



## Enrollment Management & Student Success Report

July 18, 2025

### Agenda Item #1: Admissions Dashboard

Information

Action

Discussion

#### Purpose:

The purpose of this information is to provide a comparative snapshot of Fall 2025 undergraduate enrollment trends relative to the same point in prior years. This dashboard supports institutional decision-making by highlighting progress in applications, admits, and registered students, while identifying areas that require continued attention as we approach the start of the academic year.

#### Background:

Admissions Comparisons					
Fall 2025	Fall 2024		Fall 2023		
	Numbers	% to Fall 2025	Numbers	% to Fall 2025	
Applications	2,852	3,246	-12.1%	3,229	-11.67%
Admits	2,236	2,522	-11.34%	2,137	4.63%
Registered	398	360	10.55%	417	-4.5%

As of July 5, 2025, Lake Superior State University has received 2,852 applications for Fall 2025, representing a 12.1% decrease compared to the same date in Fall 2024 and an 11.67% decrease compared to the same date in Fall 2023. Similarly, total admits stand at 2,236, down 11.34% from Fall 2024, but showing a 4.63% increase over Fall 2023.

Despite the decline in application and admit volume compared to last year, registered student numbers are showing promising growth. A total of 398 students are registered, which is 10.55% higher than Fall 2024 on this same date. This suggests improved yield rates and the potential impact of recent orientation events, targeted yield communications, new club athletic teams, and scholarship incentives.

Compared to Fall 2023, however, registered students are still down 4.56%, indicating continued pressure on the pipeline. These trends reinforce the importance of July and August yield efforts, final outreach pushes, and ensuring strong student and family communication between now and the start of classes.

#### Suggested Action/Motion:

N/A

#### President's Recommendation:

N/A



## Enrollment Management & Student Success Report

July 18, 2025

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

Information

Action

Discussion

#### Purpose:

The purpose of this information is to provide an update on recent activities and staffing developments within Admissions and Marketing. These updates highlight progress in student recruitment, orientation programming, pre-college engagement, and strategic communication efforts that support enrollment growth and student onboarding.

#### Background:

A new leadership structure has been implemented to support the evolving needs of the division and strengthen recruitment and yield strategies. Key leadership appointments include:

- Amanda Stempky, Assistant Director of Recruiting and Pre-College Programs
- Connor Tetzlaff, Assistant Director of University Marketing
- Kristin Graham, Assistant Director of Admissions, Outreach & Yield

Additionally, Alix Carter has joined the team as CRM Coordinator, managing communications, campaigns, and data integrity within Ellucian Recruit. Alix also serves as the Assistant Women's Basketball Coach, contributing to campus engagement and recruitment beyond the admissions space.

This team is working collaboratively to improve coordination across recruitment, outreach, event planning, and strategic communications.

In June, Admissions hosted four in-person Orientation sessions for first-time-in-any-college (FTIAC) students and one session for transfer students. A total of 261 students participated, completing key onboarding steps. To accommodate those who were unable to attend in person, two virtual Orientation sessions are scheduled for Wednesday, July 23 (6:00–8:30 p.m.) and Thursday, July 24 (12:00–2:30 p.m.). A final in-person Orientation will be held on Friday, August 22 from 11:00 a.m. to 4:00 p.m. Admissions and Marketing have deployed multiple targeted communication plans via the university's CRM to promote these events, including text and email reminders to students and families.

In addition to Orientation, LSSU hosted six academic and enrichment summer camps, engaging 108 students, including 68 high school students in grades 9–12. Camp offerings included:

- Kids Camp
- Criminal Justice, Fire Science & EMS Camp
- Engineering and Robotics Camp

- OSTEOChamps (in partnership with Michigan State University)
- DoD STEM Camp (in collaboration with Bay Mills)
- GEAR UP Nursing Camp

A seventh camp, Aquatic Ecology and Fisheries, will take place August 4–8 and is expected to draw additional regional interest. These camps serve as early exposure and recruitment pipelines for key academic programs and reinforce LSSU's presence in the region.

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A



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

**July 18, 2025**

### **Agenda Item #3: Financial Aid Updates**

Information

Action

Discussion

#### **Purpose:**

The purpose of this information is to provide an update on the current operations, staffing status, and strategic initiatives within the Financial Aid Office. These updates reflect both immediate efforts to support Fall 2025 enrollment and long-term planning to improve scholarship sustainability and service delivery.

#### **Background:**

The Financial Aid Office is currently operating at 50% staffing capacity, with two vacant positions: 1) the Assistant Director and 2) a Financial Aid Officer. Despite limited staffing, financial aid packaging and service delivery continue, with plans in place to rebuild the team efficiently and maintain continuity of operations heading into the academic year.

To support early course registration and orientation completion, a \$500 scholarship incentive is being offered to Fall 2025 students who register for classes and complete Orientation. This incentive is supported by a dedicated multi-modal communication plan in Ellucian CRM Recruit, including targeted outreach to students and families through email, text messaging, and parent-specific messaging. The campaign emphasizes personalized support, affordability, and the value of timely registration.

Beyond these immediate efforts, a significant restructuring of the Board of Trustees Scholarships is underway. The plan shifts \$300,000 in institutional scholarship funding from general fund (state-side) dollars to memorial and endowed funds, including the SMART Scholarships and the Lukenda Scholarship for Canadian students. This transition supports long-term financial sustainability while preserving access to high-impact awards for current and future Lakers.

These actions reflect the office's dual focus on accessibility and fiscal responsibility, ensuring that scholarship resources are both available and sustainable well into the future.

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

N/A

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

N/A



## Enrollment Management & Student Success Report

July 18, 2025

### Agenda Item #4: Student Affairs Updates

Information

Action

Discussion

#### Purpose:

The purpose of this information is to provide an update on key initiatives and personnel changes within Student Affairs, including housing and dining improvements, student life staffing, and targeted success programming for first-generation students.

#### Background:

#### Leadership Update:

Derric Knight has been named Senior Director of Student Affairs, overseeing housing, dining, student life, conduct, and student success programming. He recently attended the NASPA Mid-Level Administrators Conference, where he participated in national discussions on emerging student trends, equity-minded leadership, and scalable retention strategies.

#### Housing & Dining:

As of July 7, 2025, 502 students are assigned to on-campus housing. Significant renovation efforts are underway in Brady Hall, where two of four communal bathrooms are being remodeled to increase privacy and comfort. Updated facilities will include individual enclosed shower units with personal changing areas, modernizing the residence hall experience in response to direct student feedback.

#### Student Life:

LSSU has welcomed Brigitte Ledferd as the new Coordinator of Student Life. Brigitte brings deep experience in academic support, student conduct, peer mentoring, and leadership training. She holds a Bachelor's in Sociology and Criminology from UW-River Falls and is completing her Master's in Higher Education and Student Affairs at the University of Iowa. She has held key leadership roles and earned several awards, including *NASPA's Undergraduate Rising Star* and the *Chancellor's Award for Students*. Her appointment supports the strategic shift from "Campus Life" to "Student Life," signaling a renewed focus on student engagement and belonging.

**Laker Success & KCP 4S Grant:**

Laker Success has submitted an application for the First-Generation College Celebration (FGCC) grant to launch a new program titled “You’re First. But Not Alone.” If awarded, this grant will support events, peer mentoring, and visibility campaigns aimed at supporting LSSU’s large population of first-generation students. This initiative aligns with the university’s strategic commitment to equity, persistence, and inclusive support services.

**Suggested Action/Motion:**

N/A

**President’s Recommendation:**

N/A



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

July 18, 2025

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

Information

Action

Discussion

#### **Purpose:**

The purpose of this information is to provide an update on Counseling Services, including changes to service delivery, leadership recruitment, and plans to expand on-campus mental health support.

#### **Background:**

LSSU has made the strategic decision not to renew its contract with UWill, the university's third-party online mental health provider. This shift is informed by student feedback and utilization trends, which show that Generation Z strongly prefers in-person counseling and relational, campus-based support. In response, Counseling Services will refocus its efforts on enhancing direct clinical care and face-to-face engagement with students.

To support this transition, the university is actively recruiting for a new Manager of Counseling Services, who will oversee daily operations, provide direct student care, and lead the expansion of mental health resources. This position is essential to the continued development of LSSU's wellness infrastructure. Recognizing the national shortage of licensed mental health professionals, LSSU is committed to exploring flexible and creative approaches to hiring, role structure, and long-term retention to ensure consistent, high-quality care for students.

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

N/A

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

N/A



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

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### **Agenda Item #6: Health Care Center Update**

Information

Action

Discussion

#### **Purpose:**

The purpose of this information is to provide an update on the operational status, billing structure, and financial planning for the LSSU Health Care Center.

#### **Background:**

The LSSU Health Care Center continues to operate as a full-service family practice, open to students, faculty, staff, and the general public. The center accepts and bills most insurance plans, including Blue Cross Blue Shield, Medicare, Medicaid, UPHP, Tricare, and other third-party carriers. Students are required to present their insurance card and subscriber information at the time of service.

Services remain broad in scope, including acute and chronic care, well and sports physicals, CDL exams, joint injections, and on-site testing for strep, mono, influenza, COVID-19, urinalysis, and more. The center is staffed by two licensed practitioners and offers same-day appointments with accessible parking and convenient hours.

In addition to its daily operations, the center will undergo a comprehensive review of its billing structure and financial model beginning in Fall 2025. The review will assess opportunities to improve reimbursement from insurance carriers, reduce institutional subsidy, and determine the long-term financial sustainability of campus-based health services. A comprehensive fiscal and risk analysis is scheduled for the 2025–2026 academic year and will inform recommendations on the structure, scope, and future direction of the Health Care Center.

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

N/A

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

N/A