



Enrollment Management & Student Success Report

October 9, 2026

Agenda Item #1: New Enrollment Updates

☒ Information

☐ Action

☐ Discussion

Purpose:

The purpose of this information is to summarize Fall 2026 new enrollment results against goal, and outline the strategic game plan and changes underway for Fall 2027 and beyond.

Background:

Fall 2026 New Enrollment Results

Fall 2026 new student enrollment reached 42% of the division's combined goal:

Category	Fall 2026	Goal / Stretch Goal	% of Goal
New FTIAC	207	350/500	42%
New Transfer	88	100/200	44%
Readmits	10	NA	NA
Total New Students	295	700	42%

Total Enrollment Comparison

Total enrollment (non-high school) by class level also declined year-over-year. Overall, LSSU experienced an 11.9% decrease in undergraduate and graduate enrollment from Fall 2025 to Fall 2026:

Class Level	Fall 2025	Fall 2026
FTIAC	211	207
FR	42	37
SO	201	179
JR	225	216
SR	465	384
GR	30	29
Total	1,174	1,052

Recruitment & Financial Aid Integration

Recruitment and Financial Aid have moved from operating in silos to an integrated model: recruiters and financial aid advisors are now aligned on messaging from day one of inquiry, aid packages are delivered earlier in the cycle rather than as late as June, and aid packaging is tied directly to each student's ICP profile rather than generic offers. Associate Vice President Kristen Gast now owns the full hand-off from recruitment to aid to enrollment, closing a gap where no single person previously owned the cost-clarity conversation.

The 2026-27 Playbook

The division's strategy for Fall 2027 and beyond rests on three pillars: Financial Aid modernization (100% paperless processing, dynamic acceptance letters, cost clarity, and 24/7 AI chatbot support), a CRM revamp (defined, ICP-specific messaging with stage-based automation), and stronger cross-department and cross-divisional collaboration. Additional tactics support this strategy:

- **Recruiters From Day One:** five territory-based FTIC recruiters begin the cycle on day one, with weekly pipeline reviews, school visit targets, and application-rate accountability by territory.
- **ICPs Replace Personas:** moving from broad student archetypes to precision Ideal Customer Profiles, each with a defined voice, message, channel, and scholarship match.
- **Landing Pages for Every Major:** dedicated landing pages for each school or academic program, tuned to the ICP voice.
- **Merit Scholarships in Acceptance Letters:** scholarship awards integrated directly into acceptance letters, giving students cost clarity at the moment of commitment.
- **Purposeful Events:** recruiting events that move students to the next stage, not just awareness, each with a next step and CRM follow-up.
- **Admissions Ambassadors:** trained student leaders representing LSSU on visits, campus tours, and community events.
- **A stronger strategy** around targeted name buys of ICP-specific prospective students.

Laker Landings & the 2026-27 Goal

Laker Landing community events are scheduled around away hockey games this season:

- December 4, 2026
- January 8, 2027
- February 26, 2027

Our goal is to bring Admissions, Financial Aid, Housing & Student Life, Academic Programs, Alumni, and current students together to make LSSU feel real to prospective students before they ever visit campus.



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Agenda Item #2: Recruitment & Admissions 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 2027. 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

The recruiting team is currently operating with four of five full-time territory positions filled; an offer was extended to fill the open Western Michigan recruiter position, and the team continues to run at reduced capacity while that hire is finalized. Despite the vacancy, weekly event activity and student contact have climbed steadily over the reporting period:

Week Of	Total Events	Notes
9/8 – 9/11	8	Slow start; first-time Mackinac Bridge Walk attendance (34k+ in attendance)
9/14 – 9/18	17	Direct contact with well over 100 students across territories
9/21 – 9/25	26	Direct contact with 275 prospective students and 10+ counselors reached

As high schools got into their regular schedules, individual recruiters covered significant ground across their territories: eight sanctioned fairs, and one community outreach event; Ashley attended five sanctioned fairs; Cameron completed visits at Cheboygan and Rogers City, attended the Hope College fair, and participated in PTP; and Nicole completed visits at Cody High School and Lake Orion, attended two non-sanctioned fairs, and completed a counselor visit.

The team also hosted the UP-Swing college fair on campus in Considine Hall and attended the Mackinac Bridge Walk for the first time, a high-visibility event that drew more than 34, A new RFI card raffle 000 attendees. is driving engagement as well. On average gaining contact information of 12 prospective students per LSSU Nike hoodie giveaway.

Pre-College Programs

Dual and concurrent enrollment continues to build across LSSU's partner high schools ahead of the concurrent enrollment deadline, led by growth at Sault Area High School (SAHS) and continued progress at Brimley:

Partner School	9/8/26 Count	9/18/26 Count
Sault Area High School (SAHS)	52	68
DeTour	9	9
CHA	15	15
Malcolm	1	1
Whitefish	1	1
Rudyard	10	10
Brimley	99 (126 target)	115 (135 target)

The team is also in early conversations with WAY Academy, another charter school, about a dual enrollment partnership. To support consistency across the transfer pipeline, the team created a new TRAN 100 policy and procedure document, and has compiled enrollment deposit information from Michigan public universities to benchmark LSSU against peer institutions.

Admissions & Yield

Process & CRM Improvements

- Worked with CRM Consultant to develop new communication plans for inquiry students and redefine how inquiries are submitted and captured in the CRM.
- Collaborated with Marketing to streamline the new RFI card and establish a more efficient process for uploading and tracking inquiry information in the CRM.
- Worked with IT on Banner workflows and data cleanup processes to improve data accuracy and ensure the CRM is capturing information correctly.
- Continued working with an outside consultant on application updates and streamlining processes and workflows within the CRM.

GEAR UP

Interviewed, hired, and currently onboarding and training for Kody Spiker, the new GEAR UP Program Coordinator, on program systems, reporting, and processes. Kody will begin working in Malcolm next week and start implementing curriculum in the schools.

Campus Visits & Events

- Hosted 5 prospective students and 12 guests for individual campus visits the week of September 14, and 8 prospective students and 14 guests the week of September 21.
- Sent Laker Preview Day (October 3) communications to more than 300 students through the CRM, with 7 students currently registered for the event.
- Continued planning for CTE Day (October 1), with more than 200 students expected to visit campus.
- Continued planning for upcoming events, including the Kirtland CC Visit (November 6), a virtual Laker Preview Day (November 7), and the Hockey Academic Showcase (November 20).
- Began coordinating fall group visits with local schools to increase prospective student engagement and overall campus visit numbers.



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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 processing, systems modernization, and compliance readiness since the last Board meeting.

Background:

Financial Aid is moving toward becoming 100% paperless and mobile-friendly for all forms, with the transition beginning September 17; this will also bring the office into compliance with file storage requirements. A kickoff for the new student forms process has been held, with an anticipated “go live” date of January 1.

Setup for the 2027-28 Banner new aid year is underway, with a new system patch arriving October 17 that will allow the office to begin packaging for the next cycle. Award letters remain on track, with daily updates to Banner supporting continued process improvements.

The office presented to all Head Coaches in early September to align on serving student-athletes, and spoke to USEM on September 15 to address financial aid processes and financial aid literacy campus-wide. Staff also note a positive shift in student behavior, with more students choosing to visit the office in person rather than calling.

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 Elio, 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:

On September 11, LSSU hosted its 25th Anniversary 9/11 Remembrance Ceremony, bringing together students, faculty, staff, first responders, veterans, and community members to honor the lives lost and recognize the service and sacrifice of first responders. Speakers included LSSU President Dr. David Travis, State Representative Parker Fairbairn, Sault Ste. Marie Fire Chief Ed Miller, and Sault Ste. Marie Police Chief Wes Bierling.

Student Engagement & Programming

From August 1 through September 11, the four areas under Student Affairs held 19 student programs with a combined attendance of 1,200:

- University Activity Board (11 programs, 773 attendees)
- Residential Life (4 programs, 149 attendees)
- Laker Success (3 programs, 139 attendees)
- Student Life (1 program, 139 attendees)

Laker Week (August 19–29) alone included 12 programs and 861 combined attendees, led by UAB's 10 programs and 713 attendees; Lakerpalooza 2026, hosted by Student Life, was the top-attended event of the period with 139 attendees.

Programming has continued at a steady pace into the fall: the week of September 21 included Nuggets & Next Steps, a Residential Life program that drew 20 attendees, the top-attended program of that week.

Laker Success

15 students are currently assigned to the Laker Success Early Alert caseload.

Conduct, CARES & Basic Needs

Total CARES caseload has grown steadily over the reporting period, reflecting active outreach and follow-up with students facing challenges:

Semester Total as Of	Active	Inactive	Resolved	Total
9/11/26	7	2	3	12
9/18/26	6	2	6	14
9/25/26	8	2	6	16

Housing

Fall 2026 housing population is holding steady at approximately 405 students across eight residential areas, led by Student Village, Brady Hall, and the Townhouses. Week-over-week movement was minimal: Student Village decreased by one student (170 to 169) while Neveu Hall increased by one student (20 to 21); all other buildings remained unchanged.

Residential Area	Housing Count (9/25/26)
Student Village	169
Brady Hall	78
Townhouses	64
Moloney Hall	40
Neveu Hall	21
Chippewa House	14
Laker Hall	10
Huron Hall	9
Total	405

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' clinical service delivery, outreach and prevention programming, and campus training initiatives since the last Board meeting.

Background:

Outreach & Prevention (July 1 – September 11, 2026)

Counseling Services delivered extensive prevention and training programming this summer, reaching 118 campus stakeholders. Highlights included SMHAT screenings for Men's Hockey and Women's Basketball student-athletes, an ASIST suicide-intervention workshop for EMSS and Public Safety staff, Green Bandana Project peer mentor and QPR Gatekeeper training for Laker Success Coaches, QPR Gatekeeper training for Faculty and Staff during Professional Development Day and for Nursing students, orientation sessions for Resident Assistants and Fall/Faculty orientation, Lakerpalooza tabling, and distribution of 25 Safe Party kits. Clinical services during this same period totaled 46 services provided to 25 unique individuals.

Weekly Clinical Activity

Clinical utilization has remained strong through September. The week of September 14 saw 13 clinical services provided to 13 unique individuals, 8 triage consultation sessions provided to 7 unique individuals, 3 students supported through CARE Team-initiated outreach, and 3 referrals received from the Academic Success Center and Athletics: 24 students served in total.

The week of September 21 saw continued growth: 18 clinical services provided to 18 unique individuals, 7 triage consultation sessions provided to 7 unique individuals, 3 referrals received from Campus Life and Athletics, and 8 referrals completed to the LSSU Health Care Center and Accessibility Services: 28 students served in total. Outreach that week also included a Counseling Services orientation to the Women's Volleyball team and a Mental Health Awareness tabling event at a Women's Volleyball game.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A