Enrollment Management & Student Success Report

July 17, 2026

Agenda Item #1: New Enrollment Updates

☒ Information ☐ Action ☐ Discussion

New FTIAC Enrollment

Metric	2025 Growth (4/28/25 → 6/29/25)	2026 Growth (4/28/26 → 6/29/26)	Percent Difference
Applications (headcount | % change)	2,186 → 2,293 (+107 | +4.9%)	1,916 → 2,026 (+110 | +5.7%)	**+0.8%**
Admits (headcount | % change)	1,782 → 1,830 (+48 | +2.7%)	1,455 → 1,500 (+45 | +3.1%)	**+0.4%**
Incomplete (NC) (headcount | % change)	373 → 404 (+31 | +8.3%)	418 → 399 (−19 | −4.5%)	**-12.8%**
Registered (headcount)	2 → 184 (+182)	1 → 90 (+89)	**-94***

*At this time last year, there were two more orientation sessions had concluded were students registered.

New Transfer Enrollment

Metric	2025 Growth (4/28/25 → 6/29/25)	2026 Growth (4/28/26 → 6/29/26)	Percent Difference
Applications (headcount | % change)	194 → 236 (+42 | +21.7%)	175 → 232 (+57 | +24.5%)	**+2.8%**
Admits (headcount | % change)	108 → 137 (+29 | +21.1%)	82 → 137 (+55 | +65%)	**+43.9%**
Incomplete (NC) (headcount | % change)	73 → 76 (+3 | +4.1%)	83 → 73 (−10 | −12%)	**-12.8%**
Registered (headcount)	6 → 47 (+41)	2 → 32 (+30)	**-15**

*At this time last year, there were two more orientation sessions had concluded were students registered.

LAKE SUPERIOR STATE UNIVERSITY

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Agenda Item #2: Recruitment, Admissions & Marketing Updates

☒ Information ☐ Action ☐ Discussion

Purpose:

The purpose of this information is to present an integrated update on student recruitment and pre-college programs, admissions conversion and yield efforts, and marketing initiatives that build awareness and move prospects from inquiry to application to enrollment for Fall 2026 and beyond. It summarizes current activities, early results, and next steps across outreach, pre-college pipelines, communication and referral strategies, and branded content and media so leadership can monitor progress and align resources.

Background:

Recruitment Updates

Since the last Board meeting, the five regional recruiters have kept strong momentum on converting admitted students into enrolled students. Recruiters have been engaged in weekly text and phone outreach to new applicants, newly admitted students, no-shows, admitted-but-unregistered students, and incomplete (NC) files to continue consistent late cycle momentum.

With the K-12 calendar concluded for the summer, the team shifted to community-based visibility, maintaining active weekly calendars of local events, including summer festivals, farmers markets, art fairs, sidewalk sales, fishing tournaments, homeschool co-ops, and library/community center tabling. Their purpose is to stay visible to prospective students, parents, and grandparents through the summer months. In addition, Recruiters are signed up to attend the Michigan State Fair, the Upper Peninsula State Fair, and multiple county fairs.

The team will hold a full-day retreat on July 21. During this time, they will develop their metrics and goals for the upcoming recruitment cycle, obtain new training, and plan out their fall schedule.

One area of continued focus: while the funnel is trending up since April 30, Fall 2026 applications, admits, and enrollment deposits are each running behind Fall 2025's pace at the same point last year (deposits down 43.9% year-over-year). Closing this gap through sustained outreach and melt-prevention is the team's top priority through the fall.

Pre-College Programs

As of June 29, 2026, LSSU's dual-enrolled and Early/Middle College high school students, is running well behind last year's pace:

	Fall 2026 (as of 6/29/26)	Fall 2025 (as of 6/29/25)	Percent Change
Applications	102	241	**−57.7%**
Admits	93	235	**−60.4%**
Registered	73	125	−41.6%
Yield Rate (Admit to Registered)	72%	52%	**+20%**

A few partner high schools have not yet finalized their fall dual-enrollment registrations, so this total is not yet final and some additional ND students are likely to be added before the fall census. Within-cycle growth, since April 28, 2026 has actually outpaced last year in percentage terms (registered/enrolled students grew from 8 to 73 this year, versus 65 to 125 last year), but that reflects a small starting base rather than closing the gap, the raw shortfall of 52 students has not narrowed.

Several high schools have told LSSU they are directing students to Ferris State's dual enrollment program instead, citing lower cost as the deciding factor. This tracks with a cost-structure gap identified by the former LSSU CFO: LSSU currently bills participating districts a flat $685.71 per course regardless of credit hours, which is actually below what the State of Michigan's Pupil Accounting Manual would technically allow for 3–4 credit-hour courses (recognized as two high school course equivalents, supporting a rate of up to $1,371.42). By comparison, some smaller institutions use a reduced per-credit-hour model, Cornerstone University at $199 per credit hour and North Central Michigan College at $152 per credit hour, which can land lower than LSSU's flat rate depending on course size.

Given the enrollment decline and direct feedback tying it to cost, we recommend a feasibility study to evaluate whether LSSU's dual-enrollment pricing model can be adjusted, through a per-credit-hour structure or a reduced flat rate, to remain competitive with Ferris State and similar institutions, while preserving the program's financial sustainability.

Admissions & Yield

Orientation: To date, 106 students have attended orientation, with an additional 248 students registered across the remaining on-campus and virtual sessions. Targeted orientation registration and yield campaigns will continue throughout the summer to keep momentum building toward the fall class.

Individual Campus Visits: The team hosted 51 prospective students and 128 total guests, including family members, through personalized individual campus visits, a high-touch opportunity to build direct relationships with students and the families supporting their decision.

Group Campus Visits: A total of 283 prospective students visited campus through organized group visits from seven partner high schools:

High School	Students
Berrien Springs High School	24
Odyssey High School	18
Ridge Park Academy	50
Bay City Academy	31
Brimley High School	45
Pellston High School	43
Innocademy Allegan/Zeeland	72
Total	**283**

These group visits continue to be a strong source of engagement, introducing large cohorts of students to campus in a single outreach event.

Strategic Communications & Yield:

- Continued financial aid, scholarship, and enrollment communications to admitted students.
- Ongoing implementation of AI-driven Individualized Communication Plans (ICPs) to personalize outreach and improve engagement.
- Continued CRM optimization and communication workflows to support recruitment and yield efforts.

University Marketing

Press Releases

- Sent 1,367 outreach messages since last BoT Meeting.
- Achieved a 42.3% open rate, with 25 likely media pickups identified through Meltwater.
- Releases covered the Docuseries, local graduations, the Atlantic salmon release, faculty accomplishments, and orientation sessions.

Social Media Performance

- **Instagram: Year-Over-Year:** Instagram performance showed strong growth across every measured metric compared to the same period last year. Views are up 102% with over 175,700 views this year. Reach, the total number of unique users who see your contents, is also up with over 38,000 unique users.

- **Facebook: Year-Over-Year:** Facebook views were down 3.6% year-over-year, totaling 372,661 views for the period.

- **LinkedIn: Rolling 365-Day Comparison:** LinkedIn reporting is based on rolling 365-day data compared to the previous period rather than a true year-over-year comparison. Since the platform does not provide YoY insights; these figures should be read with that caveat in mind. Impressions, the number of times a piece of content, is displayed on a user's screen, is down by 12.4% with 30,919 impressions this year. Reactions, such as clicking on emotion buttons or reposting, were also down by 8.4% with 510 reactions year-to-date. Comments, on the other hand, were up 32.8% with 64 year-to-date.

Request Forms Completed
The following service requests were completed for campus partners during the period:

- Graphics Requests: 12
- Headshots: 11
- Photo/Video Requests: 2
- PR Requests: 2
- Social Media Requests: 1

Additional Projects & Initiatives
New Marketing Subpages & Requests:

- Brand and Logos page (lssu.edu/brand): up-to-date logos available for download in multiple formats, alongside overarching style guidelines, official colors, and typography.
- Galleries page (lssu.edu/galleries): photos from recent LSSU events available for viewing and download.
- Laker Lens Submission Form: allows Lakers and the broader community to submit content for potential use in LSSU materials.

Together, these three newly established pages and forms help make the Lake State brand more consistent and accessible.

Laker Family Hub: LSSU's new platform for families and supporters to access relevant information and stay connected: 1,577 total users and 13,213 emails sent to date.

Unicorn License Automation: The creation and distribution of Unicorn Licenses has been automated. Previously, the process required manually accessing entries, copying information, pasting into a template, downloading, and copying/pasting an email message before attaching and sending. The new process downloads a CSV, reviews names for any illegitimate entries, and runs a single process that creates and sends the certificates automatically.

- **Result**: 2,754 Unicorn Licenses have been dispersed using this new method to date with zero hours of people-power needed.

Other Completed Projects

- Revised the Marketing webpage (lssu.edu/marketing).
- Created a new NIL license type in collaboration with CLC, Athletics, and Lynsey; currently in the selection phase for NIL licensees (e.g., Influxor).
- Established logos for the university's new dining partner on campus.

- Began 360° virtual tour content capture in collaboration with an external vendor; establishing shots allow the tour to be updated later with student-activity footage once the semester begins, without needing to recreate the full tour.
- Attended the DASUM meeting alongside Directors of Admission from other state universities.
- Maintaining regular contact with Docuseries personnel throughout filming.
- **Orientation Support:** Marketing supported orientation through press releases, digital and physical signage (banners, calendars, and more), photo/video coverage, staff uniforms, and printed handouts.

Recruitment Materials Revision: Marketing materials used by the recruitment team are being refreshed ahead of the coming year, organized by current status:

Status	Materials
Already Revised	Stand-Up Banners; Visual Content; Individual School Information Sheets
In Revision	Fin Aid Information Sheets; Fast Fact Overview Sheets; Tablecloths; Business Card Holders; Table Accessories (QR codes, visual appeal items, etc.); Giveaway Items
To Be Revised	Viewbook; Program Trifolds

Notable Events Covered

- Sound of Music
- Campus Beautification Week
- Atlantic Salmon Release
- Orientations
- Engineers Day
- Independence Day Parade

Suggested Action/Motion:
N/A

President's Recommendation:
N/A

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Agenda Item #3: Financial Aid Updates

☒ Information ☐ Action ☐ Discussion

Purpose:

The purpose of this information is to provide an update on financial aid operations, compliance activities, and staffing.

Background:
The Director of Financial Aid position has been restructured into an Executive Director of Financial Aid & Scholarships role, reflecting a broader portfolio and a greater emphasis on strategic, executive-level responsibilities within the division and on campus.

To lead the department through this transition, Kristen Gast has joined LSSU as Interim Director of Financial Aid & Scholarships on a six-month contract through The Registry. Ms. Gast brings more than two decades of experience in student financial aid and enrollment management, spanning large and rural community colleges, private universities, and regional state universities. Her background includes compliance and audit oversight, state and federal policy administration, federal reporting, scholarship oversight, awarding and packaging, and staff mentorship and team-building. Ms. Gast's first day was Friday, June 26, New Student Orientation. Just two hours into her first day, she led the Financial Aid presentation to nearly 50 new Lakers plus their families.

Two permanent Financial Aid Advisor positions have been finalized: Adam Grifka, who also serves as an assistant Track & Field coach, and Shane Fulcher. Ms. Gast has placed both new advisors on structured 30/60/90-day training plans to ensure a consistent onboarding foundation as the office moves into the fall awarding cycle.

Financial Aid has packaged all incoming freshman and transfer students at this time. We are rolling out scholarship offers daily and are working to award our international and domestic athletes as well. We are working to get ready for the upcoming FA27 recruiting season by preparing the team and system for the FAFSA opening soon.

The FA team is working diligently on getting aid authorized on student accounts in preparation for Fall bills going out soon. In addition, Financial Aid is focused on creating a robust and compliant financial aid policies and procedures manual for the office and campus community.

The focus for the FA team for the next few weeks is as follows:
- Streamline system processes for optimization while reducing barriers for students
- Create transparent policies and increase communication from the financial aid team

- Increase scholarship applications for all upcoming scholarship cycles
- Prioritize training and system knowledge with all FA staff
- Increase FAFSA filing #’s for 26-27 & 27-28
- Audit and update all publications and website pages as needed.

Suggested Action/Motion:
N/A

President’s Recommendation:
N/A

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Agenda Item #4: Student Affairs Updates

☒ Information ☐ Action ☐ Discussion

Purpose:

The purpose of this information is to provide an integrated update on Student Affairs priorities, Housing and Residence Life, Dining Services Anchored by Elior, Student Life and Engagement, Conduct and Restorative Practices, Laker Success, and recent student engagement highlights. This update demonstrates how these units work together to support belonging, retention, and engagement across the student experience.

Background:

Fall 2026 Housing Assignments

Fall 2026 housing assignments currently include 421 students across eight residential areas, showing strong use across the residential system. Student Village represents the largest share of assigned housing, followed by Brady Hall and the Townhouses.

Residential Area	Students Assigned	% of Total
Student Village	167	39.7%
Brady Hall	91	21.6%
Townhouses	59	14.0%
All other residential areas (5 areas)	104	24.7%
Total	**421**	**100%**

Private room and private apartment demand remains an important part of the housing profile: 132 students are currently assigned to private rooms or private apartments. Apartment-style housing in Moloney Hall and Neveu Hall accounts for 68 combined assignments, including 34 private room or private apartment assignments. These figures provide a current snapshot of Fall 2026 housing assignments and support planning for occupancy management, staffing, facilities preparation, and student support services.

Residential Facilities Update

Several renovation and improvement projects have been completed or are underway within campus housing this summer:

- Brady Hall: second-floor bathroom renovation to match the updated first-floor bathrooms: tile work is complete and plumbing is wrapping up, with remaining work to install new sinks, mirrors, partitions, shower stalls, and a new ceiling.
- Brady Hall: hallway and lobby flooring on the first level is being replaced to make the area easier to maintain and clean.
- Student Village: living room curtains have been replaced, and approximately 10 stove and oven units in the student apartments are being replaced.

These projects support ongoing efforts to improve student living spaces, update aging facilities, and make residential areas easier to maintain.

Staffing & Personnel Updates

Laker Success Coordinator

Elizabeth Antonello has been hired as the new Laker Success Coordinator. Elizabeth is a 2017 LSSU graduate who brings several years of experience in student life, residence life, orientation, student support, programming, and enrollment services, including supporting students through transitions, developing student programs, coordinating orientation efforts, and working with campus partners to improve the student experience. Her familiarity with LSSU, student-centered background, and regional connection to the Sault area will help her build strong relationships with students and campus partners.

Resident Hall Coordinator Transition

Zabrina LeVasseur is moving from the Resident Hall Coordinator position into a newly defined Student Conduct, CARES, and Basic Needs Coordinator role. This transition allows Zabrina to support students more broadly through student conduct, CARES referrals, basic needs support, and campus resource coordination — creating a more direct connection between accountability, care, and student support. Students facing challenges will have a clear point of contact to help connect them with resources, address concerns, and support their success, strengthening follow-up for students who may need assistance with food insecurity, housing concerns, or other barriers to staying enrolled and engaged. Zabrina's Residence Life background gives her a strong foundation in student support, crisis response, conflict resolution, and relationship building, and her move into this role will improve coordination between Housing, Student Conduct, CARES, and basic needs services.

Student Life Coordinator Transition

The Student Life Coordinator has resigned to accept a director-level position at another institution. We are proud to see her take this next step in her career and appreciate her work supporting student engagement, campus programming, and student leadership. A search to fill this role is underway, and the next Student Life Coordinator will continue supporting student organizations, campus activities, leadership development, and programs that help students feel connected to LSSU.

Suggested Action/Motion:
N/A

President's Recommendation:
N/A

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Agenda Item #4: Counseling Services Updates

☒ Information ☐ Action ☐ Discussion

Purpose:

The purpose of this information is to provide an update on Counseling Services, including discussion on expanding services to a holistic Student Wellness Center.

Background:

Student Wellness Center Expansion: Counseling Services is in the midst of expanding into a broader Student Wellness Center model. This expansion will be funded through the two existing student wellness fees rather than general fund or grant dollars, freeing those resources for other institutional priorities. Beyond the funding benefit, this model allows LSSU to take a more proactive and holistic approach to student wellness, moving beyond reactive counseling care toward a fuller range of wellness services.

Summer Operations: As is typical for the summer term, the majority of Counseling Services' regular programming has paused for the season. Short-term triage care remains available throughout the summer to ensure students have access to support in urgent situations.

Mental Health Clinician Hire: In collaboration with Athletics, the office is finalizing the hire of a Mental Health Clinician to support student-athletes and the broader campus community. Two finalists have been brought to campus for interviews, with an anticipated start date in August ahead of the fall semester.

Cross-Departmental Collaboration: The office is expanding collaboration with several campus partners to support this broader wellness model, including Student Life, Limestone Credit Union/The Hub, and Student Recreation, among others. These partnerships will help ensure wellness services are integrated across the student experience rather than siloed within a single office.

Suggested Action/Motion:
N/A

President's Recommendation:
N/A