



## Enrollment Management & Student Success Report May 16, 2025

### Agenda Item #1: Division of Enrollment Management & Student Success Updates

☒ Information

☐ Action

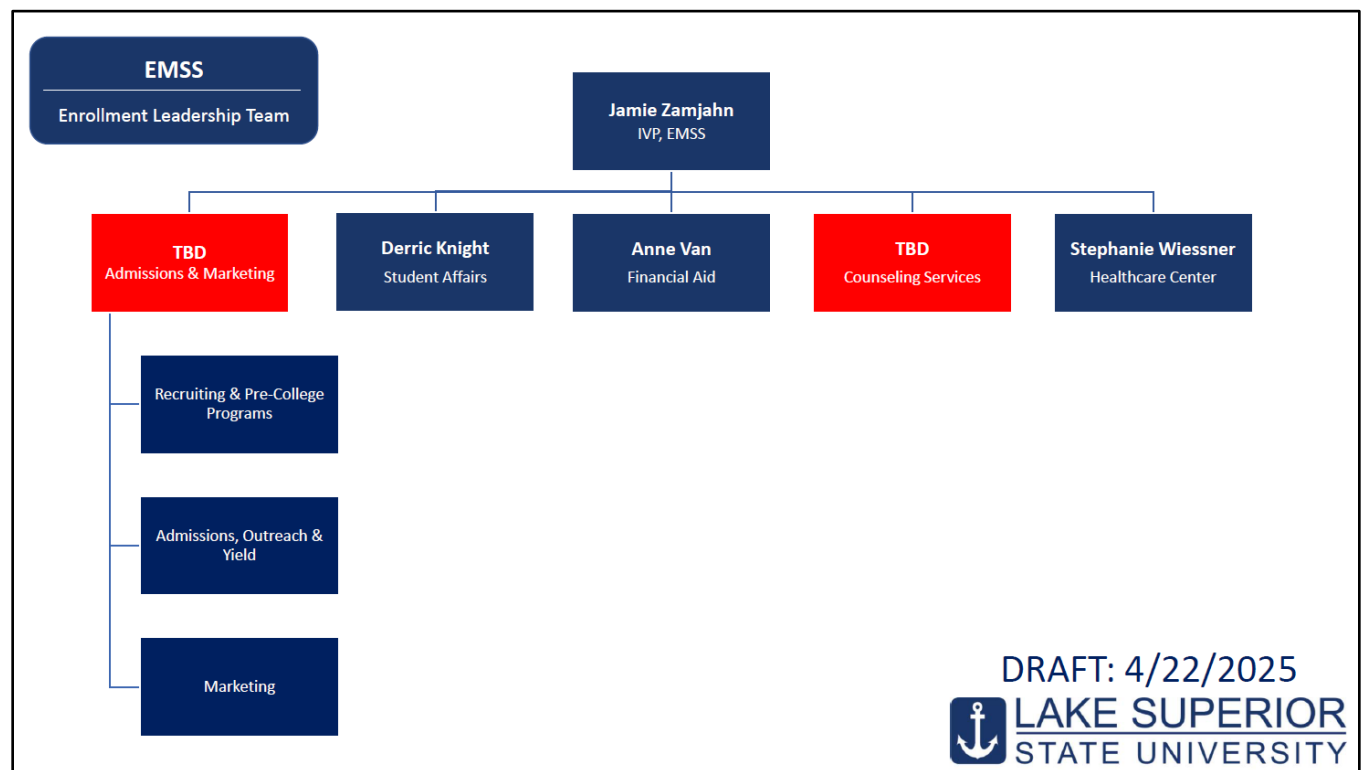
☐ Discussion

#### Purpose:

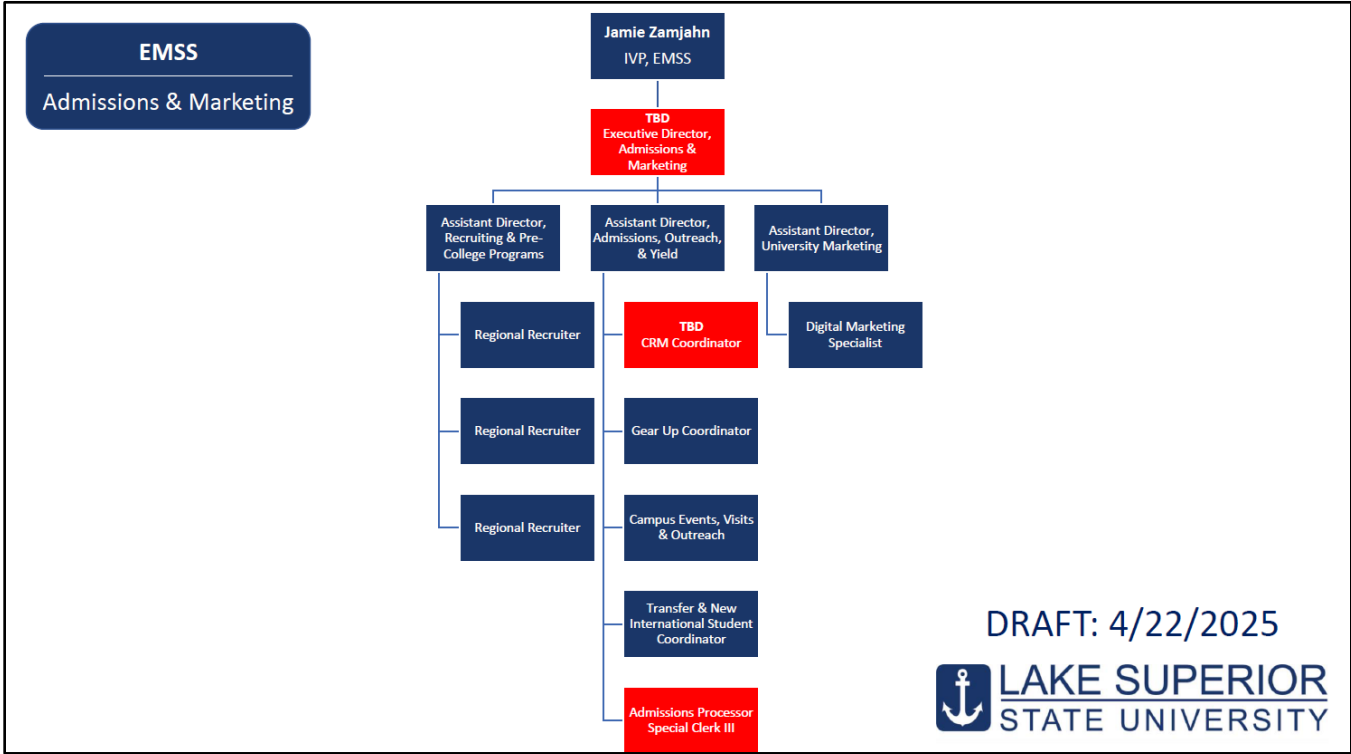
The purpose of this information is to provide a comprehensive update on the Division of Enrollment Management & Student Success, highlighting strategic initiatives, structural changes, and key activities across admissions, financial aid, student affairs, and student support services that advance recruitment, retention, and student success.

#### Background:

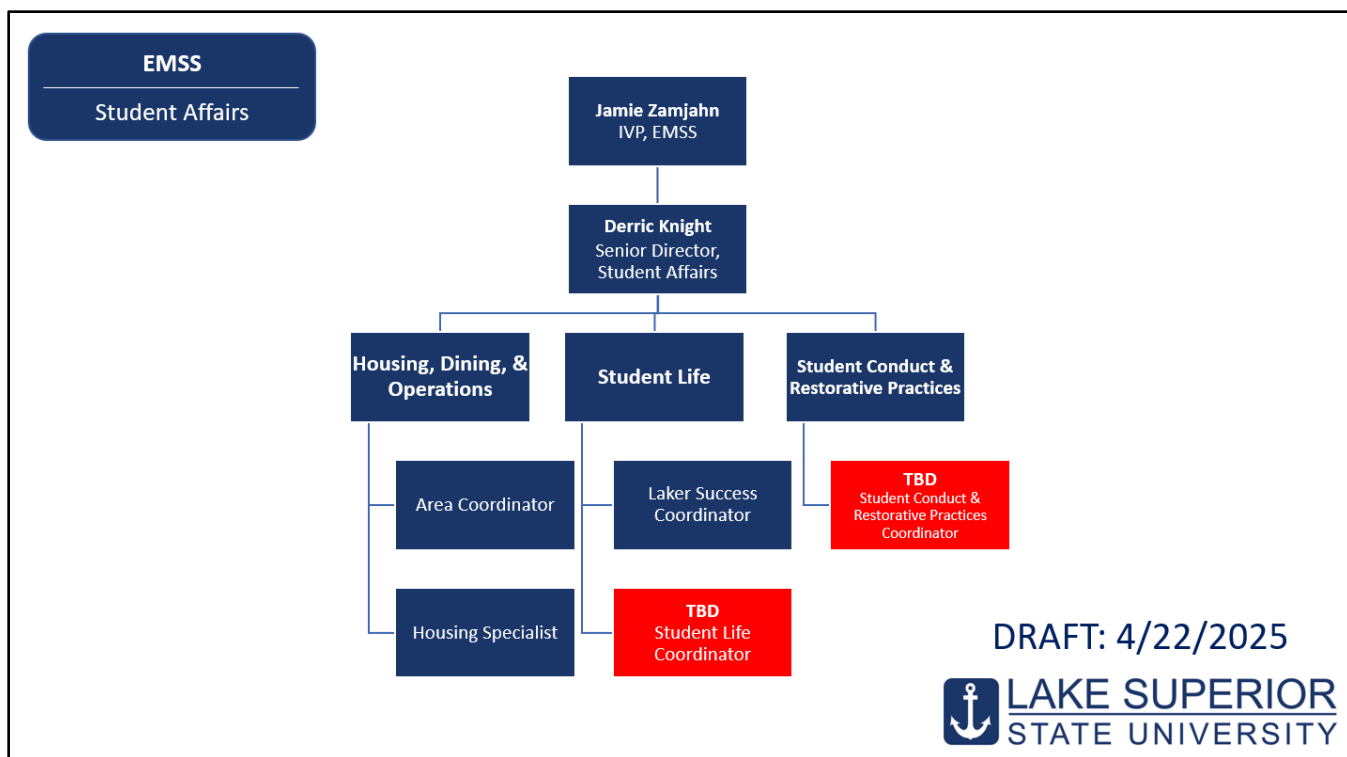
#### Organizational Chart & Staffing Updates



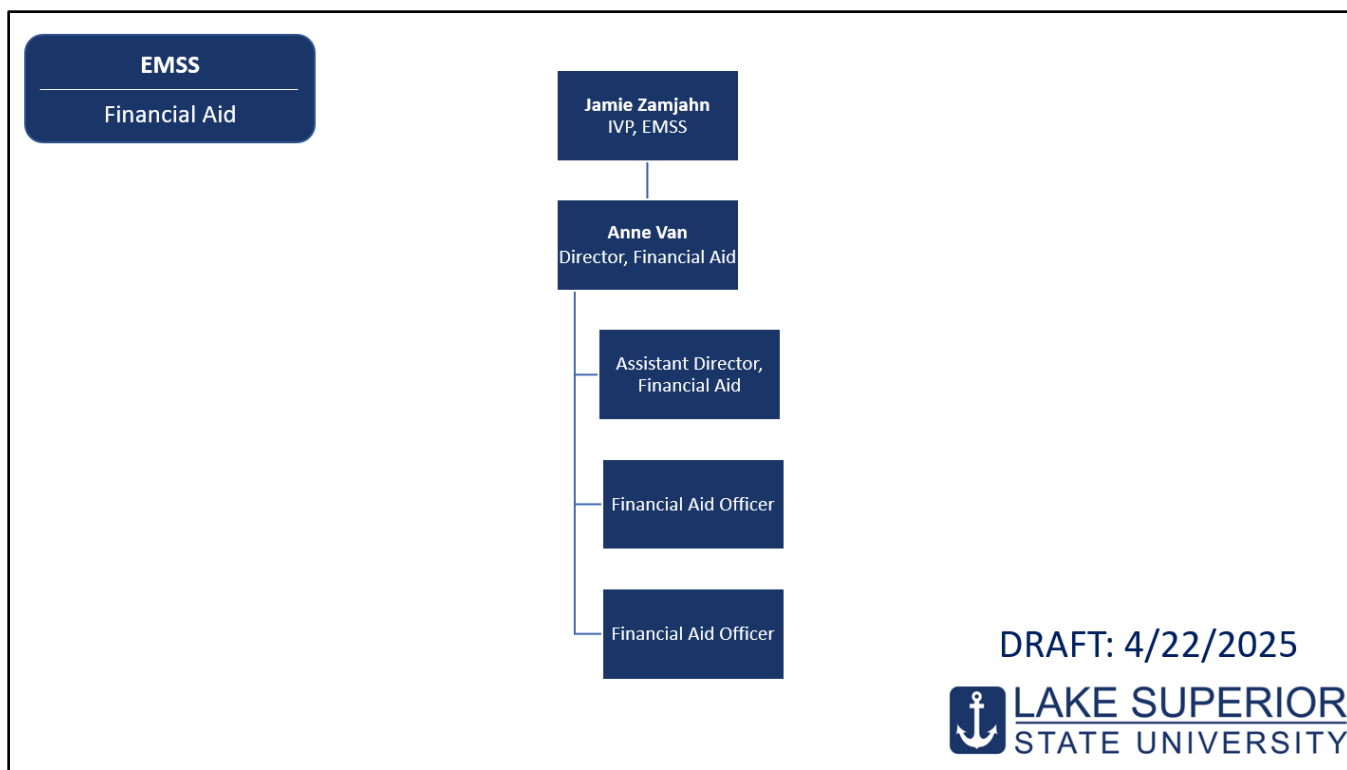
The Enrollment Leadership Team (ELT) brings together directors and key leaders from across Enrollment Management & Student Success to coordinate strategy, align operations, and move the division forward. This cross-functional team meets regularly to ensure collaboration, address challenges, and support shared goals related to recruitment, retention, and student engagement.



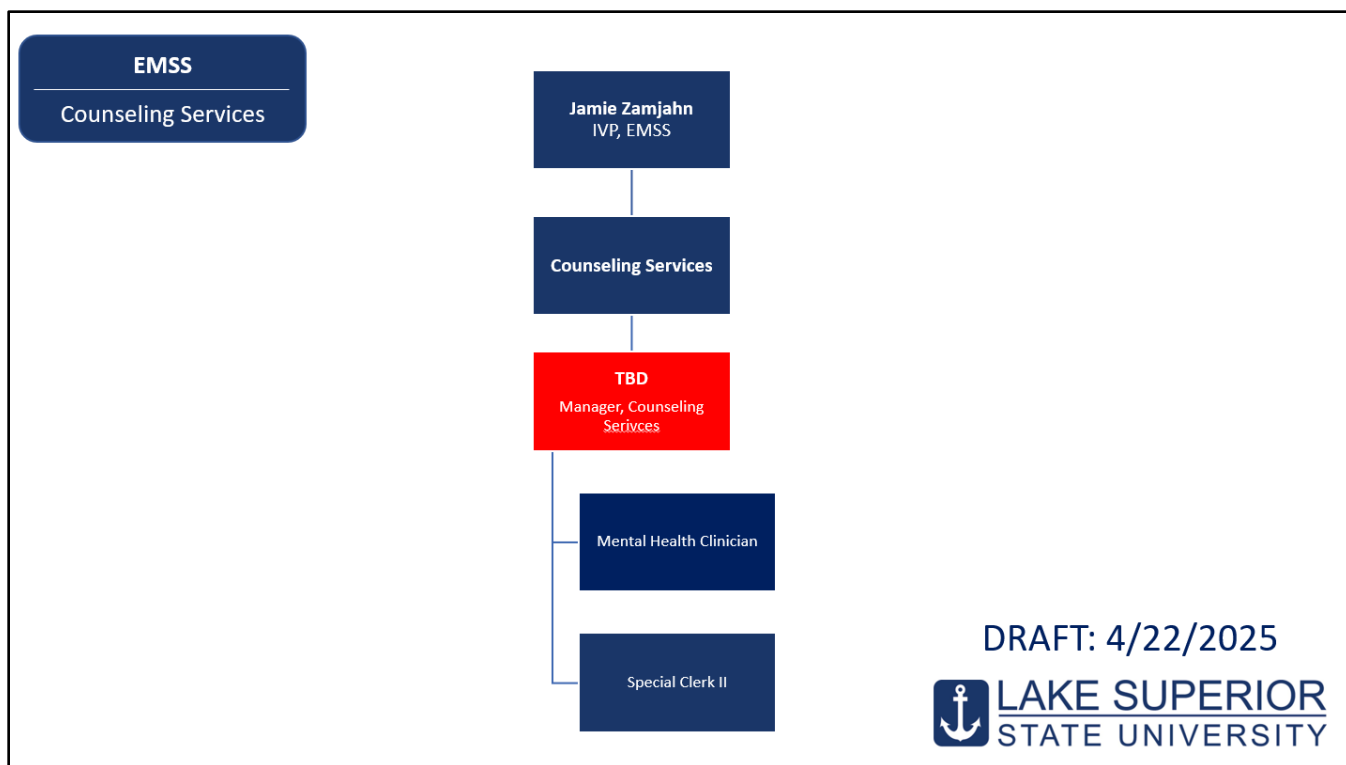
The Admissions & Marketing team is undergoing structural changes to increase outreach and responsiveness. A new Executive Director of Admissions & Marketing will lead branding, communications, and recruitment strategy. Admissions Counselors are transitioning to Regional Recruiters who will live and work in the areas they serve, strengthening relationships with students, families, and high school partners.



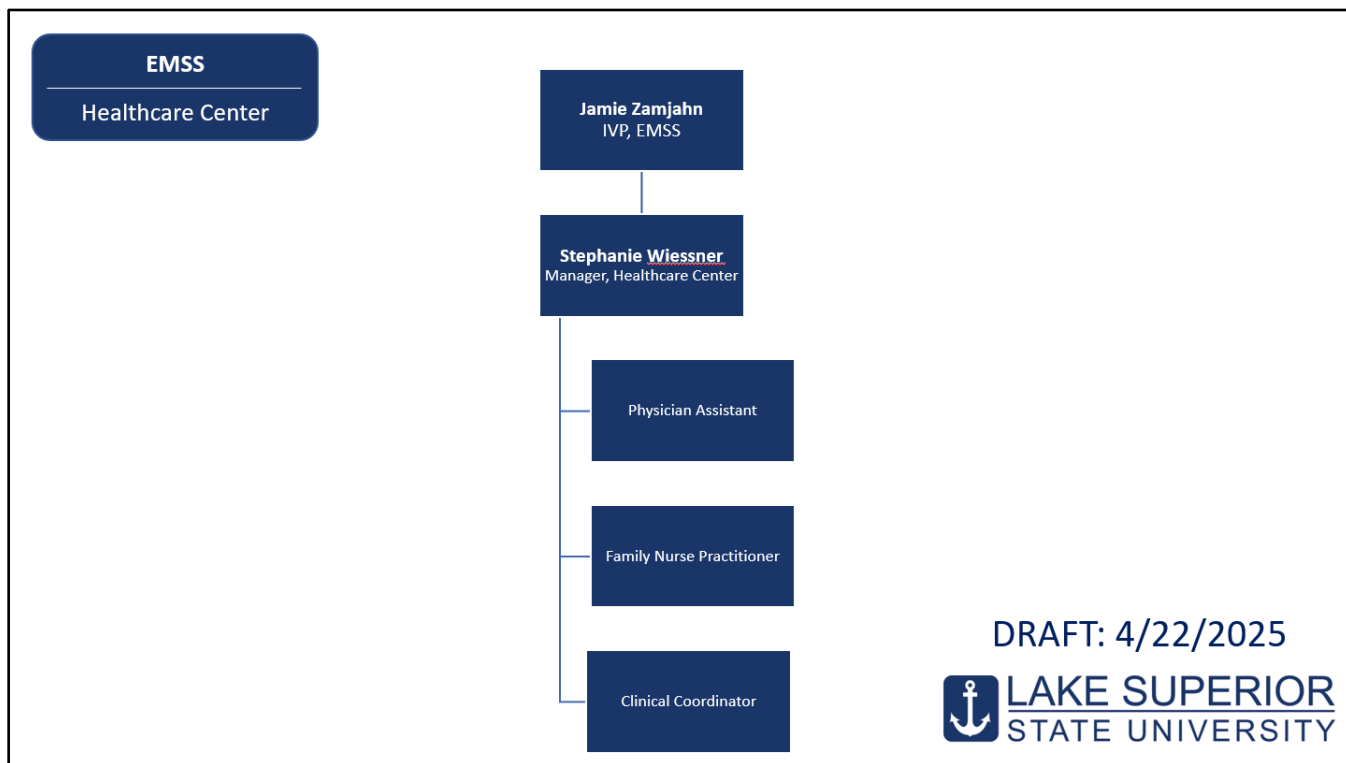
The Student Affairs team now integrates housing, dining, Cisler Center operations, student life, conduct, and restorative practices. Recent changes include eliminating the Associate Dean of Students role and creating a new Coordinator of Student Conduct and Restorative Practices. This structure prioritizes educational conduct, community engagement, and a more student-centered approach to campus life.



The Financial Aid team continues to focus on timely packaging, strategic use of scholarships, and communication to support enrollment. A recent overhaul of the Board of Trustees Scholarships reallocates \$300,000 from state-side funds to endowed and memorial funds, ensuring long-term sustainability while preserving access and affordability for students.



Counseling Services is expanding its staffing model with a new Counseling Manager/Clinician position and exploring alternative service delivery options to better meet student needs. With Gen Z students preferring face-to-face support, LSSU will not renew its contract with WillU virtual counseling. The team continues to lead campus trainings and seek external grants to broaden services.



The Health Care Center is undergoing a financial and operational review to assess long-term sustainability. A \$50 student health fee has been implemented, and billing practices are being adjusted. Staffing was reduced by 1.5 FTE this year. A full risk and fiscal analysis will take place during the 2025–26 academic year to guide future decisions.

The revised EMSS organizational chart has been finalized and reflects several structural shifts designed to improve student support, enhance recruitment, and create clearer functional alignment. The Associate Dean of Students position has been removed as part of a move away from the traditional dean of students model. In its place, a Coordinator of Student Conduct and Restorative Practices will be hired to lead a student-centered, educational conduct process. This position will also guide the transformation of the Behavior Consultation Team (BCT) into a more proactive CARE Team that supports students through connection, early outreach, and coordinated response.

The new Executive Director of Admissions & Marketing position has been posted. This leader will manage outreach strategy, marketing, and communications tied to enrollment. Interviews are expected to take place in May and June. The position bridges recruitment with brand storytelling and will help align messaging across channels.

As part of the admissions restructuring, Admission Counselors will transition into Regional Recruiters who live and work in the areas they serve. This shift increases presence in key markets and strengthens relationships with high school partners, community colleges, and prospective families. The first Regional Recruiter role will be based in Grand Rapids, with recruitment underway. This community-based approach allows staff to build sustained visibility while reducing travel and turnaround time.

These changes reflect a continued focus on targeted enrollment growth, student support, and a more responsive student services structure.

### **Student Leader Focus Group Feedback**

A recent focus group with student leaders surfaced several pressing concerns. These included challenges with credit transfers, the absence of a centralized career center, limited access to career fairs, and a lack of support for internships, especially in non-health fields. Students noted the impact of budget cuts, including the loss of a full-time career services employee, and called for clearer communication and better planning around academic and career development.

Concerns about housing quality, campus maintenance, and underutilized facilities were frequently mentioned, along with calls for more transparent communication from administration. International students cited gaps in support, and the discontinuation of the tennis program was shared as an example of poor communication and lack of follow-up. While students appreciated the community feel on campus, they expressed a desire for more shared events, recognition, and improved outreach.

This feedback is shaping summer and fall priorities and will be routed to relevant departments for action. A follow-up meeting with student leaders is being planned to report on progress and maintain accountability.



## Enrollment Management & Student Success Report May 16, 2025

### Agenda Item #2: Admissions & Marketing Updates

☒ Information

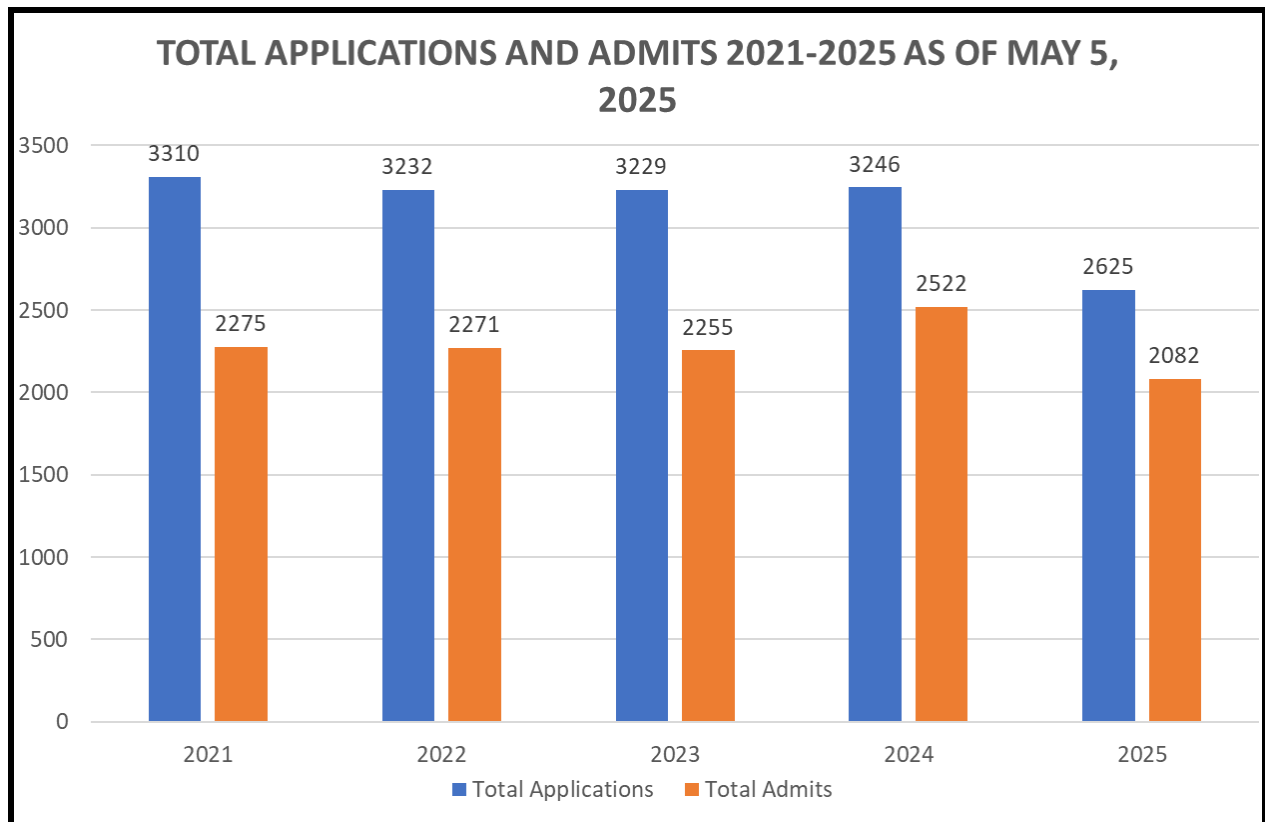
☐ Action

☐ Discussion

#### Purpose:

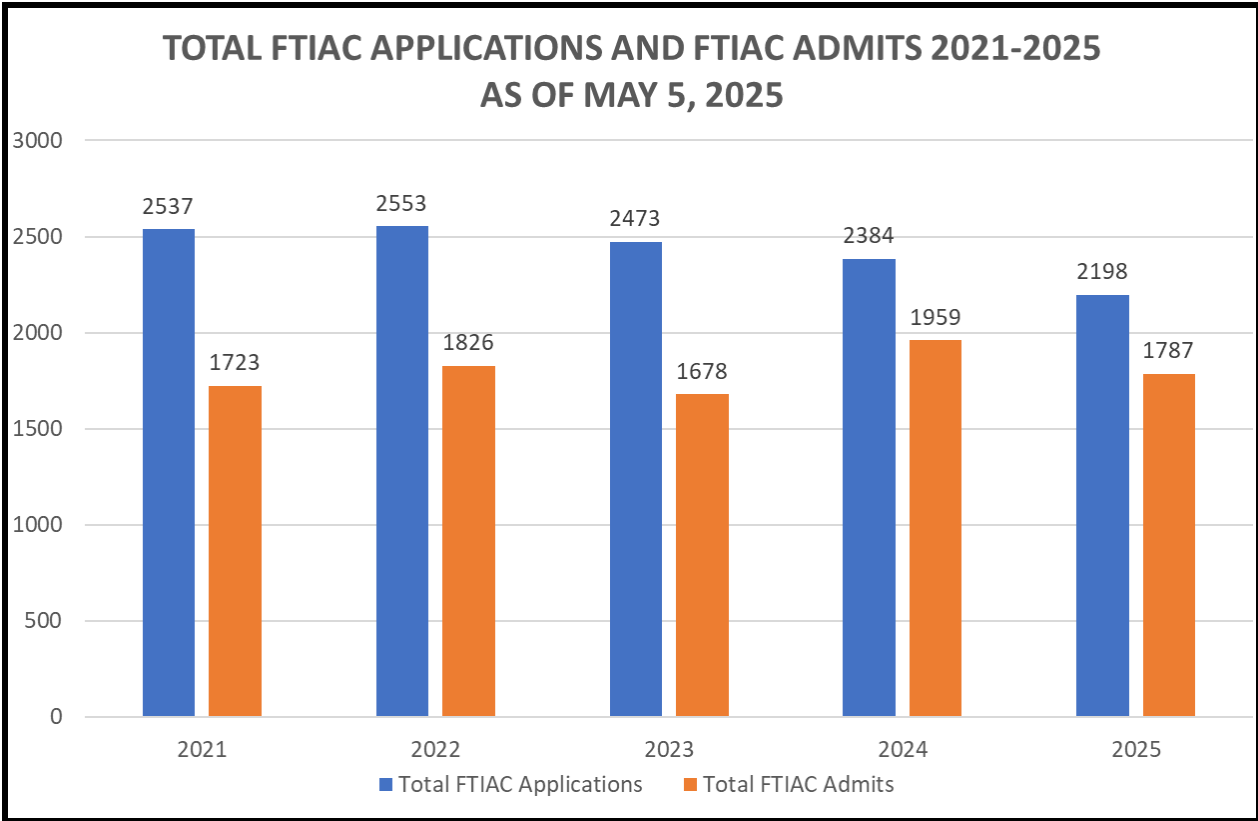
The purpose of this information is to provide an update on admissions and marketing efforts, including outreach activities, prospective student engagement, event outcomes, and communication strategies that support application growth, yield, and overall enrollment goals.

#### Background:



As of mid-April, total applications are down 21.15% and total admits are down 19.11% compared to the same time last year. Despite the year-over-year decline, recent trends show strong forward movement.

Over the past two months alone, total applications have increased by 23.40%, and admits are up 23.16%, reflecting the impact of targeted outreach and improved engagement strategies.



For first-time-in-any-college (FTIAC) students, progress is even more pronounced. FTIAC applications have grown by 13.25% over the past two months, and FTIAC admits have increased by 11.74%. Since the March Board of Trustee meeting, admitted FTIAC students are tracking 22.47% ahead of Fall 2024.

**Fall 2025 Applications (as of May 5, 2025)**

- Total Applications: 2,625 (+550 since March BOT meeting)
- Total Admits: 2,081 (+432 since March BOT meeting)
- FTIC Applications: 2,196 (+273 since March BOT meeting)
- FTIC Admits: 1,786 (+198 since March BOT meeting)

**Yield Activities**

FIRST Robotics events provided valuable outreach opportunities throughout March and April, with LSSU staff—partnering closely with the School of Engineering Technology—participating at Traverse City, Ferris State, SVSU, HH Dow, and hosting on campus. These events allowed the admissions team and academic faculty to engage directly with high school students, parents, and educators in hands-on, academic-focused environments that showcased LSSU’s strengths in STEM education.

In addition to large-scale events, the admissions team has implemented high-impact, personalized strategies to support admitted student yield. Faculty and current students (special shoutout to the School of Engineering Technology who employed student ambassadors) have written handwritten notes to admitted students, offering encouragement and personal connections to the academic community. These notes tap into Gen Z’s preference for tangible, meaningful experiences.



Many Gen Z's even share the moment of opening them on social media. Simultaneously, targeted emails are being sent to parents, who consistently rank as the top influencer in the college decision process. These messages offer timely information and reinforce the value and outcomes of an LSSU education.

LSSU also had a strong presence at national and regional college fairs. Staff attended the NACAC fairs in Detroit and Grand Rapids, which drew over 3,000 and 2,500 prospective students respectively. In addition, attendance at MACAC fairs at SVSU, Macomb Community College, and Ferris State expanded our reach and strengthened connections with high school counselors and students statewide.

To support these outreach efforts, multiple multi-modal communication plans were developed and deployed within the CRM. These campaigns include targeted messaging for admitted students, combining email, text, and print outreach to support enrollment conversion. Each plan aligns with key yield dates and includes segmented content to address questions about scholarships, orientation, housing, and next steps for fall enrollment.

### **Campus Events & Outreach**

Following the announcement of Northland College's closure in Wisconsin, LSSU responded quickly to support impacted students. Admissions staff and Dean Moerke traveled to Ashland to participate in a transfer fair and meet directly with students exploring next steps. New marketing materials were developed for this outreach, highlighting the value of an LSSU education, affordability, and program alignment. Currently, four transfer students are still in the admissions process. These efforts reflect the university's continued commitment to access and responsiveness in the face of regional higher education shifts. We plan to continue monitoring other institutions with similar programs struggling with enrollment.

In addition, Admissions hosted:

- **Campus Tours:** From March 1 to April 16, LSSU hosted 52 individual campus visits and 6 group tours. Tours now feature an updated staged residence hall room that reflects a more modern, welcoming aesthetic and helps prospective students better envision life on campus. These improvements are part of a broader effort to enhance the visit experience and highlight the campus environment.
- **Open House (April 12):** The Open House welcomed 16 prospective students and 30 guests to campus. This event introduced a new format designed to reflect what differentiates LSSU; personal connections and meaningful relationships. Instead of a fixed agenda, students were able to choose their own schedule, selecting the sessions and locations most relevant to their interests. The structure encouraged informal, one-on-one conversations with faculty, staff, and current students. Prospective students also had the opportunity to meet one another in relaxed settings, reinforcing the welcoming and accessible culture that defines the LSSU experience.
- **ISD-Sponsored Events:** Over 380 students attended recent Pi Day, Fine Arts Day, and History Day events in March.

### **Suggested Action/Motion:**

N/A

### **President's Recommendation:**

N/A



## Enrollment Management & Student Success Report May 16, 2025

### Agenda Item #3: Financial Aid Updates

☒ Information

☐ Action

☐ Discussion

#### Purpose:

The purpose of this information is to provide an update on financial aid packaging, scholarship distribution, FAFSA processing trends, and strategic adjustments aimed at improving access, affordability, and support for prospective and continuing students.

#### Background:

The Financial Aid team began packaging student awards in February and has continued working steadily to prepare financial aid offers for both new and returning students. Fall awards for incoming students are in progress, with over [insert number] students already packaged for fall. The scholarship application for returning students is now closed. For prospective students, a targeted communication plan is underway featuring a scholarship incentive: students who register and complete orientation by June 17 will receive an additional \$500 award.

Finally, a large-scale restructuring of the Board of Trustees Scholarships is in progress to shift \$300,000 off state-side funding. That amount will be replaced with endowed and memorial scholarships, including the SMART Scholarships and the newly aligned Lukenda Scholarship for Canadian students. These changes are designed to maintain scholarship access while improving long-term financial sustainability.

#### Suggested Action/Motion:

N/A

#### President's Recommendation:

N/A



## Enrollment Management & Student Success Report

February 21, 2025

### Agenda Item #4: Student Affairs Updates

☒ Information

☐ Action

☐ Discussion

#### Purpose:

This item provides a general update of Student Affairs operations and programs.

#### 2025–2026 Housing Rates

Fall 2025 housing applications remain above historical trends, with a total of 408 submitted as of mid-April. Updated housing and dining rates for the 2025–2026 academic year reflect modest increases tied to inflation, maintenance needs, and service improvements. A series of summer renovation projects are scheduled across multiple residence areas to address student feedback and enhance the on-campus living experience. Dining plans have been expanded to include flexible options for both residential and apartment-living students, including a Hello Fresh tiered model to meet a variety of dietary and lifestyle needs.

Fall 2025 Housing Applications (as of 5/5/2025):

- New Student Applications: 128
- Returning Student Applications: 307
- Total: 435

Housing rates have been published for all unit types across campus. Annual pricing reflects a 3–5% increase to cover inflation, deferred maintenance, and enhanced amenities.

Building & Unit Type	Fall 2025	Spring 2026	Annual Rate
Brady Hall – Regular	\$2,892	\$2,712	<b>\$5,604</b>
Brady Hall – Private	\$4,989	\$4,677	<b>\$9,666</b>
Student Village/Townhouse – Regular	\$4,188	\$3,981	<b>\$8,169</b>

Student Village/Townhouse – Private	\$6,282	\$5,971	<b>\$12,254</b>
Apartments – Regular (2-3 BDRM)	\$3,901	\$3,693	<b>\$7,594</b>
Apartments – Private (2-3 BDRM)	\$5,851	\$5,540	<b>\$11,391</b>
Apartments – Private (1 BDRM)	\$7,145	\$6,834	<b>\$13,979</b>

### Summer Facilities Priorities

Significant summer renovation projects are scheduled across housing facilities.

- **Brady Hall:** Bathroom remodels, enclosed showers, upgraded theater room, and stair replacements.
- **Townhouses & Student Village:** Landscaping improvements, sliding door replacements, laundry room updates, and new lounge/study spaces.
- **Cisler Center:** AV upgrades to the Superior Ballroom and refreshed furniture in public dining areas.
- **Row Houses & Apartments:** Porch repairs, outdoor communal space additions, and general painting.

### 2025–2026 Dining Rates

Dining plan rates for the upcoming academic year have been finalized in coordination with Sodexo. Options include traditional residential meal plans, block plans, and a tiered Hello Fresh delivery program for off-campus or apartment-living students.

Meal Plan	Meals / Week or Semester	Laker Bucks (Semester)	Annual Cost
Seamore Select	19 meals / week	\$225	<b>\$6,177.50</b>
Anchor	15 meals / week	\$350	<b>\$6,177.50</b>
Freighter	150 meals / semester	\$150	<b>\$4,830</b>
Victory Bell	50 meals / semester	\$50	<b>\$1,897.50</b>
Hello Fresh Basic	48 meals/semester	-	<b>\$1,437.50</b>
Hello Fresh Plus	48 meals/semester	\$50	<b>\$2,150.50</b>
Hello Fresh Prime	48 meals/semester	\$100	<b>\$2,564.50</b>

**Campus Life & Engagement**

Dozens of events have taken place since the start of the spring semester, including themed weeks, cultural celebrations, academic mixers, and long-standing traditions. Highlights include the annual Snowman Burning celebration in March, which brought the campus community together to mark the symbolic end of winter. Year-end events such as senior send-offs and graduation recognition ceremonies helped close the semester with energy and pride.

Anchors Aweigh, held in collaboration with the Undergraduate Research Symposium, was a standout event this spring. The celebration featured three food trucks and provided free meals to all LSSU students, creating a festive atmosphere that highlighted academic achievement and student engagement.

Student organizations remained active throughout the semester, and planning is already underway for summer and fall engagement. Key summer projects include drafting a new Student Government Constitution and Code of Conduct, and rewriting the Student Government By-laws to expand representation to all academic schools and special populations. A working advisory group, composed of student leaders and student affairs practitioners, will also begin rewriting the Registered Student Organization (RSO) Bylaws to strengthen clarity, access, and expectations for student clubs.

**Laker Success & KCP 4S Grant (Year 2 of 6)**

Year two of the King-Chávez-Parks (KCP) 4S grant is underway, with continued funding supporting peer mentoring, persistence initiatives, and retention programming for first-generation and underrepresented students. Out of 458 eligible students this year, 302 (66%) have received direct support through advising, mentoring, or engagement activities tied to the grant. Eligible students must be Michigan residents who are academically and/or economically disadvantaged, and the program's efforts have been instrumental in promoting their academic success and continued enrollment.

As part of this year's efforts, the team hosted the First-Generation Graduation Celebration Brunch, honoring 13 graduating first-gen students. This marks a significant increase of over 125% from last year, when just 2 students participated in the celebration. The event served as both a recognition of achievement and a reminder of the importance of building belonging and visibility for first-generation students at LSSU.

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A



## **Enrollment Management & Student Success Report**

February 21, 2025

### **Agenda Item #5: Counseling Services Updates**

☒ Information

☐ Action

☐ Discussion

#### **Purpose:**

The purpose of this information is to provide an update on Counseling Services activity, including student utilization, staffing, outreach initiatives, and efforts to expand access and improve mental health support for all students.

#### **Background:**

Counseling staff served 61 unique clients this academic year and facilitated campus-wide trainings on trauma-informed care, wellness strategies, and crisis response. The team continues to pursue external funding, with multiple grant applications submitted to expand services and staffing capacity.

To strengthen mental health support, a search is underway for a new Counseling Manager/Clinician. This position will provide direct service and help lead day-to-day operations. In response to student preferences, particularly among Gen Z students who consistently indicate a desire for in-person support, LSSU will not renew its contract with WillU, the virtual therapy service. In the months ahead, Student Affairs will also explore additional service models that could enhance counseling capacity, improve access, and better meet student needs across all populations.

#### **Suggested Action/Motion:**

N/A

#### **President's Recommendation:**

N/A



## **Enrollment Management & Student Success Report**

February 21, 2025

### **Agenda Item #6: Healthcare Center Update**

☒ Information

☐ Action

☐ Discussion

#### **Purpose:**

The purpose of this information is to provide an update on Health Care Center operations, including staffing, service utilization, financial performance, and ongoing efforts to evaluate and improve the long-term sustainability and effectiveness of student health services.

#### **Background:**

The Health Care Center is tracking weekly usage and expenses as part of a broader effort to update and rightsize the unit while evaluating its long-term sustainability. Pending Board approval, a new \$50 per semester fee will be assessed for residential students for HCC services. The center has also begun increasing its billing to insurance providers to help offset operational costs.

To reduce expenses, the HCC has absorbed a cut of 1.5 FTE this fiscal year. A comprehensive fiscal and risk analysis is planned for the 2025–26 academic year to determine the long-term viability of the center. Full utilization and financial reports will be presented in the fall, with outcomes informing next steps on whether to maintain, restructure, or transition health services in future years.

#### **Suggested Action/Motion:**

N/A

#### **President's Recommendation:**

N/A