

# Fall 2024 Recruitment Cycle & Fall 2025 Recruitment Plan

Andres Moreno Benito, Interim Director of Admissions

Hung Dang, AVP Enrollment Management

Kelsey Haney, Associate Director, Financial Aid

Megan McConnel, Director of Transfer Recruitment & Success





# Student Success

**Goal 1:** Develop clear pathways into and through the university to ensure equitable access to higher education, enhance student engagement and success, and improve retention and graduation rates.

**Initiative 1.1:** Increase enrollment through the development and implementation of a relational recruitment model integrated with clearly branded marketing.



# Admissions and Financial Aid Highlights

- Strategic Recruitment Plan
- “Call to Action” FAFSA Response
- Casa Central
- Director-Student Financial Services
- Strategic Enrollment Management Model
- Developing a process for emergency funding for students



**Laura Miyatake**  
Interim Director of Admissions  
**States:** Hawaii and California



**Manuel Rodriguez**  
Director, Early College Outreach  
and Campus Visits



**Amie Kennedy**  
Admissions Counselor  
Snohomish, Skagit, Whatcom, San Juan,  
Island, and North King County  
**States:** Arizona, Montana, and New  
Mexico



**Emily Smith**  
Senior Admissions Counselor  
Mason, Clallam, Jefferson, Grays Harbor,  
Kitsap, Thurston, and Kittitas County  
**State:** Alaska and Nevada



**Jacob Crowell**  
Admissions Counselor  
Central, East, and South King County  
**States:** N & S Dakota, Wyoming, and  
Utah



**Isabella Braganza**  
Admissions Counselor  
Chelan, Douglas, Okanogan, Ferry, Lincoln,  
Pend Oreille, Spokane, Whitman, and  
Stevens County  
**States:** Idaho



**Alex Harvey**  
Admissions Counselor  
Pierce and Lewis County  
**States:** Colorado, Guam, Republic of  
Marshall Island, and Commonwealth  
Marina Islands



**Elba Sanchez-Baez**  
Senior Admissions Counselor  
Benton, Adams, Franklin, Walla Walla,  
Columbia, Garfield and Asotin County



**Elizabeth Haden**  
Senior Admissions Counselor  
Clark, Wahkiakum, Cowlitz, and  
Skamania County  
**State:** Oregon



**Andres Moreno Benito**  
Interim Director of Admissions  
**State:** Texas



**Diana Borges**  
Admissions Counselor  
Yakima, Klickitat, and Grant  
County  
**State:** Non-WUE States

# Territories and High School Tiering

Region 1 (Amie)			Region 2 (Jacob)			Region 3 (Alex)		
Reporting To Laura			Reporting To Laura			Reporting To Laura		
Snohomish, Skagit, Whatom, Island, San Juan, North King County OOS: Arizona, Colorado, New Mexico			Central King, South King & East King OOS: N & S Dakota, Montana, Wyoming, Utah			Pierce County (King Alt) OOS: Guam, Republic of Marshall Island, and Commonwealth Mariana Island		
	% of tier			% of tier			% of tier	
Tier 1	35	47%	Tier 1	36	45%	Tier 1	26	52%
Tier 2	13	17%	Tier 2	11	14%	Tier 2	5	10%
Tier 3	27	36%	Tier 3	33	41%	Tier 3	19	38%
Total # of Schools	75		Total # of Schools	80		Total # of Schools	50	

CEEB Code	City	State	Snohomish (35 Schools)	CEEB Code	City	State	Central King (29 Schools)	CEEB Code	City	State	Pierce - 50 Schools	CEEB Code	City
			<i>Tier One: 18 / Tier Two: 4 / Tier Three: 13</i>				<i>Tier One: 8 / Tier Two: 7 / Tier Three: 14</i>				<i>Tier One: 26 / Tier Two: 5 / Tier Three: 19</i>		
480387	Everett	WA	Mariner High School	481075	Tukwila	WA	Foster High School	480421	Gig Harbor	WA	Gig Harbor High School	480210	Cle Elum
481640	Marysville	WA	Marysville Getchell High School	481080	Seattle	WA	Franklin High School	480420	Gig Harbor	WA	Peninsula High School	480350	Ellensburg
480682	Marysville	WA	Marysville Pilchuck High School	481115	Seattle	WA	Garfield High School	481365	Tacoma	WA	Bellarmine Preparatory School	480550	Kittitas
480342	Lynnwood	WA	Meadowdale High School	480987	Renton	WA	Hazen High School	481384	Tacoma	WA	Mt Tahoma High School	480315	Easton
480725	Monroe	WA	Monroe High School	480502	Renton	WA	Liberty High School	481383	Tacoma	WA	Stadium High School	481415	Thorp
480588	Arlington	WA	Lakewood High School	480985	Renton	WA	Lindbergh High School	481388	University Place	WA	Curtis Senior High School		
481210	Snohomish	WA	Snohomish High School	481130	Seattle	WA	O'Dea High School	481391	Tacoma	WA	Silas (Wilson) High School	CEEB Code	City
481315	Stanwood	WA	Stanwood High School	481137	Seattle	WA	Rainier Beach High School	481391	Puyallup	WA	Cascade Christian Schools		
480649	Lynnwood	WA	Lynnwood High School	480698	Mercer Island	WA	Mercer Island High School	481403	Puyallup	WA	Puyallup High School	481297	Spokane
480383	Everett	WA	Cascade High School	481100	Seattle	WA	Holy Names Academy	480018	Fife	WA	Fife High School	481483	Spokane Valley
480344	Edmonds	WA	Edmonds Woodway High School	481055	Seattle	WA	Cleveland High School	481393	Lakewood	WA	Clover Park High School	480185	Cheney
480385	Everett	WA	Everett High School	480990	Renton	WA	Renton High School	480940	Lakewood	WA	Lakewood High School	481282	Spokane
481211	Snohomish	WA	Glacier Peak High School	481165	Seattle	WA	West Seattle High School	481375	Tacoma	WA	Washington High School	480687	Mead
480758	Mukilteo	WA	Kamiak High School	480008	Seattle	WA	Summit Sierra Public School	481370	Steilacoom	WA	Steilacoom High School	481275	Spokane
480585	Lake Stevens	WA	Lake Stevens Senior High School	481160	Seattle	WA	Seattle Preparatory School	480588	Tacoma	WA	Franklin Pierce HS	480300	Deer Park
481335	Sultan	WA	Sultan Senior High School	481071	Tukwila	WA	Raisbeck Aviation High School	481402	Eatonville	WA	Emerald Ridge High School	481238	Spokane Valley
480711	Mill Creek	WA	Henry M. Jackson High School	481126	Seattle	WA	Middle College High School	481325	Spanaway	WA	Bethel High School	481258	Spokane
480035	Arlington	WA	Arlington High School	x	Seattle	WA	Seattle Academy of Arts and Sciences	481380	Graham	WA	Graham-Kapowsin High School	481260	Spokane
480391	Everett	WA	Archbishop Thomas J. Murphy High School	480066	Bellevue	WA	Academic Institute Inc	480335	Spanaway	WA	Spanaway Lake High School	481265	Spokane
480450	Granite Falls	WA	Granite Falls High School	481167	Seattle	WA	Seattle Lutheran High School	481225	Puyallup	WA	Emerald Ridge High School	480685	Mead
480285	Darrington	WA	Darrington High School	481152	Seattle	WA	Seattle Urban Academy	480442	Puyallup	WA	Rogers High School	480690	Medical Lake
480343	Mountlake Terrace	WA	Montlake Terrace High School	481141	Seattle	WA	Tech, Engineering, Comm HS	481227	Orting	WA	Orting High School	480710	Spokane Valley
480676	Marysville	WA	Bio Med Academy	x	Seattle	WA	The Center School	481222	Bonney Lake	WA	Bonney Lake High School	481245	Spokane
480034	Arlington	WA	Arlington Christian School	x	Seattle	WA	The Nova Project	480938	Sumner	WA	Sumner Senior High School	480408	Rockford
480722	Monroe	WA	Choice High School	481120	Seattle	WA	Lakeside School	480125	Tacoma	WA	Lincoln High School	481235	Spangle
480657	Edmonds	WA	Edmonds Heights K-12 School	481088	Seattle	WA	Seattle Waldorf School	480855	Buckley	WA	White River High School	481230	Spangle

FINAL Territories

# Fall 2024 Recruiting – Activities by the Numbers

KPI		August-24	FA '24 Target	FA '23 Actual
Preview Day		1,044	2,300	2,000
Next Steps Program		245	190	172
New Stu. Orient. (FTIC)		1,547	1,750	788
Freshmen (FTIC)	HS Visits	372	170	166
	Adm. On the Spot	1,285	700	596
	App. Workshop	323	100	50
	College Fairs	323	250	225
	Indiv. Appts.	1,309	2,000	1,300
Transfers	Indiv. Appts.	934	800	586
	Transfer Fairs	102	19	0
	CC Visits	58	75	52
Campus Visits	Indiv. Tours	4,152	1,750	1,717
	Group Tours	2,698	2,000	1,778
	App. Workshop	226	300	0
	Adm. On the Spot	165	0	0



# Fall 2024 – Admissions Funnel

		August-24	Fall '24 Target	FA '23 Actual
Freshmen (FTIC)	Prospects	186,940	150,000	113,409
	Inquiries	19,518	17,400	16,578
	Submitted Apps.	9,047	8,600	8,374
	Completed Apps.	8,466	8,100	7,828
	Admits	8,063	7,695	7,480
	Confirmed	1,990	2,600	2,486
	Registered	1,601	2,000	1,570
Transfer	Prospects	607	1,000	764
	Inquiries	1,496	2,230	1,716
	Submitted Apps.	1,710	2,200	1,685
	Completed Apps.	1,408	1,860	1,429
	Admits	1,349	1,800	1,374
	Confirmed	972	1,400	1,078
	Registered	717	900	784

# Campus Recruitment Partners



- ✓ Admissions liaison assigned to every college dean, with regular meetings and updates
- ✓ Admissions holds monthly meetings with the University Center Directors
- ✓ Admissions holds bi-monthly meetings with representatives from
- ✓ CWU departments who have recruiting responsibilities
  - *Athletics, ROTC*
  - *Veterans*
  - *TRIO*
  - *Music*
  - *Honors College*
  - *CIHS/Running Start*
  - *Conference Services*
  - *Financial Aid*
  - *College Deans Offices,*
  - *Marketing/Communication*
  - *...and more*
- ✓ Seal the Deal weekly meetings (Yield Meetings)

# Transfer Team

- ✓ Over 150 visits to the 34 Washington community colleges
- ✓ High touch focus – transfers have very individual needs. Conducted 934 individual appointments
- ✓ Develop and maintain 55 Transfer MAPS
- ✓ Host annual CWU Transfer Symposium (250+ attendees)
- ✓ Adult Learner Campaigns
  - National Student Clearinghouse re-recruits
  - CollegeAPP pilot program



# Orientation & Onboarding

April and July 2024

- ✓ 11 New Student Orientation Days for First Year students(required)
- ✓ Parent & Support Network Orientation
- ✓ Todos Somos Familia: Spanish-language orientation programming and printed materials available.

August 2024

- ✓ Virtual Orientation (Site, Center & Online students)

September 2024

- ✓ Transfer Student Orientation for transfer - Ellensburg students (required)

September 2024

- ✓ Week of Welcome, (required for all first-year incoming students taking University 101)
- ✓ Jump Start 2024- became a year-long experience



# The New Yakima Admissions Center

## Admissions Remote Office

- ✓ Partnership with the Yakima School District
- ✓ Oct. 1<sup>st</sup> soft opening

## Top-feeder high schools- Matrics in Yakima County

- ✓ A.C. Davis
- ✓ Eisenhower
- ✓ West Valley
- ✓ Selah

## Grant Work Collaborations

- ✓ Lumina Grant
- ✓ Career Launch Grant

## Highlights for Fall of 2024

- ✓ 128 participants during the Climbing Higher event series
- ✓ 117 recruiting and outreach events
- ✓ 15% of new first-year students are from Yakima County
- ✓ 75% of new students self-identified as Latinx/ Hispanic



# Recruiting for Fall 2025 – What's New?



- Increase presence in areas of high Latinx/Hispanic population density (WA/OR)
- Develop specific, targeted recruitment plans for CIHS/RS students
- Enhance Parent/Support Network programming and communication
- Create additional Jump Start programming initiatives
- Strengthen recruitment efforts on the non-traditional-aged prospective student
- Strengthen collaboration with CWU partners involved in prospective student recruitment
- Leverage financial aid, scholarships and waivers
- Improve Retention & Persistence
- Summer Melt
- Improve service to students at all levels of our institution

# Financial Aid & Recruitment – A Partnership



- Collaborated with Admissions, Marketing, and other key stakeholders to create a shared vision and goals:
  - Communication, Aid Offers, and Scholarships
- Began working together more efficiently to achieve our shared enrollment goals through understanding, making quick adjustments, and committing to communication and flexibility.
- We reviewed, analyzed, and made recommendations based on results, understood implications of changes, and continuously evaluated outcomes.



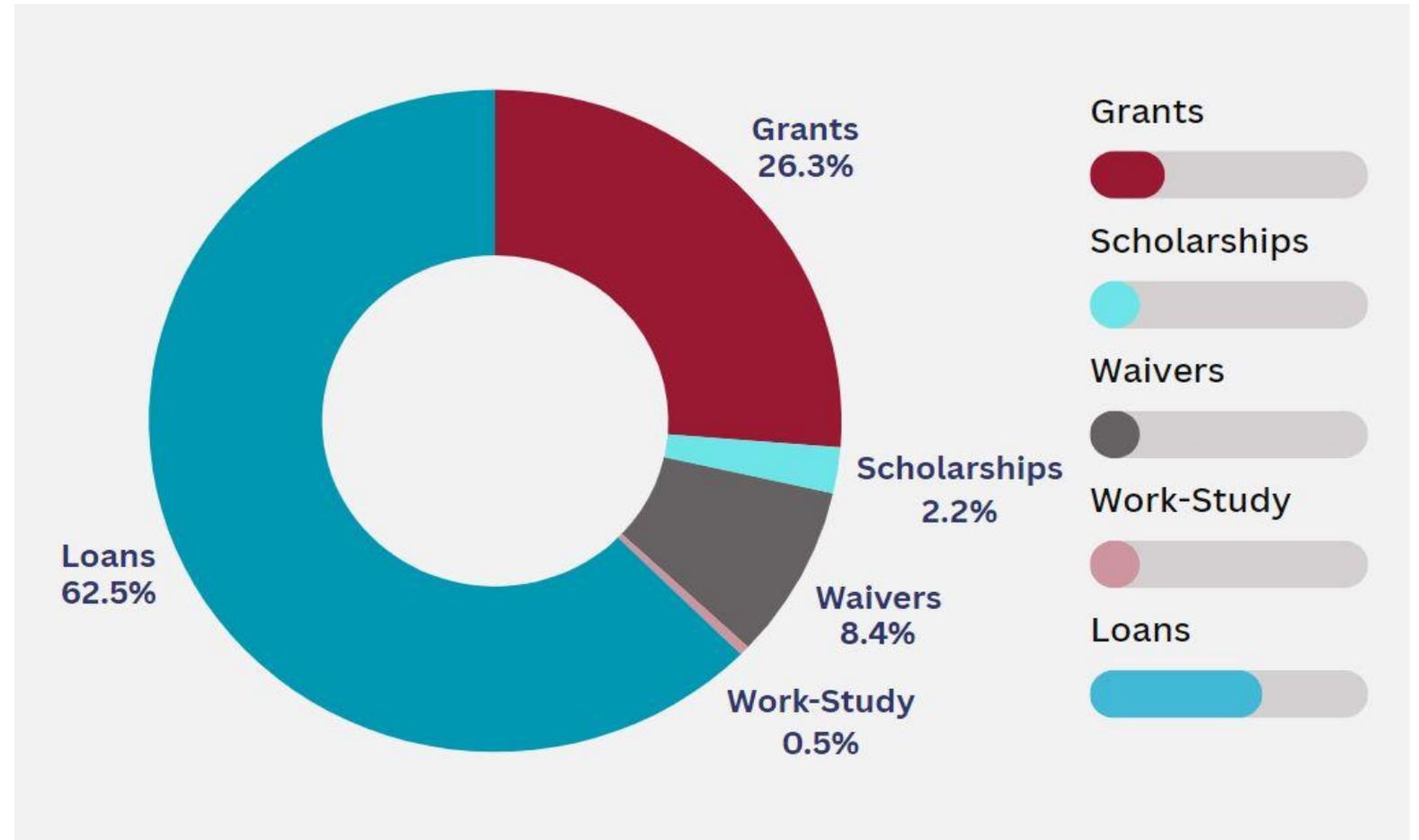
# Award Totals for 2024-2025

<b>Student Type</b>	<b>Number of Students</b>	<b>Total Awards</b>
<b>UGRD</b>	<b>7,742</b>	<b>\$ 184,507,171</b>
<b>PBAC</b>	<b>71</b>	<b>\$ 851,592</b>
<b>GRAD</b>	<b>404</b>	<b>\$7,817,813</b>
<b>Total</b>	<b>8,271</b>	<b>\$193,176,576</b>





# 2024-2025 Financial Aid Awards by Type



# Wildcat Promise Scholarship

**\$5,000 PER YEAR**

**Up to \$20,000**



## 2024-2025 Highlights

Number of Students	Total Offered
135	\$675,000

- Four-year room & board scholarship for high achieving, high need students
- Targets:
  - 1<sup>st</sup> generation students
  - 3.0 or above HS GPA
  - Pell and/or WA College Grant eligible
- Renewable up to four years

**CWU**

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