



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

**November 21, 2025**

### **Agenda Item #1: Admissions & Marketing Updates**

☒ Information

☐ Action

☐ Discussion

#### **Purpose:**

The purpose of the Admissions update is to provide the Board with a clear overview of recruitment activity, early application trends, and pipeline development efforts that directly influence future enrollment outcomes. This information helps the Board understand where strategic investments, staffing, and territory management are driving results and where additional support may enhance market reach and yield for Fall 2026 and beyond.

#### **Background:**

##### **Recruiting & Pre-College Programs:**

Since the beginning of the semester, with two recruiters on the road, the Admissions team has attended approximately 130 recruitment events from September through October. In regions supported by a full-time recruiter—particularly the Tip of the Mitt and the Southeast/Detroit Region—application numbers are consistent with last year's performance. Illinois continues to be a bright spot, demonstrating steady application growth and underscoring the opportunity to expand recruiting capacity in other key markets.

Recruitment efforts remain intentional and data-informed, with a focus on smaller high schools that historically yield higher enrollment rates. Pre-College enrollment this fall includes 198 students from 10 partner high schools, including three charter schools, who are taking one or more LSSU courses. This growth not only strengthens the pre-college pipeline but also deepens institutional partnerships with area schools and charter systems.

As we move further into the cycle, the team anticipates steady growth in applications and yield, supported by continued outreach and personalized engagement in the coming months.

##### **Admissions & Yield:**

Processing operations have remained strong, with 65% of applicants admitted to date compared to 56% at this time last year. The team continues to focus on quality applications and early communication to strengthen yield.

Campus engagement has been robust, with several successful visit events and tours this semester. Highlights include:

- 100+ charter school students brought to campus
- 180 local students for Career and Technical Education (CTE) Day
- 81 individual campus tours and 99 group tour participants
- 18 families attending the Fall Open House

The team also mailed 445 Eastern Upper Peninsula (EUP) Guarantee letters and 150 Charter School Office (CSO) Guarantee letters to eligible seniors, continuing efforts to simplify financial messaging and connect students to Lake State early in their decision-making process.

Transfer and articulation work continues to expand, with new agreements in development with community college partners. To support admitted student engagement, three coordinated mass-communication campaigns are underway to reach both students and parents/guardians, reinforcing the value of the LSSU experience. Admitted Student Days have been reimaged to include exclusive LSSU swag and one-on-one advising support prior to Orientation.

### **University Marketing**

University Marketing continues to strengthen brand alignment, digital presence, and message consistency across the institution. The team is advancing several initiatives designed to modernize marketing materials, improve website functionality, and enhance recruitment support.

### **Website and Digital Media**

In collaboration with IT, significant progress has been made in updating web content, including replacing remaining stock imagery and revising key student-facing pages such as scholarships and financial aid. The team continues to collaborate on the development and implementation of a ChatBot feature to improve prospective student engagement and service responsiveness.

### **Creative Services and Messaging**

The marketing team completed over 70 graphic design projects, including event materials, digital assets, and promotional flyers. In addition, the team has closed out more than 25 photography and videography requests. Local vendor partnerships have been strengthened to ensure quality and timely production of marketing materials. The “Unicorn Hunting License” project continues to gain popularity and brand visibility.

In collaboration with Financial Aid, new materials have been developed for targeted student populations, and program-specific content has been refreshed for NACAC events. The team has also met with each academic school’s dean and chair to identify unique selling points for upcoming recruitment campaigns. Current paid advertising efforts are underway for the MBA and Engineering programs, with early indicators showing promising reach.

Social media engagement remains strong, particularly on Facebook, Instagram, and LinkedIn. Notably, the post recognizing Orange Shirt Day received significant engagement and positive community response. Additional highlights include Great Lakes State Week coverage, headshots at the Career Fair, and hosting the LSSU College Fair.

**Suggested Action/Motion:**  
N/A

**President's Recommendation:**  
N/A



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

**November 21, 2025**

### **Agenda Item #2: Financial Aid Updates**

☒ Information

☐ Action

☐ Discussion

#### **Purpose:**

The purpose of the Financial Aid update is to keep the Board informed on compliance, awarding timelines, and the implementation of new scholarship models that directly impact affordability, yield, and student retention. This update highlights federal and state reporting requirements, system updates, and awarding progress to ensure transparency in how LSSU manages financial aid operations and supports students through a changing regulatory environment.

#### **Background:**

The Financial Aid Office continues to navigate a year of significant transition while maintaining compliance and supporting student success. The team successfully completed the State of Michigan Program Review, requiring the creation of new processes and policies to ensure proper verification of high school completion. In early October, the FISAP (Fiscal Operations Report and Application to Participate) was submitted successfully, maintaining LSSU's eligibility for campus-based programs such as Federal Work Study and SEOG.

In October, the team also submitted the required Financial Value Transparency and Gainful Employment (FVT/GE) reporting to the U.S. Department of Education, a large and collaborative effort across campus units. Spring 2026 awarding is currently underway for all new admits, and preparations for the 2026–27 awarding cycle are in progress, with an anticipated launch in late November to early December.

To ensure sustainability during a staffing transition, the university engaged a consultant to assist with system updates tied to the new scholarship model implementation. This work will also support packaging and communication improvements. The office recently welcomed Adam Grifka as a temporary Financial Aid Specialist, focusing on front-end processes and customer service to improve response times and student support.

**Suggested Action/Motion:**  
N/A

**President's Recommendation:**  
N/A



## Enrollment Management & Student Success Report

November 21, 2025

### Agenda Item #3: Student Affairs Updates

☒ Information

☐ Action

☐ Discussion

#### Purpose:

The purpose of the Student Affairs update is to highlight the engagement, belonging, and residential experiences that shape the day-to-day life of LSSU students and significantly influence persistence and satisfaction. By sharing participation metrics, survey insights, program outcomes, and professional development efforts, this section demonstrates how Student Affairs contributes to retention, connection, and a supportive campus environment.

#### Background:

Student Affairs continues to advance belonging, engagement, and well-being across the university through a holistic, collaborative approach.

#### Student Life

Engagement remains strong, with more than 100 students participating in cornerstone events like Yooper Fest and the Laker Hockey Game Watch Party. Regular programs such as Free Sunday Bowling and Art Therapy continue to attract consistent participation. Early results from the 2025 Student Engagement Survey reflect a strong sense of connection and belonging among students, with 90% reporting that they feel at least somewhat connected to LSSU. Students consistently cited small class sizes, personal relationships with staff and faculty, and community-focused events as key drivers of engagement.

#### Housing and Residence Life

Residence Life has hosted 40 programs this semester with a total of 1,035 participants across all halls. The annual Haunted House, co-sponsored with UAB and Laker Success, drew approximately 160 students and highlighted collaboration across Student Affairs units.

Current on-campus occupancy stands at 475 students (approximately 79%). The team is now accepting housing applications for Spring 2026 and launching the Fall 2026 housing campaign to encourage early commitments among admitted students.

## **Laker Success**

The Laker Success program continues to build momentum, hosting three major events this semester with 146 total check-ins and 113 unique participants. The program recently secured renewed funding from the State of Michigan to sustain operations and expand partnerships across campus. Focus areas for spring include tracking outcomes, strengthening collaborations, and increasing participation among first-generation and at-risk students.

## **Division Initiatives and Professional Development**

The Unplug Initiative continues to encourage students to disconnect from technology and reconnect with peers through device-free dinners, walk-and-talk meetups, and reflective programming. Residence Life and Student Life have integrated Unplug concepts into community-building activities, with plans to expand across campus in spring.

Staff across the division have engaged in several professional development opportunities this semester, including the NABITA Annual Conference, NASPA Region IV-East Conference, and Michigan Housing and Dining Services Officers Association (MHDSOA) meeting. These experiences reinforce LSSU's commitment to proactive intervention, inclusive practices, and continuous improvement. Additionally, Samantha Lee completed Deputy Title IX Coordinator training, expanding compliance support within the division.

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

N/A

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

N/A



## Enrollment Management & Student Success Report

November 21, 2025

### Agenda Item #4: Counseling Services Updates

☒ Information

☐ Action

☐ Discussion

#### Purpose:

The purpose of the Counseling Services update is to provide the Board with insight into student mental health trends, service utilization, and wellness initiatives that contribute to retention, safety, and student success. These updates help illustrate how the university is addressing student well-being, expanding proactive outreach, and strengthening campus-wide mental health support systems.

#### Background:

Counseling Services continues to enhance access to mental health resources and proactive wellness programming. Between September 2 and November 4, the office provided 112 appointments to 45 unique students. The team facilitated a Question, Persuade, Refer (QPR) Suicide Prevention Gatekeeper certification for 10 senior nursing students and co-hosted a Test Anxiety Workshop with the Academic Success Team.

The department was also awarded a \$750 grant through the Substance Abuse and Mental Health Services Administration's Communities Talk campaign to support substance misuse awareness. In partnership with the Cannabis Club, a student-led event will focus on harm reduction and peer advocacy.

Counseling Services is collaborating with the Student Athletic Advising Committee to launch the Green Bandana Project, a mental health awareness initiative designed to empower students to support one another and foster a culture of care across campus.

#### Suggested Action/Motion:

N/A

#### President's Recommendation:

N/A





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### Agenda Item #5: Health Care Center Update

☒ Information

☐ Action

☐ Discussion

#### Purpose:

The purpose of this information is to provide an update on staffing and patient activity at the Health Care Center.

#### Background:

The Health Care Center continues to experience strong demand, serving a steady mix of community members, students, faculty, and staff. Appointment availability remains limited due to high utilization, reflecting the clinic's essential role in supporting the health and well-being of both the campus and the broader Sault Ste. Marie community. The team continues to provide timely medical care, preventative services, and referrals, ensuring that students receive consistent support while maintaining high-quality service for all patient groups.

#### Suggested Action/Motion:

N/A

#### President's Recommendation:

N/A