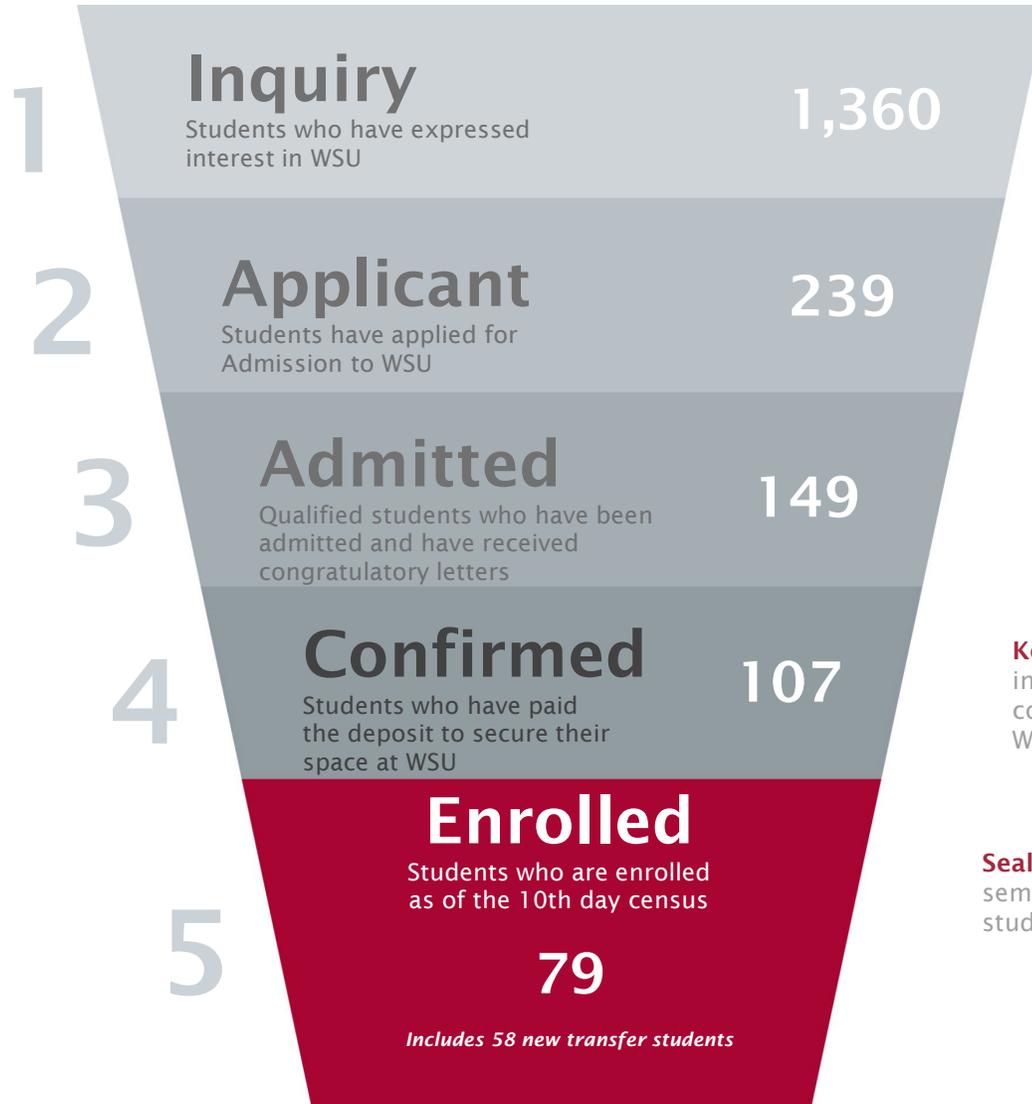


# WSU System First-Year Admission Funnel



\* Number of applicants, admitted, confirmed, and enrolled students include both domestic and international undergraduate students.

# WSU Everett Undergraduate Admission Funnel



**Educate students** about the unique opportunities and benefits of attending WSU Everett, increase engagement and drive applications. Provide student life information, degree requirements, admissions and financial aid assistance. Urge students to start the application process.

**Urge students** to complete their applications and provide all information needed for admission review and decision. Incentivize application completion through WSU Everett's assured Admission program.

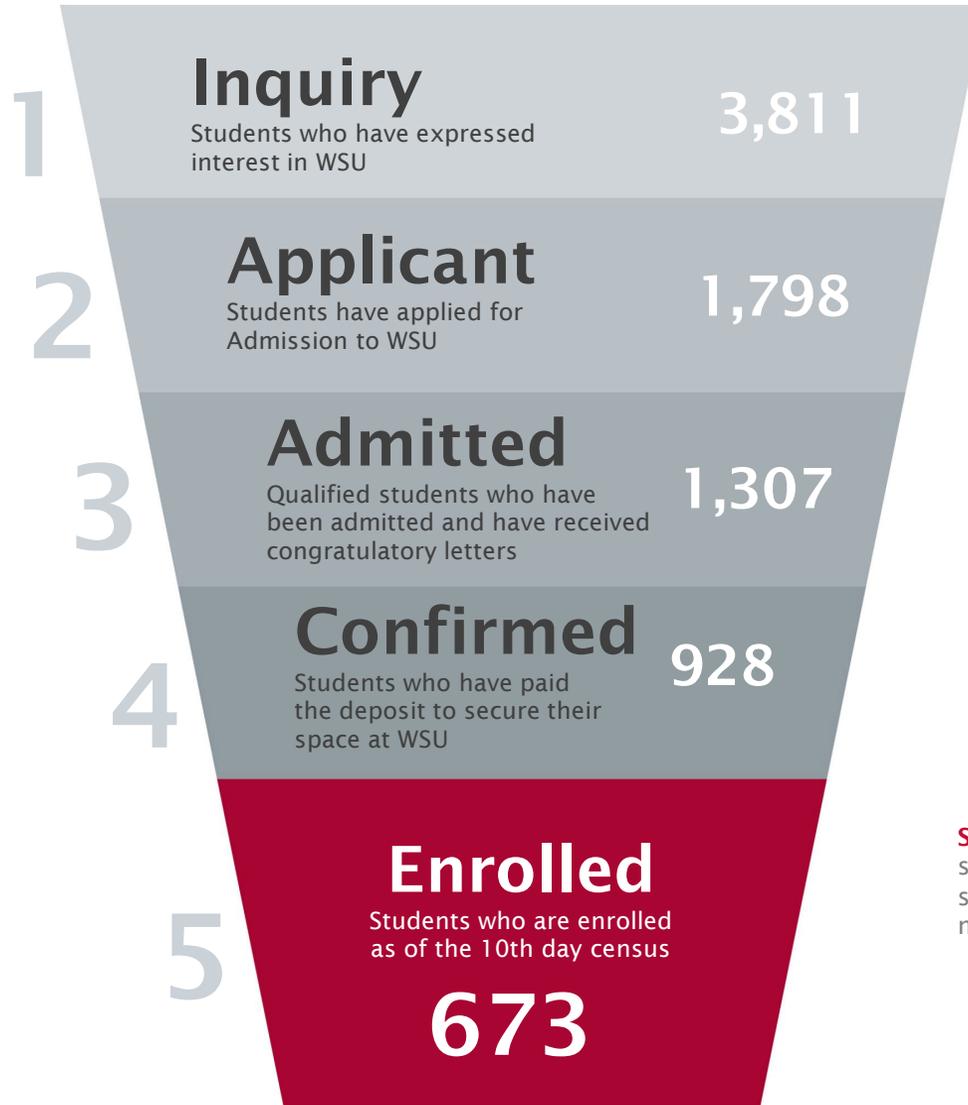
**Move ADMITTED students** to CONFIRMED as early as possible in the admission cycle. Focus efforts on retaining admits through faculty and current student engagement workshops, all geared towards moving admits towards committing to WSU Everett.

**Keep students engaged** and reduce "melt." Urge students to take the next steps including signing up for orientation, joining admitted student communities, and connecting with the WSU community. Continue to help students see themselves as WSU Everett Cougars.

**Seal the deal** and reduce further melt after enrollment and before the start of the semester. Keep students engaged and on track to attend. Intensify work with students. Numbers are matriculated 10<sup>th</sup> day census goal.

\* Number of applicants, admitted, confirmed, and enrolled students include both domestic and international undergraduate students.

# WSU Global First-Year/Transfer Admission Funnel



**Educate students** about the rigorous learning opportunities and student life opportunities for online learners at WSU Global Campus. Provide degree program information, financial aid information and offer transfer credit evaluation. Encourage prospects to begin application process.

**Urge students** to complete their applications and to provide transfer work and other documentation/information needed for admission review and decision. Provide additional support and information about the transfer process.

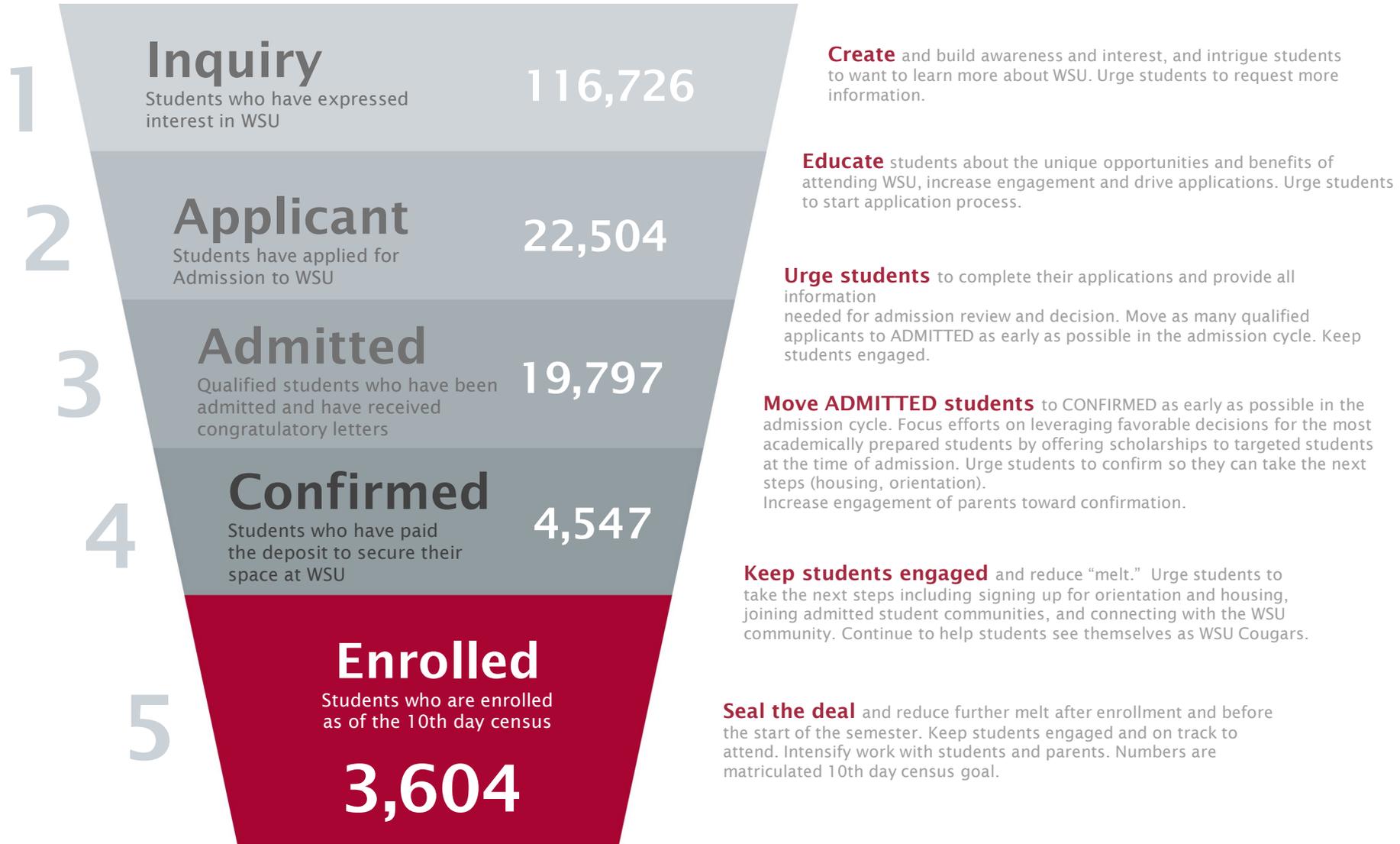
**Continue to communicate** with admitted students encouraging them to commit to their education at WSU Global Campus and utilize resources for success such as WSU career counseling.

**Keep students engaged** and reduce “melt.” Urge students to take the next steps including completing the new student orientation, setting up initial academic advising session, and exploring WSU Global Campus involvement opportunities. Continue to help students see themselves as successful online Cougs.

**Seal the deal** and reduce further melt after enrollment and before the start of the semester. Keep students engaged and on track to start strong at the beginning of the semester. Outreach by the academic advisor and student support staff. Numbers are matriculated 10<sup>th</sup> day census goal.

\* Number of applicants, admitted, confirmed, and enrolled students include both domestic and international undergraduate students.

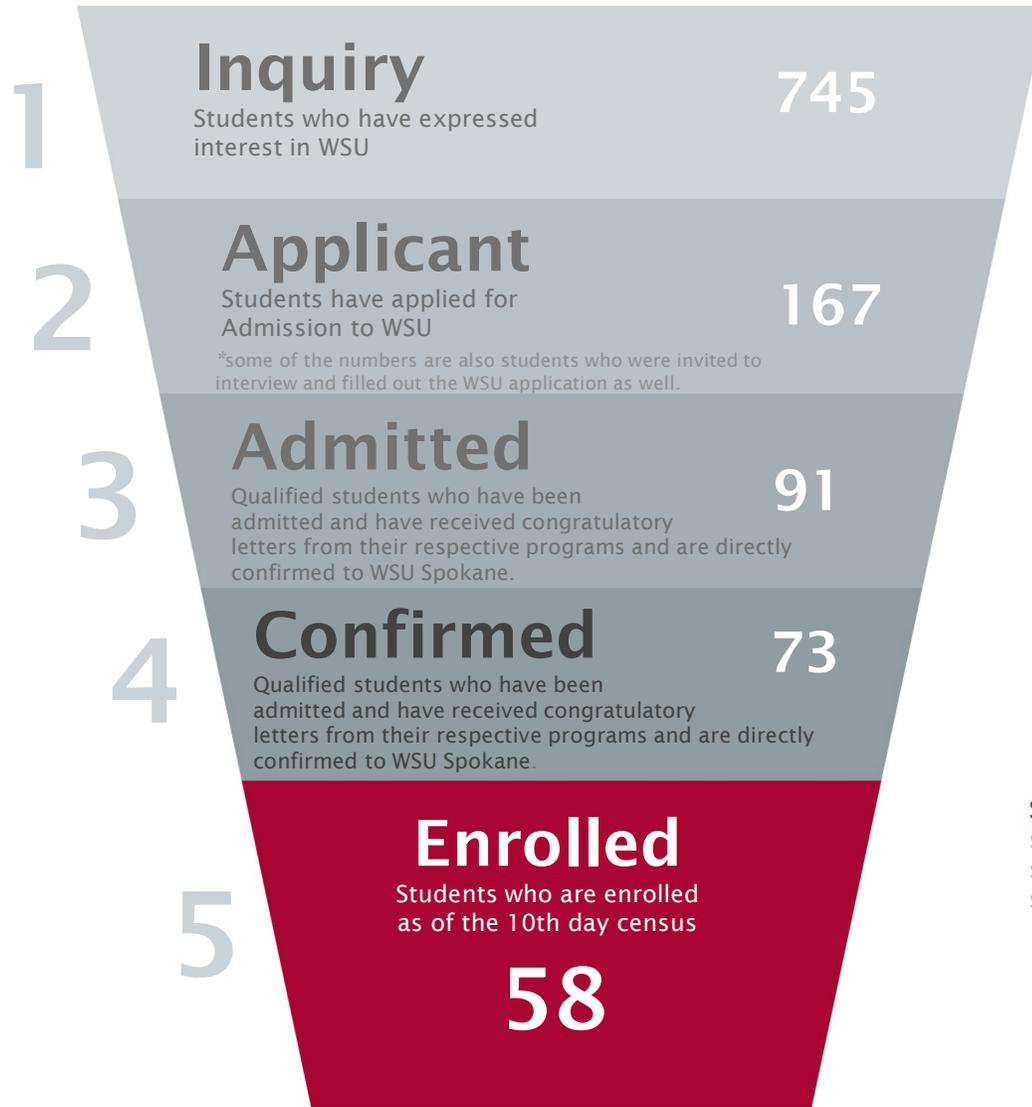
# WSU Pullman First-Year Admission Funnel



**Seal the deal** and reduce further melt after enrollment and before the start of the semester. Keep students engaged and on track to attend. Intensify work with students and parents. Numbers are matriculated 10th day census goal.

\* Number of applicants, admitted, confirmed, and enrolled students include both domestic and international undergraduate students.

# WSU Spokane Transfer Admission Funnel



**Educate students** about the unique opportunities and benefits of attending WSU to pursue a degree in the health sciences. Provide financial education, and information on unique requirements, processes, dates, and deadlines. Knowing we may not see most of these students as applicants for 1-3 years, we urge them to engage with other WSU campuses and start the application process to become a Cougar.

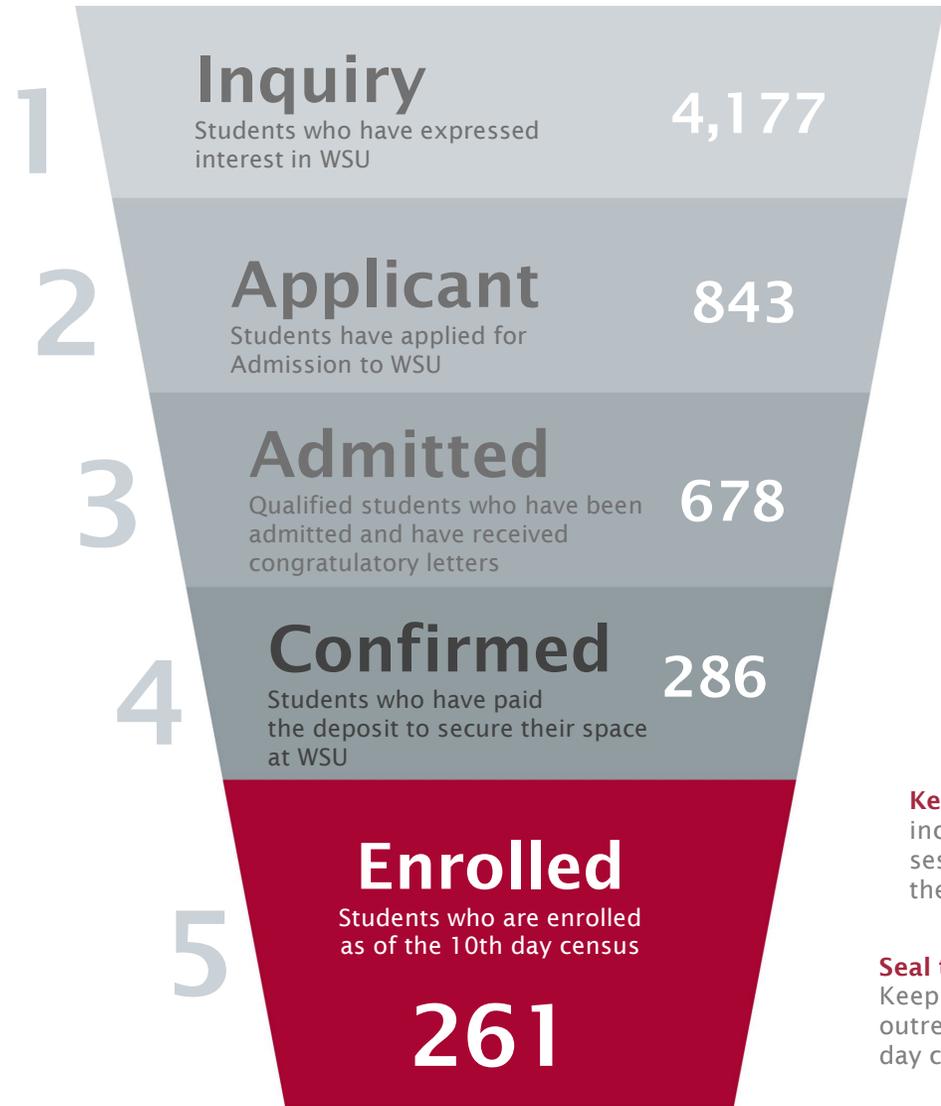
**Urge students** to meet deadlines, follow unique application processes, complete their applications and provide all transfer work and other documentation/information needed for admission review and decision. Continue to provide support and information about the processes of application to each program.

**Continue to communicate** with students about the next steps including completing specific onboarding processes for their respective programs, academic program orientations, and new student orientation for the campus. In addition, encourage them to explore involvement opportunities, and resources to help aid in their success as Spokane Health Sciences Cougars.

**Seal the deal** and reduce further melt after enrollment and before the start of the semester. Keep students engaged and on track to to start the semester successfully. Continue outreach by academic advisors and student support services. Numbers are matriculated 10<sup>th</sup> day census goal.

\* Number of applicants, admitted, confirmed, and enrolled students include both domestic and international undergraduate students.

# WSU Tri-Cities First-Year Admission Funnel



**Create** and build awareness around the high-quality education available close to home. Share the affordability of a WSU Tri-Cities education and the value of a WSU degree. Inform students of financial aid and scholarship opportunities. Encourage students to request more information.

**Educate** students about the affordability of a WSU Tri-Cities degree and the benefits of attending college on a smaller campus with small class sizes. Engage them during one-on-one appointments and campus tours and campus events to provide opportunities to explain the application process and how to maximize their financial assistance. Provide admissions application and financial aid workshops, including onsite admissions. Help students complete their applications.

**Urge students** to complete their applications and submit required documents, including any transfer work, by the priority deadlines. Move as many qualified applicants to ADMITTED as early as possible in the admission cycle. Keep students engaged through on-campus events and individual student outreach.

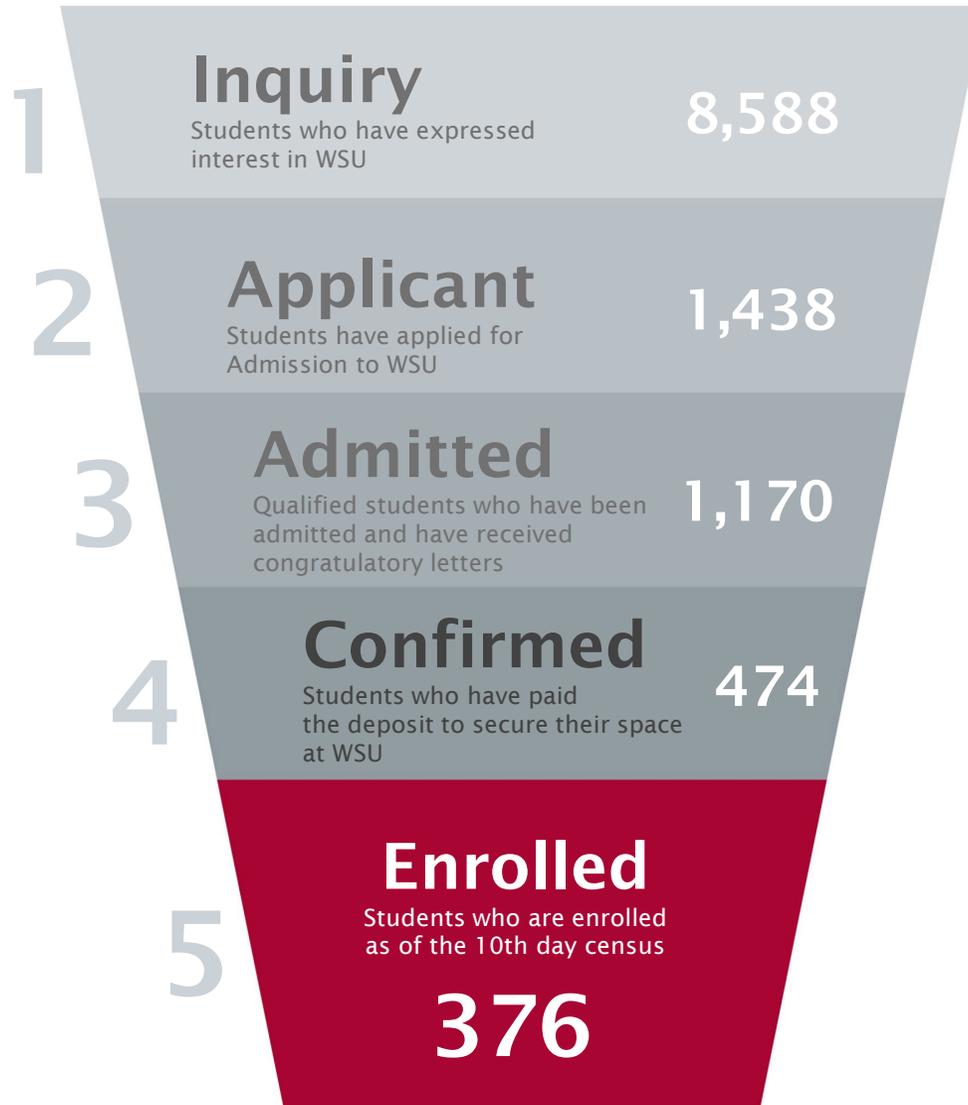
**Move ADMITTED students** to CONFIRMED as early as possible in the admission cycle. Focus outreach on explaining financial aid and scholarship awards to engage students and their families. Help students to confirm so they can take the next steps (orientation, advising).

**Keep students engaged** and reduce “melt.” Encourage students to take the next steps including completing the new student orientation, setting up initial academic advising sessions, and exploring involvement opportunities. Continue to help students see themselves as WSU Tri-Cities Cougs through on-campus events and outreach.

**Seal the deal** and reduce further melt after enrollment and before the start of the semester. Keep students engaged and on track to start strong at the beginning of the semester through outreach by the academic advisor and student support staff. Numbers are matriculated 10th day census goal.

\* Number of applicants, admitted, confirmed, and enrolled students include both domestic and international undergraduate students.

# WSU Vancouver First-Year Admission Funnel



**Create** and build awareness and interest in degree programs at WSU Vancouver. Promote the affordability of a WSU Vancouver education and the value of a degree. Provide financial aid and scholarship outreach and encourage students to visit campus.

**Educate** students about the unique opportunities and benefits of attending WSU Vancouver. Engage them in campus tours and events so they can see themselves at WSU Vancouver. Provide admissions and financial aid workshops, including onsite admissions decisions. Help students complete their applications.

**Urge students** about the unique opportunities and benefits of attending WSU Vancouver. Engage them in campus tours and events so they can see themselves at WSU Vancouver. Provide admissions and financial aid workshops, including onsite admissions decisions. Help students complete their applications.

**Move ADMITTED students** to CONFIRMED as early as possible in the admission cycle. Focus efforts on offering scholarships to students with a GPA of 3.8 and above to incentivize confirmation. Provide outreach to first-generation and low-income students and their families to help them confirm so they can take the next steps (advising, orientation).

**Keep students engaged** and reduce “melt”. Drive students to complete new student orientation, schedule advising appointments, and explore student involvement opportunities. Continue to help students see themselves as WSU VanCoug!

**Seal the deal** and reduce further melt after enrollment and before the start of the semester. Keep students engaged and on track to attend. Intensify work with students and parents. Numbers are matriculated 10<sup>th</sup> day census goal.

\* Number of applicants, admitted, confirmed, and enrolled students include both domestic and international undergraduate students.