# Increase New Student Enrollment

Increase new undergraduate student enrollment from 3504 in Fall 2018 to 4532 in Fall 2025

## Initiatives (5)

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<td>Develop CWU’s next generation marketing, recruitment, and campus visitation plans that expand our first-year student market share into new geographical areas while maintaining current market share. Use pre-college programs (e.g. Running Start, Game On!) as recruiting pipelines.</td>
<td>Develop a specific, transfer student enrollment approach. For transfer students bound for the Ellensburg campus, create a seamless transfer transition experience. For transfers headed to a Center or the Sammamish sites, partner with community colleges and corporations to create programming that meets the unique needs of place-bound students.</td>
<td>Target recruiting for ready-to-grow majors well-suited for first year and degree completer student growth. Enhance existing programs and add new programs that meet market-demand and result in increased market-share.</td>
<td>Establish CWU University Centers as the &quot;go-to&quot; choice for time and place bound degree completers, including international students. Increase international student enrollment and market share for International online programs and from the Community Colleges in Seattle area.</td>
<td>Use the operations and delivery of financial aid to optimize students' ability to enroll and pay for college. Focus on improving the student experience, especially in the timely completion of need-based aid requirements.</td>
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## Outcomes

- 8 Outcomes
- 9 Outcomes
- 3 Outcomes
- 10 Outcomes
- 7 Outcomes