



## DIVISION OF ENROLLMENT SERVICES

### Message from Vice President Carmen Brown

Dear colleagues,

We begin the semester ready to tackle the challenges of a new academic year after a summer that included the restructuring of the Enrollment Services Division and a series of promotions and new hires.

On July 1, the Office of Career Services became part of the Division of University Engagement led by Vice President Byron White. While we will miss our daily interaction, our important work with Career Services continues as we strive to provide engaged learning and career development opportunities for our students.


The Division will now encompass three main areas:

- Marketing and recruitment
- Service
- Operations

In my time at CSU, I've been fortunate to experience firsthand your dedication in helping the University reach it's goals. I can assure you your hard work does not go unnoticed. **Thanks to everyone for a job well done!**

Peruse this fall newsletter at your leisure to keep up with recent happenings within Enrollment Services. Also, feel free to reach out to us. Your input, ideas and support are valued, and our doors are always open.

With Warmest Regards,



Carmen A. Brown

**Fall 2013  
Vol. 3, Issue 1**

#### **Marketing & Recruitment**

Rob Spademan, Assistant Vice President  
Director of Admissions TBA  
Ben Sabol, Director of Marketing  
Joe Mosbrook, Director of Strategic Communications

#### **All-In-1 (Campus411) Service**

Thomas Collins, Assistant Vice President/ Executive Director of Enrollment Services  
Debra Frenty, Associate Director

#### **Registrar's Office Operations**

Janet Stimple, Assistant Vice President/University Registrar  
Kevin Neal, Associate University Registrar

#### **Financial Aid**

Rachel Schmidt, Director  
Anne Coburn, Associate Director  
Pat Mitchell, Associate Director

#### **International Services & Education Abroad**

Harlan Smith, Executive Director



## Breaking New Records for Freshman Enrollment

For the fourth consecutive year, our freshman class is on track to become the largest and most academically competitive in CSU history. The road to success started earlier this year with a record-breaking 6,500 applications, while maintaining competitive GPAs and test scores.

Official enrollment numbers aren't tallied until September 9, but if the current forecast for a 15 percent increase rings true, our freshman class will have nearly doubled in size since the start of President Berkman's tenure at CSU. Meanwhile, freshman enrollment at all other Ohio universities this year are largely flat or modest single digit increases.

## A New Ad Age

After an extensive search this summer for an advertising agency, CSU retained Wyse as its new agency of record. The search included nearly a dozen of the area's leading ad firms, who submitted a vast collection of innovative concepts and creative ideas to promote the university.

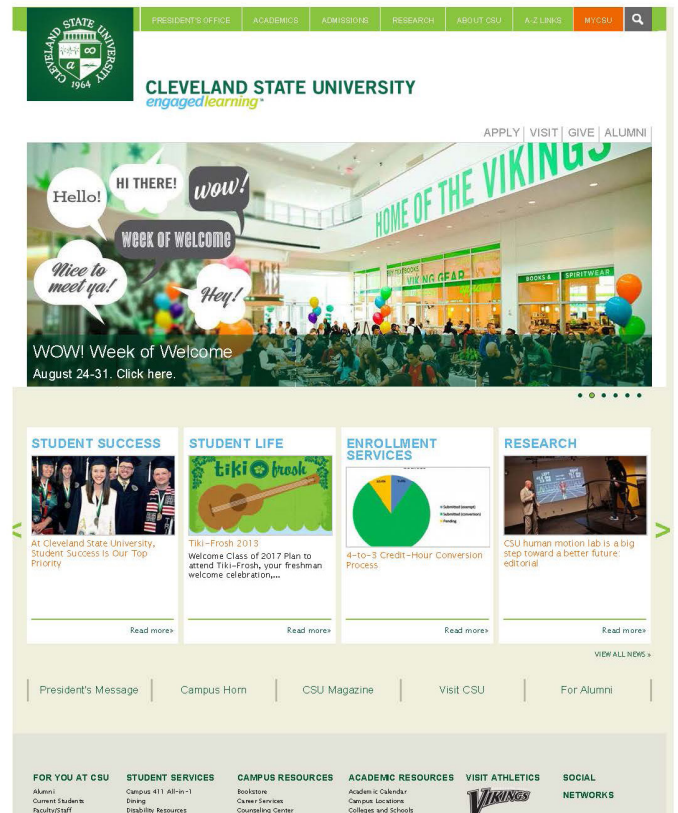
In this role, Wyse will create the university's new recruitment and brand campaigns, while developing a media strategy to best reach our target markets. Wyse has a long successful history in Cleveland with local clients that have included GE, the Cleveland Clinic, Parker Hannifin, Smuckers, Moen, Sherwin Williams, GoJo and Medical Mutual.

## New Website Goes Live

You may have noticed a fresh new look for CSU's homepage, but the changes run much deeper than clean new lines. This summer, IS&T updated the university's servers and installed a content management system, which allows users complete control over their own material without technical knowledge.

Initial changes this summer converted the home page and

the Enrollment Services pages. Other sections will be revised throughout the rest of the year. Once the entire site is complete, the overall usability will be substantially upgraded and a host of new benefits will follow, such as greater search-engine optimization and accessibility for the visually impaired, who use screen reading software.



## Service Enhancements on the Horizon

During the fall 13 term several technological initiatives will go live to increase operational efficiency and provide improved service to students.

Enhancements to our on-line application will allow students to upload supporting documents to their application. This process will enable applicants to complete their application faster and avoid mailing costs. In addition, a new electronic system for requesting and submitting letters of



recommendation will also go live this fall. This new system will allow our applicants to request letters electronically and give recommenders the ability to upload their letter directly to our system.

Another advancement coming this fall will be the automating of college transcript data from Ohio public colleges. Transcripts can now be sent and received electronically with all Ohio state schools. We anticipate that this fall we will be able to automate the loading of a student's educational record into our systems which will vastly increase efficiencies within Enrollment Services to admit and post credit for our transfer population.

## Change in Academic Standing Policy

To continue to support academic success and bring the academic policy more in line with the federal regulations for receiving financial aid, effective fall 2013 the academic standing policy for undergraduates has changed. The major changes in the policy include:

- A category called Academic Warning that precedes Academic Probation for first year students will give students an additional semester to make improvements.
- Academic standing is calculated on both a GPA below 2.0 and/or for not completing 67% of the hours attempted. Grades of W, F, X and I are considered non completion. Under the new rules, students with GPA's over a 2.0 can still be placed on probation or suspended for not completing coursework. This change brings CSU's academic policy in line with financial aid regulations and serves to deter the escalating behavior of withdrawing from courses - one of the barriers to timely degree completion.
- The catalog "subject to dismissal" and the college review process has been eliminated. Students on academic probation will move to suspension if they do not meet the specified criteria in their next term of enrollment.

## All-In-1 Education & Training

Campus411 All-in-1 Enrollment Services hosted the first "Verification Day" on July 20, 2013 where parents and students were able to come down to the university and meet with our Student Service Specialists to assist them with the financial aid verification process.

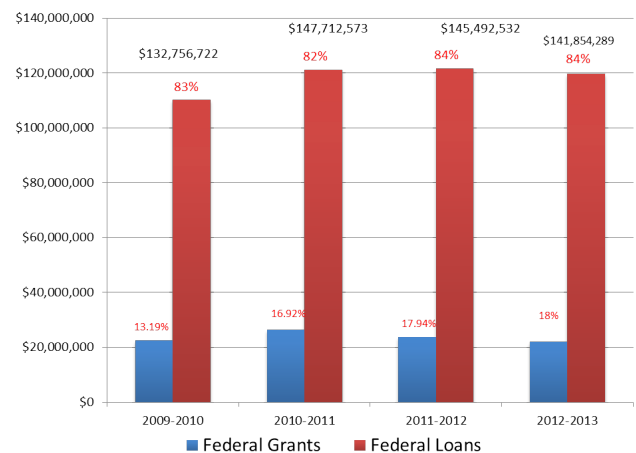
Additionally, Campus411 successfully kicked off the beginning of the fall semester by hosting an informational summit across the division on August 2, 2013. Directors from each of the student service areas reported on their activities, important dates and deadlines for their respective departments.

## Working Together

For the 2013-2014 academic year, the offices of Admissions and Financial Aid have offered 1395 scholarships to eligible admitted students for the fall 2013 semester. Using a new process and making better use of technology, scholarships are awarded much earlier than in past years. This strengthens the recruitment value of the scholarships while creating convenience for the student.

## Federal Financial Aid

The chart below shows the total amount of federal financial aid distributed by CSU in the last four years. All federal aid has restrictions on number of years and total amounts students are allowed to receive.



## 2013-2014

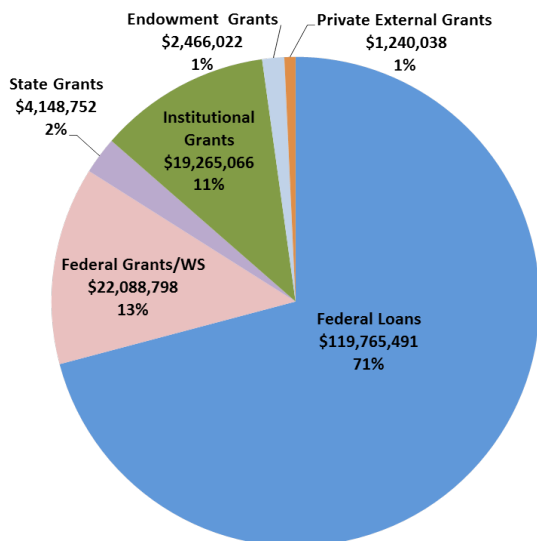
### Federal Aid Changes

Federal Loan Interest Rate Change (effective retroactively to 7/1/13): The new law is a 10 year plan. The loan interest rate(s) will be based on the 10 year Treasury bill plus 2.05%. The new law sets rate caps at 8.25% for subsidized and unsubsidized undergraduate Stafford loans, 9.5% for graduate Stafford loans, and 10.5% for PLUS loans. Loans made at the current rate will remain the same for the life of the loan.

The interest rate for loans made on July 1, 2013 through June 30, 2014 are: federal subsidized and unsubsidized for undergraduates will have the same rate this year at 3.86%; 5.41% for graduate Stafford unsubsidized loans and 6.41% for PLUS loans (both Parent and GradPLUS).

### How Much Financial Aid Do We Award in a Year?

During the 2012-2013 year, CSU awarded \$168,974,167 in aid to students.



## The New Face in CISP

The Center for International Services and Programs is happy to welcome a new Executive Director, Mr. Harlan L. Smith. Harlan has an impressive administrative background with many years of experience in the field of International Education; he most recently served as Director of International Services at the UT Health Science Center San Antonio. Prior to that, he was the Director of the Center for Global Education at the University of Wisconsin at Whitewater. Harlan is a new resident of Cleveland Heights and looks forward to enjoying the four seasons (including snow!).

### Gilman Scholarships

The Benjamin A. Gilman International Scholarship, sponsored by the U.S. Department of State's Bureau of Educational and Cultural Affairs, awarded 5 scholarships to CSU students for summer study abroad. The total awards granted was more than \$13,500. The Gilman Scholarship Program provides scholarships for U.S. undergraduate students to participate in study abroad programs worldwide. Cleveland State University salutes these Gilman Scholars:

- Marcella Johnson: a junior majoring in Communication Management will be studying in Berlin, Germany
- Shannon Johnson: a junior majoring in Finance will be studying in Beijing, China
- Samantha Kash: a senior majoring in Health Sciences will be studying in Amman, Jordan
- Monica Ward: a senior majoring in International Relations will be studying in Rabat, Morocco
- Muid Ghani: a senior majoring in International Relations studies in San Jose, Costa Rica

Additionally, Sean McCormick was a Gilman Scholar for fall 2013. He will be spending the semester studying religion via Antioch University's program "Japan and Its Buddhist Traditions".

## International News

International Student Orientation, a two-day event, was held on Thursday, August 15 and Friday, August 16. CSU is pleased to welcome approximately 320 new international graduate and undergraduate students to campus!



## CISP Events

The Center is sponsoring the following events this semester to engage students in our community and our campus. We hope that you will join us for one or all of the events to help welcome new and returning international students.

Welcome Picnic	August 24
Cleveland Day	September 7
Apple Picking	September 28
Indoor Games	October 18 and 25
International Day	November 20
Finals Week Party	December 5

## Education Abroad

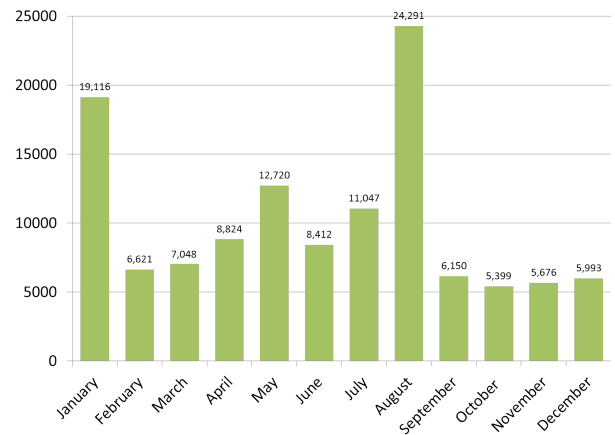
Join us for an Education Abroad event for students interested in studying abroad:

**Engage Abroad Fair**  
 Wednesday, October 16  
 10:00 a.m. - 2:00 p.m.  
 MC Atrium

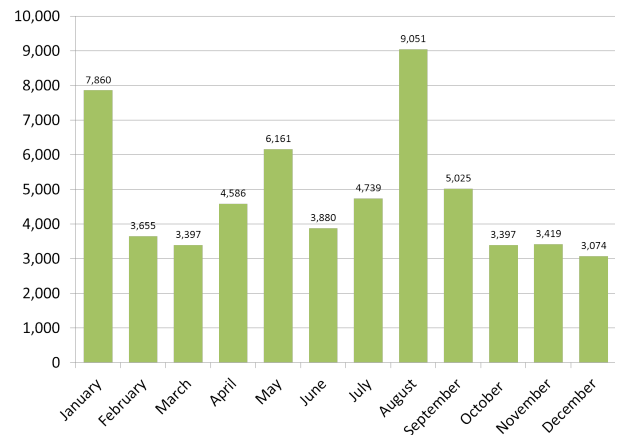
## Communication with Students

Campus411 All-in-1 Enrollment Services continues to provide students with important information throughout the year while receiving an average customer satisfaction score of 90%. The office received 121,297 phone calls, 58,244 in-person visits, 5,475 chats and 3,889 emails during 2012.

### Campus411 Phone Calls



### Campus411 In-Person Contacts



**Questions or comments?**

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