

It has been an exciting year for our enrollment management team. We have been able to approach our work with a new sense of creativity, data-driven strategy, and the flexibility necessary to execute our work in a challenging environment. Our leadership team and front-line team members, working with Dr. Moore, were able to implement specific improvement plans meant to maintain the strong aspects of our prior work but to grow in multiple ways around the edges. The culmination of those efforts has translated to growth of all of those targeted segments including WV Promise Scholars, Creative and Performing Artists, Athletes, Service Scholars, International Students, and Transfer Students. The late inclusion of students from Alderson Broaddus University also added to an already positive year for our team while serving an important need for our region and for these students.



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- 2023 Results
- Lessons Learned
- 2024 Goals and Staffing
- Cohorts and Affinities
- Travel
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- Financial Aid and Revenue
- Marketing



College Enrollment Drops, Even as the Pandemic's Effects Ebb

A generation of students may be weighing the value of college versus its cost, questioning whether college is still the ticket to the middle class.

NEWS

Why Americans are increasingly dubious about going to college

An "alarming" number of people are rejecting college – and it could widen the fissures already polarizing American society.

College enrollment drops 1.4M students, raising long-term stability concerns

The Headlines

Education Reporter | June 20, 2022 02:46 PM



Home / News / Education News / College Enrollment Declines A...

College Enrollment Declines Are Here to Stay

The enrollment data comes as a growing number of students consider alternatives to higher education – both as a respite from rising tuition costs and data highlighting earnings potential without a degree.

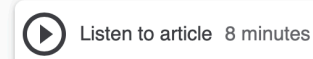
By Lauren Camera | May 26, 2022, at 1:53 p.m.

World Report: The College Enrollment Decline Worsened This Spring

Michael T. Nietzel Senior Contributor
I am a former university president who writes about higher education.



May 26, 2022, 01:15am EDT



New! Click on the conversation bubble to join the conversation Got it!

Summary Chart 5-Year IR/Revenue Projection

	Budget FY 2023	Forecast FY 2023	Projected FY 2024	Projected FY 2025	Projected FY 2026	Projected FY 2027	Projected FY 2028
Enrollment							
Fall							
New Freshmen	300	275	300	300	300	300	300
New Transfers	25	11	25	25	25	25	25
Returning Students	616	591	559	609	630	645	648
Total FT UG Enrollment	941	877	884	934	955	970	973

- In 2023, it was critical to replace a very large graduating class for FY 2024 to stay even.
- In FY 2025 (fall 2024 class) we begin to see growth opportunities with multiple smaller graduating classes from the pandemic cohorts.

5 Year Outlook Undergraduate/Graduate

Year	Undergraduate	Total Enrollment
2024	938	1041
2025	955	1056
2026	985	1088
2027	999	1102
2028	999	1102

2023 Goals (Set in Prior Enrollment Plan)

2023 Goals (Set in 2023 Enrollment Plan)

New Students: 325 (FR 300/TR 25)

Total Revenue: \$3,640,000

Net Revenue Per Student: \$11,200

FR Accepted Student Volume: 1600

FR Yield Rate (% of accepts converted to deposits)
19%

Results

- New Students: 372 (307 FR/65 TR) 2022 comparisons: 290 (278 FR/12 TR)
- Total Revenue: \$3,700,000 (exceeded goal)
- Net Revenue Per Student: \$10,900 (less than goal)
- FR Accepted Student Volume: 1358 (did not meet)
- FR Yield Rate (% of accepts converted to deposits) 23% (met)



Accomplishments



Largest new student class since 2017

Students from 26 states, 14 countries, and 44 of 55 WV counties

Four-year high of WV students and WV Promise Students (third year of increasing WV Promise Students)

Largest freshman international cohort in over 20 years


Strong academic quality (3.6 GPA) and good projected retention

45 Creative Artists (vs. 14 in 2022)

65 Transfer Students (35 standard TR, 30 AB TR) vs 12 total TR in 2022

Five-year high FR “yield rate” (% of accepted to enrolled) of 23%





Shortfall Areas/Opportunities

Did not meet applicant or acceptance goals, requiring higher “yield” rate

US out-of-state students were up from 2022 but trailed most previous years

Net revenue per-student did not meet goal, necessitating a higher volume to meet goals. This was caused largely by more Presidential Scholars, Promise Scholars, and talented students in the arts, service, and athletics. These are likely good indicators for retention.

Some cohorts within athletics and creative arts did not meet goals and one team was eliminated

Some programs (education, exercise science) saw increased attention in this cohort while others (physics) continued decline.

Still many challenges to recruiting “non-affinity” students who often default to the most affordable options, or larger state schools.

Alderson Broaddus University

In November 2022, our leadership team began preparing for the possible closure of Alderson Broaddus University. This involved creation of applications, financial aid processes, and work-flow preparation for a possible influx of late student interest. We certainly did not anticipate that process wouldn't occur until three weeks before Orientation weekend. Having the processes and communication ready allowed us to work swiftly along with support from Academic Services, Student Accounts, Campus Life/Housing, and numerous other offices in trying to serve over 80 applicants within a three-week period.

Alderson Broaddus Student Results

- 30 TR Students from Alderson Broaddus University, ranging from Sophomore-Senior.
- We do not have final numbers, but we anticipate this was the largest group to enroll at any WV school. Our teach-out partner, Davis and Elkins, enrolled 15.
- 14 students living on-campus, providing unexpected room revenue
- 17 total students were nursing students, joining WVWC's already strong department and potentially providing future graduate enrollees
- It is too early to have final revenue impacts of this group, but based on initial valuation of tuition and fees revenue along with room and board, we expect to gain \$350,000-\$400,000 in revenue. Any offsets provided by the State would assist in achieving higher revenue totals.



2024 New Student Enrollment Plan

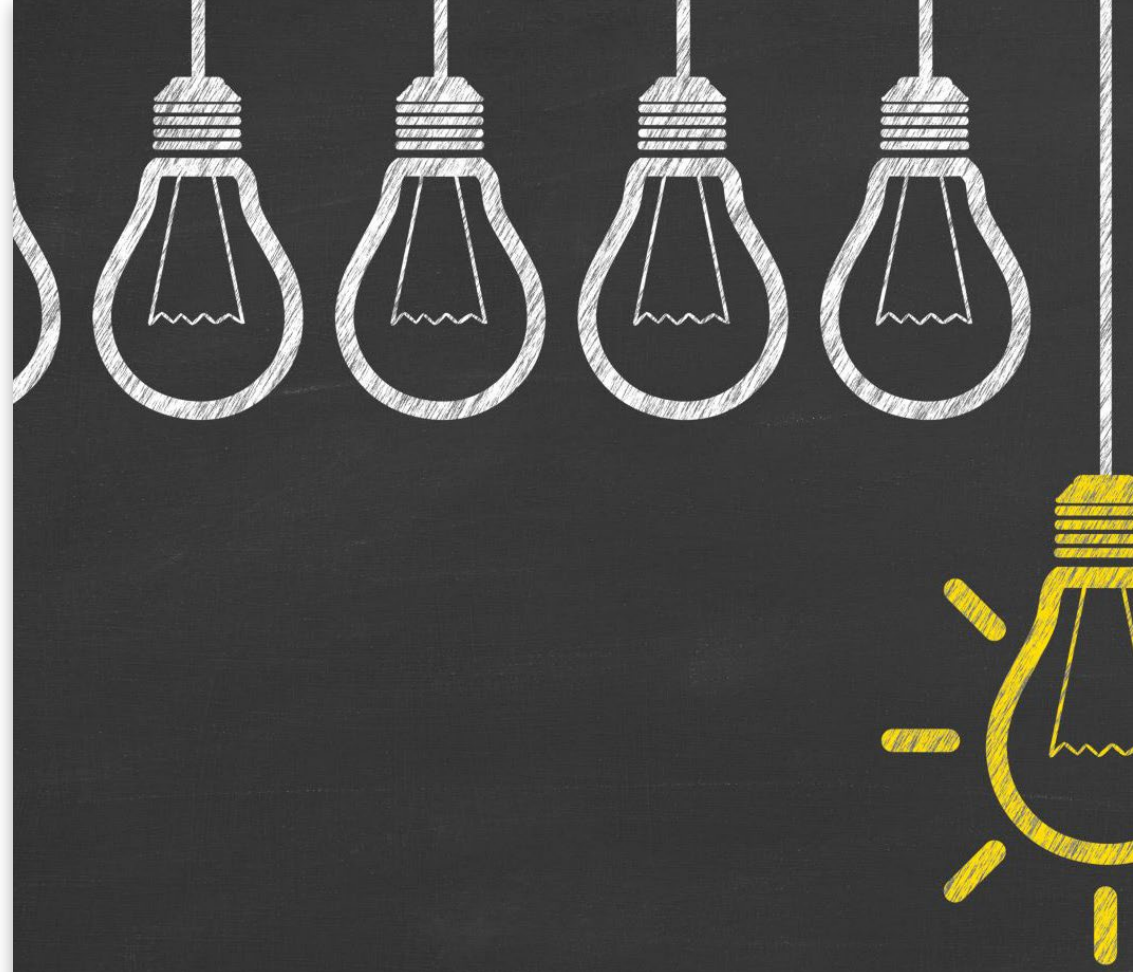
Goals

- New Students: 335 (FR 305/TR 30)
- Total Revenue: 3,360,000 (FR)
- Net Revenue Per Student: \$10200
- Accepted Student Volume: 1500
- Yield Rate (% of accepts converted to deposits) 20%



Improvement Goals and Strategies

- Add 150 applications/100 accepted students
- Repeat and Exceed Cohort Goals Athletics (230), Creative Arts (45), Service Scholars (25)
- Continued growth of WV Promise Scholars/WV Student Enrollment (67 in 2023, goal to achieve 75 in 2024)
- Recover specific shortfall cohorts within larger cohort groups in Athletics and Creative Arts
- Repeat yield success/melt prevention/communication strategies from 2023 cohort
- Continue Growth of Transfer Students (exceed 30 transfers)
- Integrate select private schools into focus schools/travel strategy
- Year two of changes/improvements to athletic scholarship strategy
- Graduate enrollment improvements including automation, online processes, communication, and reporting.



Application Attainment/Acceptance Volume Improvement

Given demographics in WV, PA, and in college-going high school aged students in total, achieving applicant/acceptance volumes has proven challenging. Our team has set a number of strategies to “make more from less” with the hope of improving by 100+ qualified acceptances this year. They include:

Travel and Field Work

- QR codes, fast application links, intention to approach of application receipt in counselor training
- On-spot completion, with counselors immediately visiting guidance offices to complete applications
- Athletic recruiter moving from school-visit goal to application goal, moving to double completed applications from last year.
- On spot admissions reads and scholarship estimates
- Re-visits to key schools, focus schools, and arts schools during the months between travel and yield seasons.

Events and Visits

- Pre-populated applications for open house visitors
- Pre-empts to daily visitors before they attend so we complete applications before or during the visit
- Requirement of teams having athlete previews or recruitment days to complete applications on or during the visit

Search and Marketing

- Newly designed application process to seek applications from search names early in the cycle, including digital ads, landing pages, and social media ads moving students to apply

New FAFSA

This year, the US Department of Education is transitioning the Free Application for Federal Student Aid to a “New FAFSA”, meant to be easier to complete and more accessible to students. The new program brings with it several challenges in our upcoming process. They include:

- Due to the changeover to the new system, FAFSA filing won't begin in October, but rather in December. Instead of having results to work with in early November, we'll be delayed until January. This is a one-year challenge given this single time change-over.
- Delays in filing and a new process will lead to a much later deposit cycle, making comparisons difficult.
- New formulas creating the new “Student Aid Index” are less predictable given we haven't worked with this data, making revenue and yield harder to forecast.

New FAFSA Strategies

Our Admissions and Financial Aid teams are working to take this “challenge” and turn it into an “opportunity”. Since all students and Colleges will be working through the same problem, we think we have an advantage in our personal attention and outreach. We want to outwork other schools, particularly State schools, who will not be able to keep up with assisting students in this process. Some strategies include:

- Text outreach by financial aid early in the process, offering assistance to students, then monthly.
- Offers by admissions team members to high schools and community organizations to host or present financial aid/scholarship nights to families and students
- Postcard and letter mailings in the fall to follow-up the process and ensure that our accepted students are filing and sending to WWC
- High School counselor workshop scheduled on-campus in November, serving 8+ local high schools
- Launch of revised net price calculator in October. This will allow us to provide coaches with estimates ahead of early signing periods to keep moving deposits/commitments.
- Early estimate letter mailing in November to showcase current scholarships and encourage students to file.

Graduate Enrollment

With the launch of new programs and greater focus on graduate enrollment growth in the cycles to come, graduate enrollment processes have now been aligned with the Office of Admissions (in prior years, most were handled at the program level). This will allow us to apply our efficiencies, communication processes, staffing, and other assets to graduate recruitment. We plan several important updates this year:



Graduate Enrollment Strategies

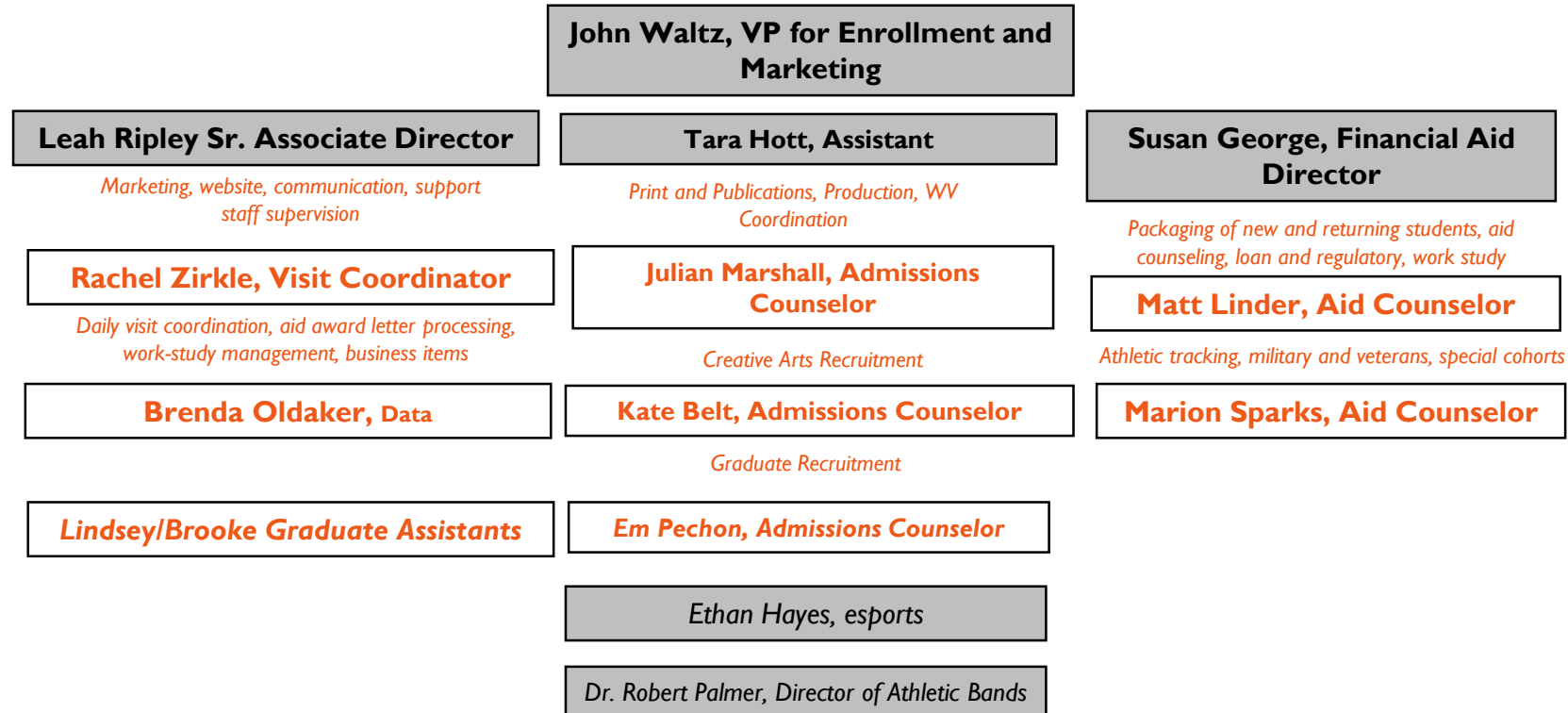
Staffing: Kate Belt, Admissions Counselor, now has a half-time responsibility to graduate recruitment. Her roles will include application coordination/completion, marketing, travel support, and outreach. This is a step toward more dedicated staffing that may be aligned with graduate work as we launch and grow programs.

Automation: We plan to build out data entry, faculty reports, and automation of letters and mailings as we do with undergraduate admission.

Digital Processes: Until this year, application fees, deposits, and other processes for graduate students were handled through paper and mail processes. We have moved all application fees and deposits online and are re-designing custom applications for each program that allow upload of materials such as resumes, reference letters, and test scores.

Marketing: We have allocated significant resources to marketing of graduate programs. Billboards for the Nursing and Clinical Mental Health Masters Programs, funded in part by grants/gifts supporting both, have launched. Digital ad campaigns will begin in September for Clinical Mental Health and in spring for Nursing. Both will be pilots to see the effectiveness of digital ads across Facebook, Instagram, Snapchat, Google, and Tik Tok. We are also creating graduate collateral including a graduate programs brochure and individual fliers and postcards for all programs.

Division of Labor/Enrollment Staff



Enrollment Staff Blended with Marketing

John Waltz

Planning and Strategy
Website (home, jobs, admission)
Reporting
Budget and Brand
Crisis Spokesperson

Leah Ripley

Website (Oversight)
Website (Student Dev)
Admissions Social
Video Producer
Crisis Social
Admissions Comm

Amanda Hayes

Website (advancement, academics)
Press Releases
Media Relations
College Social
Crisis Media

Jon Benjamin

Video Training
Design Training
Motion Graphics Training
Faculty Liaison

Pete Galarneau

Website (Athletics)
Athletics Brand
Athletics Social
Athletics Advertising

Tara Hott

Print and Publications
Production
Inventory

Nick Grotti

Sahil Dhunnookchand

Video Filming
Video Editing
College Social
Crisis Assistants

Team Member Recruitment Goals/Stretch Goals

First	Last	Territory Summary	APP goal	ACC goal	DEP goal
Julian	Marshall	OH, PA, Northern WV	350	275	60
Tara	Hott	MD, Eastern WV	375	285	60
Em	Pechon	New England, Southern WV	400	285	50
Kate	Belt	DC, DE, FL, GA, NC, SC & VA	350	265	55
Leah	Ripley	Key WV Counties	325	250	75
John	Waltz	Non-Travel States, International Freshr	300	240	50
		FR Totals	2100	1600	350
		TR Totals	120	80	30

Goal Tracking

First	Last	Territory Summary	APP goal	ACC goal	DEP goal	Current Apps	Current Accs	Current DEP	Will Grade	May Grade	Projection (JW)
Julian	Marshall	OH, PA, Northern WV	350	275	60	227	157	39	3	29	55
Tara	Hott	MD, Eastern WV	375	285	60	232	185	34	0	6	43
Em	Pechon	New England, Southern WV	400	285	50	290	248	39	1	30	50
Kate	Belt	DC, DE, FL, GA, NC, SC & VA	350	265	55	219	165	27	3	7	34
Leah	Ripley	Key WV Counties	325	250	75	236	187	55	4	19	70
John	Waltz	Non-Travel States, International Fresh	300	240	50	330	206	28	5	31	48
FR Totals			2100	1600	350	1534	1148	222			
TR Totals			120	80	30	150	54	12	4	10	20
						Need	Projection		Running Proj:	300	
Athletics			Offers	DEP	Goal	Date					
			141	133	238	4-5	105	95			
Creative Arts			Auditions	Signed/Deposited	Goal	Date					
			58	46	45	4-16	0	4			
CCE/Service			Applicants	Signed/Deposited	Goal	Date					
			30	20	25	4-5	5	3			
Esports			Offers	Deposited/Signed	Goal	Date					
			12	6	10	4-5	4	4			
WVSOM			8 offers	3		4-5	0	0			
Sakae						4-12	3	3			
						117	109				

Team Rules/Goals

- Support One Another
- Communicate Effectively
- Intentionality to Action



Support for Enrollment

Athletics: Director of Athletics Rae Emrick/Coaches

Creative Arts: Julian Marshall, Robert Palmer, Arts Faculty

CCE/Service Scholars: Jessica Vincent

UMC: Jonathan Acord

President Moore: International Travel/Partnerships

Multicultural Programs: Laurie Goux

The Learning Center: Anita Dib

Faculty: Dr. Lynn Linder/Faculty Outreach

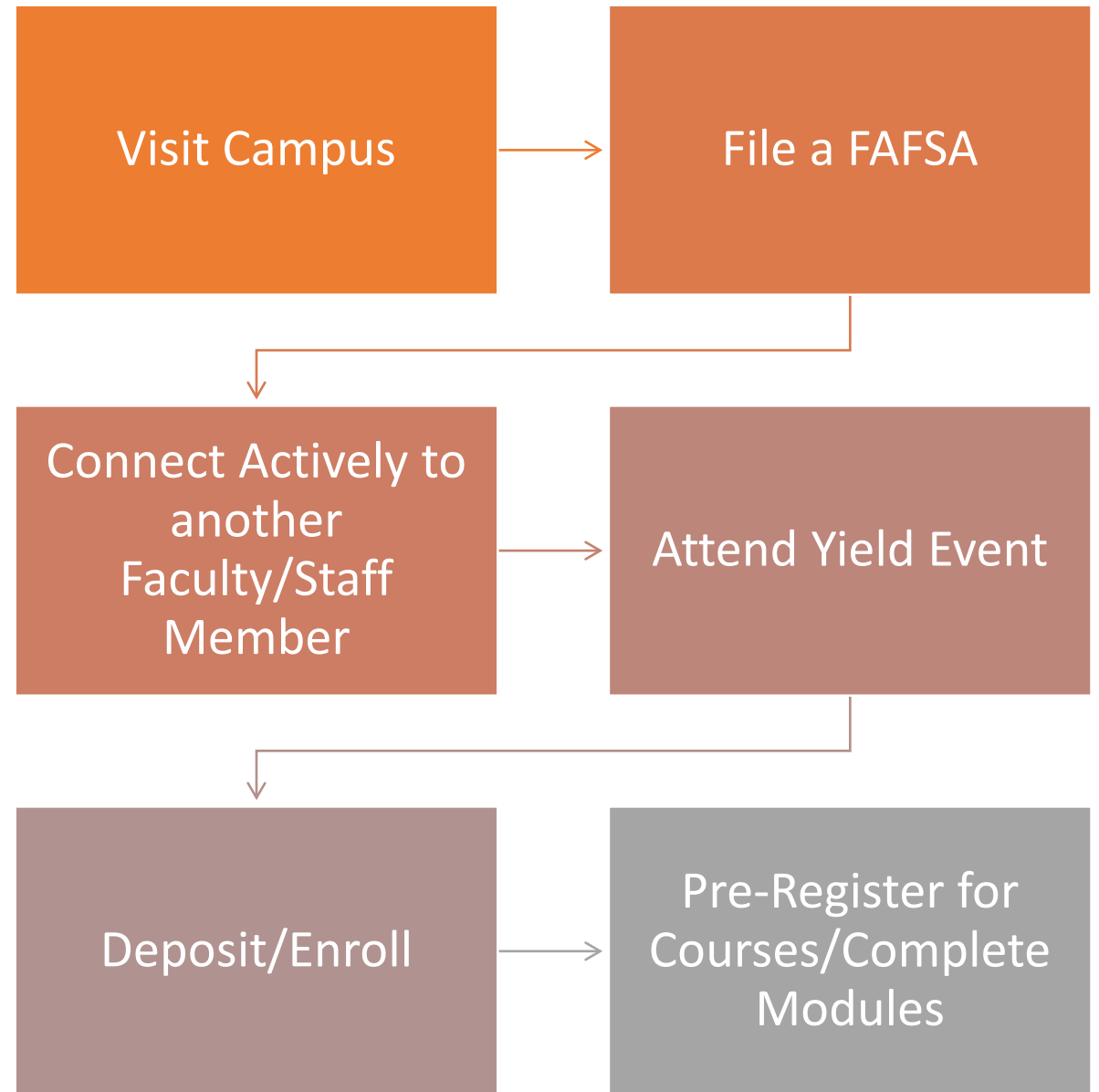
Affinities and Special Cohorts

- Athletics 230
- Creative Arts 45
- CCE/Service 25
- Esports 10
- Learning Center 25
- WVSOM 4
- UMC
- International
- Regional/Multicultural Programs





The Enrollment Pathway

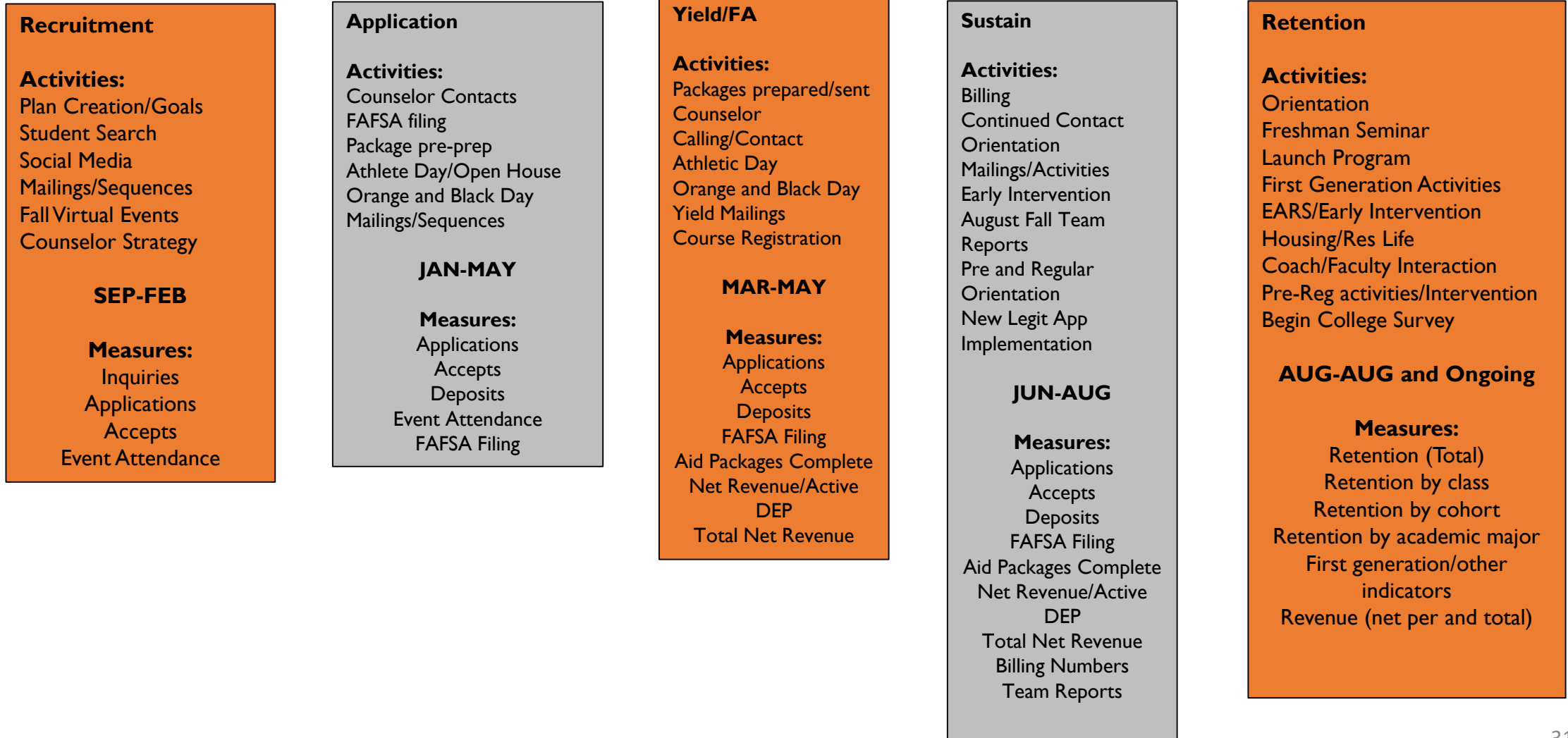


Enrollment Cycle

- **Recruitment:** Gathering of inquiries, applications, interest
- **Application:** Application generation/gathering, acceptance, FAFSA
- **Financial Aid YIELD:** Awarding/Accept/Deposit phase
- **Sustain:** Prevent deposit melt, Award/Accept/Deposit
- **Retention:** Retain enrolled students fall-spring, spring-fall, beyond



Enrollment Cycle Expanded





Focus Schools

- Welcome Package and Regular Mailings
- Offers of Virtual interactions from admissions, athletics, arts, CCE.
- Visit Prioritization
- Pathway to promotion of specialized and new programs including WVSOM
- Precise tracking of interactions with WVWC team members and priority for in-state scholarships and other outreach and sponsorships
- New Esports partnerships at multiple schools
- Lead-in to a Strategic Planning Project where we have formed deep partnerships with two schools (BUHS, Notre Dame) with more to come

Focus School Tracking

High School	Counselor	Address	City	Zip	Guidance Email Contact	Phone	Welcome Box	WV Tour	App Week or Re-At
Wheeling Central Catholic High School	Julian	75 14th St	Wheeling, WV	26003	Donna Niggemyer (donna.niggemyer@wvnet.edu)	(304) 233-1660	9-5	10/25	No Individual Visit
The Linsley School	Julian	60 Knox Ln	Wheeling, WV	26003	Penny Cunningham (pcunningham@wvnet.edu)	(304) 233-3260	9-5	10/25	11/16
East Fairmont High School	Julian	1993 Airport Rd	Fairmont, WV	26554	Roselee Copenhaver (rcopenhaver@wvnet.edu)	304-367-2140	9-5	11/9	11/1
Fairmont Senior High School	Julian	1 Loop Park Dr	Fairmont, WV	26554	Alex Eddy (alex.eddy@k12.wv.us)	(304) 367-2150	9-5	11/09	10/31/23
Nicholas County High School	Em	30 Grizzly Ln	Summersville, WV	26651	Esther Dorsey (edorsey@k12.wv.us)	304-872-2141	9-5	10/18	10/30
Braxton County High School	Em	200 Jerry Burton Drive	Sutton, WV	26601	Crystal Spaur (cspaur@k12.wv.us)	304-765-7331 ext. 311	9-5	9/13	10/31
Greenbrier East High School	Em	273 Spartan Lane	Lewisburg, WV	24901	Mike Vincent (mevincent@k12.wv.us)	304-647-6464 ext. 103	9-5	9/18	11/9
Huntington High School	Em	1 Highlander Way	Huntington, WV	25701	Jessica Kidd (jm Kidd@k12.wv.us)	304-528-6420	9-5	10/3	
Cabell Midland High School	Em	11315 U.S. Route 60	Ona, WV	25545	Linda Mount (lmount@k12.wv.us)	304-743-7571	9-5	10/3	
Webster County High School	Em	1 Highlander Dr.	Upperglade, WV	26266	KerriJo Ramey & Jerry Deal	304-226-5772	9-5	10/18	
Oak Hill High School	Em	350 West Oyler Avenue	Oak Hill, WV	25901	Michelle Wolfe (nm Wolfe@k12.wv.us)	304-469-3551	9-5	10/19	11/2
Chapmanville Regional High School	Em	200 Vance St.	Chapmanville, WV	25508	Karen Varney Bragg (kvarney@k12.wv.us)		9-5	9/27	11/7
					Mike Lemley (mlemley@k12.wv.us)				
Bridgeport High School	Leah	515 Johnson Avenue	Bridgeport, WV	26330		304-256-4646	9-5	11/8	11/6
George Washington High School	Leah	1522 Tennis Club Rd	Charleston WV	25314	Tiffany Anderson, Jennifer J.	(304) 326-7126	9-5	10/2	
Hurricane High School	Leah	3350 Teays Valley Rd	Hurricane WV	25526	Jennifer Marinacci (jennifer.marinacci@wvnet.edu)	304-348-7729	9-5	10/5	10/30
					Abigail Hughes (abhughes@wvnet.edu)				
Liberty High School	Leah	1 Mountaineer Dr,	Clarksburg, WV	26301		304.562.9851	9-5	11/8	10/5
						304-703-5276			
Robert C. Byrd High School	Leah	1 Eagle Way	Clarksburg WV	26301	Roger Wilkerson (rwilkerson@wvnet.edu)		9-5	11/8	11/9
					Sara Aylestock (saylestock@wvnet.edu)				
Buckhannon Upshur High School	Leah	270 BU Dr	Buckhannon, WV	26201		(304) 472-3720	9-5	9/12	11/2
					Aaron Talbott (antalbott@wvnet.edu)				
Elkins High School	Leah	100 Kennedy Dr	Elkins, WV	26241		304-472-3720	9-5	9/12	11/1
					Marsha James (marcia.james@wvnet.edu)				
Lewis County High School	Leah	205 Minuteman Dr	Weston, WV	26452		304-636-9170	9-5	9/12	10/31
					Jeannine Reed (jreed@wvnet.edu)				

Weekly Activity Tracking

	Counselor	Planned Activity	Communication	Communication	Travel and Virtu	Campus Events	Visitors	Notes
	Julian	Exploration Week: Possible Parkersburg or	Accepts texts, congrats notes, incompletes	notes, 7 accepts. Emails to counselors	College app week		Brooke Farley	
	Kate	Review applications. Texts, connection,	Congrats note, text, connect, Incompletes, OH text	6 Accept texts, notes, connects, Texted 9 new	College app week		Amirah Winston Keka Mbella	Work from home 11/3
	Leah	Review applications. Texts, connection,	Congrats notes, accept texts, and connections.	19 Congrats notes, accept texts, and connections.	College app week . Hurricane (3). Lewis County			
	Tara	Review applications. Texts, connection,	congrats notes, accept texts, and connections.	9 accept texts, congrats notes, and connections. 1	College App Week Visits: Martinsburg 11/1			14 apps Preston Hi
November 6	Em	College Exploration Week Part 2!	Congrats note, text, connect, incompletes, notes to	15 accepts, texts, notes, connects; 3 apps at	App Week - The Sequel Visits: Huntington &	Fall Open House 11		
	John	Accept follow-up, texts, connects	Mid Year Deposit Check--Mid Year Meeting	9 accepts, texts, connects, 31INTL incomplete	WVSOM event on campus 9-7, counselor workshop 9-7	Fall Open House 11		WVSOM lunch, counselor day
	Julian	Week 10 of WV College Tour	Accept texts, congrats notes, incomplete outreach	3 new accepts, texts to 4 new incompletes.	Ritchie/Doddridge County, Fairmont college fair	Fall Open House 11	Midland Trail Juniors, Dirk Riley, Gabriella Griffith	
	Kate	Review applications. Texts, connection,	Congrats note, text, connect, incompletes	6 accept, text, connects, Text 18 incomplete	Health Services Career Fair 11/9	Fall Open House 11		
	Leah	Review applications. Texts, connection	Congrats note, text, connect, incompletes	10 accepts, texts, notes, and connects	Bridgeport (11/6-0 apps), RCB 11/9	Fall Open House 11		

Travel

- WV Tour
- WV Re-Visits
- Select MD, VA, PA Fairs, Visits
- Athletic Recruiter Travel
- Band Director Travel
- Esports Travel
- Coach Recruitment Travel



Campus Events and Visits

Saturday, October 21
Fall Open House

Saturday, November 11
Fall Open House

Saturday, December 2
Creative Arts VIP Auditions
TBD Alumni Preview Event

Saturday, January 20
Prospective Athlete Day

Saturday, February 24
Orange and Black Scholarship Recognition Day
(accepted students only)
Creative Arts Auditions
Service Scholar Interviews

Saturday, March 23
Hold for make-up event if needed

Friday, April 19
Course Registration Day
Virtual, Faculty Only

2024 Visit Modifications

- High-level Personalization
- Pre and Post Visit Communication and Follow-Up
- New tour guide and summer scheduling
- Enhanced focus on application attainment
- New show spaces and scripting



Revenue Goals and Financial Aid Tracking

2024 Net Revenue Goal: \$10,200

2024 Total Revenue Goal: \$3,630,000 (FR)

Tracking through Admissions Dashboard, Aid Reports, Strategic Enrollment Management

Continued Refinements to Athletic Model/Athletics Commission

Athletics oversight/approval through financial aid, athletics, admissions

Continued Focus on Transfer Recruitment and Scholarships

Modularity and Flexibility



Sample Financial Aid Tracking (Dashboard)

Fall 2022 Financial Aid Packaging Model 10-18-21													
The following fall 2022 financial aid packaging models assume the following talent awards in addition to the academic/need based matrix financial aid awards:													
1. Scholarship Student Athlete Awards based on the long-term plan (Competitive Dance goals moved into Athletic Goals)													
2. 50 Performing Arts Scholarships averaging \$2500= \$125,000													
3. 30 Service Scholarships @ \$1500 per student = \$45,000													
4. 10 Esports Scholarship averaging \$3000 per student= \$30,000													
6. 30 WEF based Athletic Scholarship awards @ 1500 per student = \$45,000													
7. Additional WEF awards for other academic/need based matrix= \$50,000													
8. Estimated SEOG awards to new students of \$25,000													
350 New Freshmen with New Talent Scholarship guidelines and Proposed Need/Academic Merit Matrix													
-assumes all talent award targets are met with an 19 student increase in of Matrix Package and WEF Packages to Fall 2021													
Fall 2022 New Student Enrollment and WVWC Schol and Grant (Tuition and Fees \$32,976)													
Special Groups	2022 # Student		Average WVWC Gift		Total WVWC Gift			Ave. Tuition and Fee Net Revenue			Total Tuition and Fee Net Revenue		
	FR	TR	FR	TR	FR	TR	Total	FR	TR	Total	FR	TR	Total
Schol Student Athletes (includes co	105	10	\$24,000	\$24,000	\$2,520,000	\$240,000	\$2,760,000	\$8,976	\$8,612	\$8,944	\$942,480	\$86,120	\$1,028,600
WEF Based Athletic Scholarships	30	0	\$21,750		\$652,500	\$0	\$652,500	\$11,226		\$11,226	\$336,780	\$0	\$336,780
Schol Performing Arts*	50	0	\$23,000		\$1,150,000	\$0	\$1,150,000	\$9,976		\$9,976	\$498,800	\$0	\$498,800
Service Scholarship*	30	0	\$22,000		\$660,000	\$0	\$660,000	\$10,976		\$10,976	\$329,280	\$0	\$329,280
Esports*	10	0	\$23,000		\$230,000	\$0	\$230,000	\$9,976		\$9,976	\$99,760	\$0	\$99,760
TE and CIC Tuition Exchange	2	0	\$31,898		\$63,796	\$0	\$63,796	\$1,078		\$1,078	\$2,156	\$0	\$2,156
Tuition Waivers	4	0	\$0		\$0	\$0	\$0	\$32,976		\$32,976	\$131,904	\$0	\$131,904
Matrix Packaging*	119	15	\$19,700	\$19,700	\$2,344,300	\$295,500	\$2,639,800	\$13,276	\$12,912	\$13,235	\$1,579,844	\$193,680	\$1,773,524
Total	350	25	\$21,773	\$21,420	\$7,620,596	\$535,500	\$8,156,096	\$11,202	\$11,192	\$11,202	\$3,921,004	\$279,800	\$4,200,804
Discount rate			66.0%	65.0%									
INTERNATIONAL TE		2		31384	0	62768	62768		\$ 1,228	\$ 1,228	\$ -	\$ 2,456	\$ 2,456
Readmitted		15		19700	0	295500	295500		\$ 12,912	\$ 12,912	\$ -	\$ 193,680	\$ 193,680
300 New Freshmen budget goal with New Talent Scholarship guidelines and Proposed Need/Academic Merit Matrix													
-assumes a similar enrollment and distribution of student to Fall 2021													
Fall 2022 New Student Enrollment and WVWC Schol and Grant (Tuition and Fees \$32,976)													
Special Groups	2022 # Student		Average WVWC Gift		Total WVWC Gift			Ave. Tuition and Fee Net Revenue			Total Tuition and Fee Net Revenue		
	FR	TR	FR	TR	FR	TR	Total	FR	TR	Total	FR	TR	Total
Schol Student Athletes (includes co	100	10	\$24,000	\$24,000	\$2,400,000	\$240,000	\$2,640,000	\$8,976	\$8,612	\$8,943	\$897,600	\$86,120	\$983,720
WEF Based Athletic Scholarships	30	0	\$21,750		\$652,500	\$0	\$652,500	\$11,226		\$11,226	\$336,780	\$0	\$336,780
Schol Performing Arts*	32	0	\$23,000		\$736,000	\$0	\$736,000	\$9,976		\$9,976	\$319,232	\$0	\$319,232
Service Scholarship*	26	0	\$22,000		\$572,000	\$0	\$572,000	\$10,976		\$10,976	\$285,376	\$0	\$285,376
Esports*	6	0	\$23,000		\$138,000	\$0	\$138,000	\$9,976		\$9,976	\$59,856	\$0	\$59,856
TE and CIC Tuition Exchange	2	0	\$31,898		\$63,796	\$0	\$63,796	\$1,078		\$1,078	\$2,156	\$0	\$2,156
Tuition Waivers	4	0	\$0		\$0	\$0	\$0	\$32,976		\$32,976	\$131,904	\$0	\$131,904
Matrix Packaging*	100	15	\$19,700	\$19,700	\$1,970,000	\$295,500	\$2,265,500	\$13,276	\$12,912	\$13,229	\$1,327,600	\$193,680	\$1,521,280
Total	300	25	\$21,774	\$21,420	\$6,532,296	\$535,500	\$7,067,796	\$11,202	\$11,192	\$11,201	\$3,360,504	\$279,800	\$3,640,304
Discount rate			66.0%	65.0%									
Prepared by OIR 10-18-2021													
Fall 2021 New Student Enrollment and WVWC Schol and Grant (Tuition and Fees \$32,612) Actual Packaged Deposits Final													
Special Groups	2021 # Student		Average WVWC Gift		Total WVWC Gift			Ave. Tuition and Fee Net Revenue			Total Tuition and Fee Net Revenue		
	FR	TR	FR	TR	FR	TR	Total	FR	TR	Total	FR	TR	Total
Schol Student Athletes	99	7	\$ 23,929	\$ 25,071	\$ 2,368,971	\$ 175,500	\$ 2,544,471	\$ 8,683	\$ 7,541	\$ 8,608	\$ 859,617	\$ 52,784	\$ 912,401
WEF Based Athletic Scholarships	30	1	\$ 21,345	\$ 14,900	\$ 640,350	\$ 14,900	\$ 655,250	\$ 11,267	\$ 17,712	\$ 11,475	\$ 338,010	\$ 17,712	\$ 355,722
Competitive Dance	2		\$ 21,250		\$ 42,500	\$ -	\$ 42,500	\$ 11,362	\$ 32,612	\$ 11,362	\$ 22,724	\$ -	\$ 22,724
Schol Performing Arts*	29	2	\$ 23,193	\$ 22,500	\$ 672,597	\$ 45,000	\$ 717,597	\$ 9,419	\$ 10,112	\$ 9,464	\$ 273,151	\$ 20,224	\$ 293,375
Service Scholarship*	26	1	\$ 21,919	\$ 22,000	\$ 569,890	\$ 22,000	\$ 591,890	\$ 10,693	\$ 10,612	\$ 10,690	\$ 278,022	\$ 10,612	\$ 288,634
Esports*	10	1	\$ 22,475	\$ 27,000	\$ 224,750	\$ 27,000	\$ 251,750	\$ 10,137	\$ 5,612	\$ 9,726	\$ 101,370	\$ 5,612	\$ 106,982
Academic Program Awards	1		\$ 18,000		\$ 18,000	\$ -	\$ 18,000	\$ 14,612		\$ 14,612	\$ 14,612	\$ -	\$ 14,612
TE and CIC Tuition Exchange	2		\$ 30,343		\$ 60,686	\$ -	\$ 60,686	\$ 2,269		\$ 2,269	\$ 4,538	\$ -	\$ 4,538
Tuition Waivers	2	1			\$ -	\$ -	\$ -	\$ 32,612		\$ 32,612	\$ 65,224	\$ -	\$ 65,224
Matrix Packaging*	101	21	\$ 19,619	\$ 19,842	\$ 1,981,519	\$ 416,682	\$ 2,398,201	\$ 12,993	\$ 12,770	\$ 12,955	\$ 1,312,293	\$ 268,170	\$ 1,580,463
Total	302	34	\$ 21,786	\$ 20,620	\$ 6,579,263	\$ 701,082	\$ 7,280,345	\$ 10,826	\$ 11,033	\$ 10,847	#####	#####	\$ 3,644,675
Discount rate			66.8%	63.9%									
			\$21,867					\$ 10,745					14
INTERNATIONAL TE		2		31384	0	62768	62768		\$ 1,228	\$ 1,228	\$ -	\$ 2,456	\$ 2,456
Readmitted		6		18032	0	108192	108192		\$ 14,580	\$ 14,580	\$ -	\$ 87,480	\$ 87,480



Admissions Direct Marketing

Student Communication Groups

01

SEARCH
(PURCHASED
NAMES,
SPECULATIVE)
50,000

02

INQUIRY (SR, JR, SO,
SELF-INITIATED)
5000

03

ACCEPTED (APPLIED
AND ACCEPTED)
1,500

04

DEPOSITED
(COMMITTED,
ENROLLED) 325

Student Search

2024-2025 Search Timeline			
April 2023	Summer 2023	August 2023	November 2023
"Junior Search" - Purchase Junior (rising senior) names (25K or less)	Develop copy and creative for Senior Search (print, email, DM)	Purchase Senior Names	Reduce search pool to engaged students only (email openers, search responders, survey responders)
4 Emails - Visit CTA Send to all suspects + prospects for fall 2024-25	Strategy for remaining Senior purchase	Kick off *Senior Search* - print, email, DM	
	Start sending "warm up" visit emails to existing fall 24 prospects	Prospective Engagement Survey	

#7 Best Value School
ranking in the South
U.S. News & World Report

Academic Scholarships
Can cover over half your tuition

14 Fulbright scholars
produced here— a number hard to compete with outside the Ivy League

11:1
Ratio of students to faculty

90%
of students live on campus

95%
of students receive financial aid

22
NCAA
Division II men's and women's athletic programs

88
Academic programs

We've made applying easier by starting your app for you. **CUSTOM QR CODE**

Scan your **personalized QR code** to submit your application online.

<<First Name>> <<Last Name>>
NAME

<<Address 1>> <<Address 2>>
ADDRESS

<<City>> <<State>> <<ZIP>>
CITY STATE ZIP

<<Email>>
EMAIL

<<High School>>
HIGH SCHOOL

<<Term>>
START TERM

<<Major>>
ANTICIPATED MAJOR

Discover Yourself



Apply now to a Top 10 Best Value College in the South!

*U.S. News & World Report regional college ranking in the South

ACADEMIC PLANNER CAREER CONNECTOR NEXT STEPS SOCIAL MEDIA

WEST VIRGINIA WESLEYAN

<<Firstname>>, you're just steps away

LOG IN TODAY TO GET STARTED →



From submitting your deposit to finding information on housing and orientation, your **personalized admitted student site** has everything you need to prepare for this fall at Wesleyan.

admit.wvwc.edu

<http://admit.wvwc.edu>

Inquiry Communication

	A	B	C	D	E	
1	SR Communication	Descriptions	Days in Sequence	Date Range	Mail Format	N
2	Viewbook	VB, matched envelope, application	7	August, then ongoing	MPB, then first class ongoing	
3	Scholarship	scholarship flier and matched letter, #10 envelope	21	September, then ongoing	WVWC Bulk or first class	
4	Visit	Tabbed visit call-to-action	38	October, then ongoing	WVWC Bulk or first class	
5	Fall Open House Invite	Lanyard invitation, tyvek envelope	Off-Track	September, then postcard ongoing	MPB, then postcard in accept packets	
6	Arts Scholarship Invite	Postcard invite to auditions	Off-Track	January	Print and Drop, Morgantown	
7	Holiday Postcard	Postcard, hand-addressed	Off-Track	December	Hand-addressed postcard	
8	Athletic Preview Date	Postcard invite to athlete day	Off-Track	December	Print and Drop, Morgantown	
9	JR Communication	Descriptions	Days in Sequence	Date Range	Mail Format	N
10	Junior Foundational Mailer	Tabbed Junior mailer	14	September/October then ongoing	WVWC Bulk or first class	
11	Scholarship Mailing	Junior Scholarship Mailing in #10 envelope	60	October/November then ongoing	WVWC Bulk or first class	
12	Travel Piece	Send remainder of 2020-2021 travel pieces in envelope	Off-Track		WVWC Bulk or first class	
13	SO Communication	Descriptions	Days in Sequence	Date Range	Mail Format	N
14	Sophomore Foundational Mailer	Tabbed Sophomore mailer	14	September/October then ongoing	WVWC Bulk or first class	
15	Outcomes Postcard	Postcard highlighting student outcomes	60	January/February then ongoing	WVWC Bulk or first class	
16						

Accepted Student Communication

	A	B	C	D	E	
	Communication	Descriptions	Days in Sequence	Date Range	Mail Format	Note
1	Acceptance Packet	Personalized acceptance packet, individualized	1	September, then ongoing	WVWC First Class	
2	Scholarship Letter/Offer	Offer of academic scholarship	1	September, then ongoing	WVWC First Class	
3	Counselor Congratulations Note	Hand-written note from counselor with intro	Off-Track	September, then ongoing	WVWC First Class	
4	Letter from President Moore	Hand-signed letter from President thierstein	14	September, then ongoing	WVWC First Class	
5	New Accepted Student Mailer	New piece designed to welcome accepts, and	28	October, then ongoing	WVWC Bulk or First Class	
6	Student Senate Letter	Letter from Student Senate President encoura	60	November/December then ongoing	WVWC Bulk or First Class	Being
7	Holiday Postcard	postcard ahead of Christmas break, hand-writ	Off-Track	December	WVWC First Class	
8	Aid Estimator	Aid estimator package, folder	Off-Track	November/December then ongoing	WVWC Bulk or First Class	
9	Orange and Black Day Invitation	Hand-addressed invitition to O and B Day	Off-Track	December or January, then ongoing	WVWC First Class	flexibl
0	Official Financial Aid Letter	Official Financial Aid Award Lettter	Off-Track	March 1 then ongoing	WVWC Bulk or First Class	
1	Registration Invite	Invitation to registration events	Off-Track	March 1 then ongoing	WVWC Bulk or First Class	
2						
3						
4						

Collateral Samples



Hassan Sadek

Hometown: Cairo, Egypt
Majors: Business, Marketing

Organizations: Chi Phi Fraternity, President of the American Marketing Association and Vice President of the International Student Organization

Why I chose Wesleyan: Small class sizes really help you have access to faculty and personalized instruction in lectures and labs.

What I love most about WVWC: I have friends from all around the United States and the World and we're all here living together. The faculty, staff, and even the President all feel like they're part of the same family with you through this journey.

Future Plans: I plan to apply the skills and lessons I've gained at Wesleyan to my startup social marketing agency. We're based in Egypt and as we take on US clients we will expand into a multinational firm.



Discover Yourself



Give back and get involved.

>70

student organizations on campus

Sometimes the most important lessons are learned outside of the classroom. That's why the majority of our students participate in extracurricular groups and activities. There are **more than 70 student organizations** on campus.

Many of our students find that when they give back to the community, they grow, too.

A future of success, defined by you.

Graduation and a career probably seem far away right now. But it's important to start thinking about what success means to you.

This is the place to make your best even better. Smaller class sizes mean that your professors can mentor and guide you both in and out of the classroom. Many of our students say the personalized attention they receive helps them excel at their studies. Wesleyan has produced **14 Fulbright scholars** to date — a number on par with Ivy League schools — and our students have won numerous STEM Science scholarship grants and international scholarships.

Most importantly, our students' success continues after graduation day. West Virginia Wesleyan has been listed in **Forbes' 200 Colleges with the Happiest, Most Successful Alumni**.

U.S. News & World Report's 2022 Best College Rankings



14 Fulbright scholars



Graduates excel in



Discover THE ARTS



Right about now, you have a lot of decisions to make.

Like which college to choose, and what to study when you get there. All of that responsibility feels daunting — but a little exciting, too.

You may not have a clear vision of what you'd like to do and who you'd like to become, but that is okay. At West Virginia Wesleyan College,

we encourage you to explore all of your interests instead of forcing you down a one-size-fits-all educational path.

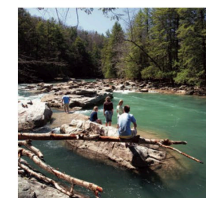


No matter where you're from, you're sure to fit in:

11:1

No matter where you're from, it's easy to build a foundation for your future on our warm, welcoming campus — your new "Home Among the Hills." Whether you're into academics, athletics, the arts, or all three, there are lots of options to explore both in and out of the classroom. And you'll receive plenty of friendly guidance from faculty and other students along the way.

The way we see it, life isn't about doing just one thing.



Are you ready to discover more about West Virginia Wesleyan? Well, here is your attractive invitation to do just that!

Visiting on one of our Fall Open House dates will let you get an up-close and personal look at your potential home among the hills. By attending, you will learn about the application and acceptance processes and specifics about majors you are interested in.

But be warned: a visit to campus is known to be magnetic. One visit and you'll be stuck on WVC.

Meet students and staff in your specific area of interest.

Register at www.wvu.edu or call (800) 722-9933.

Discover



www.wvu.edu @WVWesleyan



Discovery Dates

Oct 21 | Nov 11

10:00 a.m. Wesleyan 101 Admissions Presentation

10:45 a.m. Student Panel

11:30 a.m. Academic Overview

For more information or to register for a personal visit contact Admissions 800.722.9933 or visit www.wvu.edu

WEST VIRGINIA WESLEYAN COLLEGE is an equal opportunity institution. We do not discriminate on the basis of race, sex, color, national origin, age, marital status, sexual orientation, gender identity or expression, religion, ethnicity, disability, or genetic information. We are an affirmative action institution. We are an equal opportunity institution. We are an equal opportunity institution.



Academic Majors

- Accounting
- Applied Physics
- Art
- Graphic Design
- Intermedia
- Pre-nursing/ Nursing
- Arts Administration
- Art
- Music
- Theatre
- Athletic Training (2 Year)
- Biochemistry
- Biology
- Ecology Track
- Environmental Science Track
- Business Administration
- Chemistry
- Communication
- Computer Information Science
- Computer Science
- Criminal Justice
- Economics
- Education-Elementary

- Education-Secondary
- English
- Math
- Multi-Categorical
- Special Education
- Social Studies
- Educational Studies
- Engineering Dual Degree
- English
- General Education
- Literature
- Environmental Studies
- Elemental Science
- General Education (Undeclared)
- Gender Studies
- Graphic Design B.F.A.
- Health & Human Performance
- Health Science
- History
- International Studies
- Management
- Marketing
- Media Chemistry
- Mathematics
- Media Communication
- Music
- Music Education

Discover Yourself



- Musical Theatre
- Nursing
- Management Science
- Philosophy and Religion
- Physics
- Political Science
- Pre-Art Therapy
- Pre-Drama Therapy
- Psychology
- Public Service
- Religious Studies
- Sociology
- Sport Business
- Theatre
- Acting/Directing
- Technical/Design

Graduate Programs

- Master of Athletic Training
- Master of Business Administration
- Master of Fine Arts in Creative Writing
- Master of Science in Athletic Training
- Master of Science in Nursing
- Family Nurse Practitioner
- Nursing Leadership
- Advanced Practice Nursing Specialties
- Post-Graduate APRN Certificate for PNPs
- Nurse-Midwifery
- Doctor of Nursing Practice
- BSN to DNP-Nursing Leadership
- MSN to DNP-Nursing Leadership
- BSN to DNP-Advanced Practice
- MSN to DNP-Advanced Practice
- Advanced Practice Nursing Specialties

Pre-Professional Programs

- Pre-Dentistry
- Pre-Law
- Pre-Medicine
- Pre-Optomatology
- Pre-Pharmacy
- Pre-Physical Therapy
- Pre-Seminary
- Pre-Veterinary Medicine



Athletic Programs

	M	W
Baseball	■	■
Basketball	■	■
Cross Country	■	■
Football	■	■
Golf	■	■
Lacrosse	■	■
Soccer	■	■
Softball	■	■
Swimming	■	■
Tennis	■	■
Track & Field	■	■
Volleyball	■	■
eSports	■	■
Competitive Dance	■	■

15 Average class size

11:1 Student-teacher ratio

>70 student organizations

No matter where you're from, you're sure to fit in!



We have students from 38 states and 21 foreign countries.

www.wvu.edu @WVWesleyan

1/4

of students participate in Creative Arts



Athletic Programs

	M	W
Baseball	■	■
Basketball	■	■
Cross Country	■	■
Football	■	■
Golf	■	■
Lacrosse	■	■
Soccer	■	■
Softball	■	■
Swimming	■	■
Tennis	■	■
Track & Field	■	■
Volleyball	■	■

NEW

esports	■	■
Competitive Dance	■	■

A future of success, defined by you.

Graduation and a career probably seem far away right now. But it's important to start thinking about what success means to you.

14 Fulbright scholars

10 STEM Science scholarship grants

25 international scholarships

Graduates excel in osteopathic learning through our partnership with the WV School of Osteopathic Medicine

This is the place to make your best even better. Smaller class sizes mean that your professors can mentor and guide you both in and out of the classroom. Many of our students say the personalized attention they receive helps them excel at their studies. Wesleyan has produced 14 Fulbright scholars to date – a number on par with Ivy League schools – and our students have won numerous STEM Science scholarship grants and international scholarships.

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U.S. News & World Report's 2022 Best College Rankings designated Wesleyan a "Top 20th Best Value – Regional Universities (South)" and one of the "Top 75th Regional Universities (South)."



Discover Yourself



Step up your game with eSports and Competitive Dance at a varsity level with athletic scholarships.



>70 student organizations



Text Communication (Direct/Accept)

Incomplete Students	Descriptions	When
Missing application	Contact incompletes with transcripts or scores for application	Ongoing
Missing transcript	Contact incomplete applications for transcripts	Ongoing
Missing test scores	Contact incomplete applications for test scores	Ongoing
FAFSA but missing materials	Sent FAFSA but file still incomplete: Indicate whats missing	Ongoing
Accepted Students	Descriptions	When
Congratulations on acceptance	Counselor introductory & congratulations	Ongoing
File the FAFSA reminder	Reminder to file the FAFSA	Ongoing
Notice of official FA award sent	Letting student know official award has been mailed	March-August
Follow up on FA award	Ask student if award was received & questions	March-August
Sign up for Fall Open House	Invite to fall open house events	September-December
Receipt of early estimator FA award	Check-in to confirm estimator package was received	November-February
Happy holidays/office closed	Notification that college is closed & wish happy holiday	December
Sign up for Athlete Day	Invite to prospective athletes for athlete day	January
Sign up for Orange & Black Day	Invite to orange & black day events	January-February
Course Registration Day	Invite to course registration day	Late February-April
Notice of official FA award sent	Letting student know official award has been mailed	March-August
Follow up on FA award	Ask student if award was received & questions	March-August
Link to Intent to Enroll form	Share link to enroll to accepts near May 1	May
#ichoseWVWC	Encourage decision to enroll & use #ichoseWVWC to announce	May

Deposited Students	Descriptions	When
File the FAFSA reminder	Reminder to file the FAFSA	Ongoing
Receipt of early estimator FA award	Check-in to confirm estimator package was received	October-February
Sign up for Fall Open House	Invite to fall open house events	October-December
Happy holidays/office closed	Notification that college is closed & wish happy holiday	December
Sign up for Athlete Day	Invite to prospective athletes for athlete day	January
Sign up for Orange & Black Day	Invite to orange & black day events	January-February
Course Registration Day	Invite to course registration day	February-April
Notice of official FA award sent	Letting student know official award has been mailed	March-August
Follow up on FA award	Ask student if award was received & questions	March-August
#ichoseWVWC	Encourage decision to enroll & use #ichoseWVWC to announce	May
Launch of Orientation page on web	Announcement that orinetation page is life	June
Health form link	Provide link to health form & deadline to submit	June
Final transcript	Reminder to send final transcript	June
Online modules	Link to complete online modules	June
Launch of eCampus bookstore on web	Announcement that eCampus is available to purchase books	June
Housing assignment & bill	Notification of housing assignment & bills being mailed	June
ID photo information	Directions on how to send ID photos electronically	June
July 15th deadline for health forms	Reminder to submit health forms ahead of July 15th deadline	July
Parking Pass Registration	Link to register for parking pass	July
August 1st deadline for bills	Reminder to pay bill by August	late July
Move-in/orientation information	Provide orientation schedule	August

Counselor Calling/Outreach Campaign Focus

Month	Counselor Communication Focus Areas
September	Application and Application Completion
October	Fall Open Houses, Campus Visit, and Application Completion
November	Application Completion, Visitation, Prep for New FAFSA
December	Application Completion, New FAFSA
January	Campus Visit, FAFSA filing, early estimator review
February	Orange and Black Day, Campus Visit, FAFSA Filing
March	Aid award calls/Conversion
April	Aid award calls/Conversion
May	Conversion/Deposit Retention (and forward)



Support Documents

- **Core Plan:** Plan Presentation, counselor assignments, goals and metrics
- **Affinities:** Recruitment plans for athletics, creative and performing arts, community service scholars, UMC, esports, and all affinity areas
- **Research:** Dashboards, demographic reports, comparative reports, revenue projections
- **Events:** Event dates, invitations, modifications
- **Direct Marketing/Communication:** Sequences, all main marketing materials, support documents, search strategy
- **Revenue:** Revenue projections, financial aid cells, special policies and programs
- **Miscellaneous:** Summer planning calendars, agendas, counselor reports