

ANNUAL REPORT

2017–2018



DIVISION OF ENROLLMENT AND STUDENT SERVICES
Department of Enrollment Services

Department of Enrollment Services

The Department of Enrollment Services includes the following departments and functional units: Recruitment (Central Coordination), Admissions (Undergraduate & International), Financial Aid and Student Employment, Scholarships (New Students and General), Veteran Certifications, First Year Programs (Orientation and Convocation), Transition Support Programs (Transfer and Commuter), Pre-College Outreach & Programs.

Within the department, the offices are responsible for the oversight of the ‘Admissions process’ which begins when a person first becomes interested in Fredonia and ends when a person matriculates upon the 15th class day of the semester in which they enroll.

Offices/Units

1. Office of Admissions
2. Office of Financial Aid
3. Office of New Student and Transition Programs

Points of Pride - Significant Achievements

1. Second Largest First-Year class in Fredonia’s history.
2. Complete overhaul of the Summer/Fall Orientation activities; including the launch of Summer Jump Start Days and a new Move-In Orientation structure.
3. Largest Summer Jump Start (Pre-Orientation)/Orientation registration in history.
4. Pre-College Outreach Office welcomed more than 2500 students (grades 6-12) to campus.
5. The Financial Aid Office awarded more than \$70 million in federal and state aid along with more than \$7 million in merit and need based scholarships.
6. Successfully awarded over \$2 million in the NYS Excelsior Scholarship program.

Departmental of Enrollment Services



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Overview

Throughout 2017-18, the Department of Enrollment Services has focused on increasing overall new student enrollment and creating seamless pathways from middle school through college.

Office of Admissions

Overview and Scope of Service

The State University of New York at Fredonia seeks to enroll and graduate applicants who will develop and grow educationally and personally and will contribute to the University community, the State of New York, and the broader society. To that end, the role of the Admissions Office is to recruit, admit, and enroll applicants who are academically excellent, accomplished in extracurricular endeavors, and broadly diverse. It is the University's experience and judgment that this mix of students will foster the vibrant educational atmosphere that provides the best overall experience for all students.

Points of Pride - Significant Achievements

1. First-year census enrollment for Fall 2017 was at 1,128 students, which is an increase of 21% over Fall 2016.
2. First-year students attended 447 different high schools and transfer students attended 94 prior colleges.
3. 31% of our first-year students identify as racially or ethnically diverse.
4. 337 students attend one of the ten regional receptions off-campus throughout New York State, and 70% of those students enrolled at Fredonia.
5. 390 students attended our Accepted Student Reception on campus and 84% enrolled.
6. The turnaround time on a complete first-year application was decreased to five days or less from twenty-seven days in 2016-17.
7. First-Year enrollment for spring 2018 increased 170%, Transfer enrollment for spring 2018 increased 21%.

Office of Admissions



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2017 Multicultural Weekend

Fall 2014-2017 Applications, Admissions Rate and Yield

| | 2014 | 2015 | 2016 | 2017 |
|----------------------------|------|------|------|------|
| Applications | 7260 | 6893 | 6384 | 6481 |
| Admitted | 3945 | 4082 | 3961 | 4157 |
| % of Admission | 54% | 59% | 62% | 64% |
| Enrolled | 1430 | 1261 | 1247 | 1437 |
| Yield | 36% | 31% | 31% | 35% |
| % Minority Enrolled | 22% | 21% | 24% | 31% |

Spring 2015-2018 Applications, Admissions Rate and Yield

| | 2015 | 2016 | 2017 | 2018 |
|----------------------------|------|------|------|------|
| Applications | 407 | 351 | 347 | 464 |
| Admitted | 197 | 161 | 173 | 246 |
| % of Admission | 48% | 46% | 50% | 53% |
| Enrolled | 108 | 84 | 99 | 135 |
| Yield | 55% | 52% | 57% | 55% |
| % Minority Enrolled | 24% | 30% | 17% | 22% |

FAST FACTS

First Year Students

- Enrolled the second largest First-Year incoming class in Fredonia's History.
- 8 out of 12 recruitment territories showed growth.
- 71% of First-Year growth are students receiving merit scholarship at Fredonia.



Transfer Students

- 3% increase in transfer applications.
- 63% of Transfers come in with Junior standing.

Office of Financial Aid



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FAST FACTS

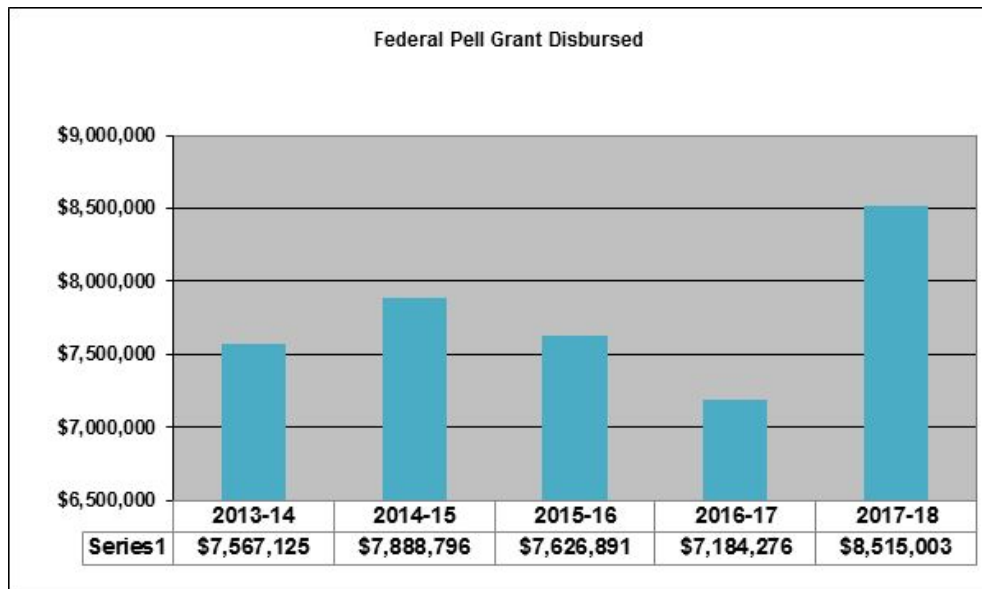
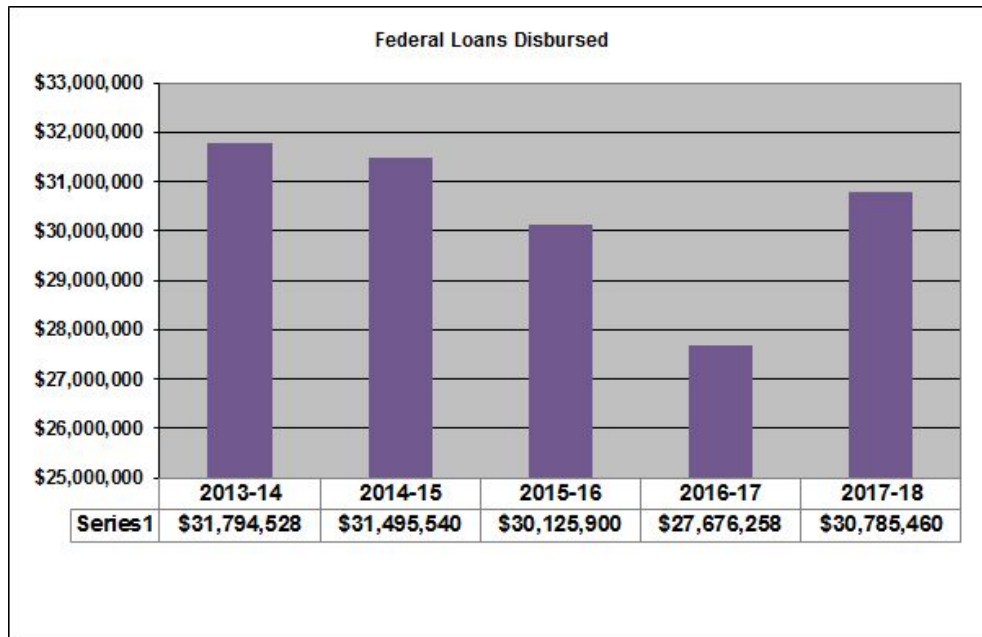
- 42% of Fredonia's undergraduate population are Pell Grant recipients.
- 51% of Fredonia's undergraduate population are NYS TAP Grant recipients.
- Fredonia had over 600 New York State Excelsior recipients totalling more than \$2 million.
- Awarded more than \$300,000 in the Federal Teach Grant Program

Office of Financial Aid

The Financial Aid Office consistently strives to establish administrative routines that minimize barriers and to furnish students with adequate resources to meet both their direct and indirect college expenses. The office is committed to both a consistent and equitable approach to the awarding of federal, state, institutional and private need-based financial aid sources. All need-based financial aid is awarded based on the Department of Education's Federal Methodology formula, an objective and systematic method of determining the family's ability to meet their educational costs

Points of Pride - Significant Achievements

1. The percentage of total undergraduates with financial aid was 89%.
2. The Financial Aid Office awarded more than \$71 million in financial aid during the 2017-2018 aid year.
3. The Financial Aid Office awarded over \$7.1 million in merit and need-based scholarships to academically qualified students throughout the 2017-2018 aid year.
4. SUNY Fredonia's FY 2015 Federal Stafford Loan Three Year Cohort Default rate was calculated at 4.7 percent which is in line with our overall goal of increasing Fredonia's overall loan repayment rate. This is the second consecutive year that Fredonia's default rate has decreased and is well below the national three year default rate of 11.5%.
5. The Financial Aid Office went "live" with 2018-2019 packaging and award letters in early December 2017.



Spring 2018 Orientation

Highlights

The office engaged with 345 students who were first time loan borrowers in a financial literacy initiative encouraging them to complete the "Financial Avenue" module on SUNY Smart Track.

The office had a 96% completion rate of federal verification during 2017-2018.



New Fredonia students explore campus

New Student and Transition Programs

Overview and Scope of Service

The Office of New Student and Transition Program is committed to helping identify and communicate transformative pathways to post-secondary educational opportunities at Fredonia. We seek to connect new and future first-year or transfer students to resources, programs, and information that promote career readiness and academic confidence. The role of this office is to provide engagement opportunities, enrollment completion activities, and transitional support to students and families from the point of interest in attending college through their first year at Fredonia.

Points of Pride - Significant Achievements

1. Development of the Destination to a Dream (D2D), a 2+2 Pathway Program with Jamestown Community College.
2. Management of 3-1-3 Early Admit Program for area high schools students.
3. Creation of Signature Experiences for middle and high school student groups.
4. Implementation a new Onboarding and Orientation process that aligns with Fredonia's Strategic Enrollment Management Plan and national standards.

New Student and Transition Programs



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Promising Leader Signature Experience for regional 8-10th grade students.

Summer Orientation and Onboarding Programs

| Program Offered | First-Year | Transfer | Total Completed |
|------------------|------------|----------|-----------------|
| Jump Start 2018 | 1011 | 178 | 1189 |
| Orientation 2017 | 983 | 162 | 1145 |
| Orientation 2016 | 873 | 163 | 1036 |
| Orientation 2015 | 852 | 164 | 1016 |

Signature Experiences and Group Visits

The Office of Pre-College Outreach has seen a significant increase in large group visits as a direct result of increased outreach to regional school districts in Fall 2017.

Approximately 2,536 students in grades 6-12 from 48 schools.

| Visit/Experience | Students | School District(s) | Grades |
|---|----------|--------------------|--------|
| Living History Days | 650 | Across WNY | 6-12 |
| School of Music Middle School | 200 | Rochester | 6-12 |
| Promising Leaders Conference | 26 | Chautauqua County | 8-10 |
| Media Day | 147 | Across WNY | 9-12 |
| Dunkirk Middle School Visits | 312 | Dunkirk | 7 -8 |
| Business Academy | 50 | Jamestown | 11-12 |
| Communication, Visual and Performing Arts Academy | 50 | Jamestown | 11-12 |

Destination to a Dream (D2D)

D2D is a 2+2 partnership between Fredonia and JCC that provides students with a seamless transfer pipeline, while offering students an integrated residence experience at Fredonia.

3-1-3 Early Admits



Early Admit Program.

