Created transparency and accountability for FYE through the creation of several websites as a result of the FOE recommendations.
Implemented MAPworks as a result of FOE recommendations

Created transparency and accountability for FYE through the creation of several websites as a result of the FOE recommendations
Created transparency and accountability for the FYI survey through the creation of a website which provides survey results in a number of formats.
Academic Program Assessments & Campus Wide Assessments

At Slippery Rock University faculty, staff and administrators engage in an institutional assessment process designed to assist them in making appropriate decisions to: improve programs and services, develop goals and plans, and make resource allocations.

**Rock Solid Assessment**

<table>
<thead>
<tr>
<th>Culture of Assessment</th>
<th>Student Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principles of Assessment</td>
<td>Degree Program Writing Competency</td>
</tr>
<tr>
<td>Meeting Agendas and Minutes</td>
<td>October is Assessment Month</td>
</tr>
</tbody>
</table>

**SPOTLIGHT**

Annual Reports of Assessment Progress: 2005-2011

- College of Business, Information & Social Sciences
- College of Health Environment and Science
- College of Education
- College of Humanities Fine and Performing Arts
- Liberal Studies
- Student Life
Reviewing the Middle States Self-Study Evaluation Commentary

Since its last full Middle States accreditation review a decade ago, Slippery Rock has made enormous progress toward its goal of becoming a premier residential university. By almost any significant measure, the institution is much better now than it was then. The current president and provost have worked together as a team for seven years and have provided the steady leadership that has guided this remarkable transformation. The team commends both men.

Other commendations flow from this superb achievement and are contained below in the team’s commentary on the institution’s performance on each of the fourteen standards. Senior leadership, more than anything else, is responsible for developing a campus culture steeped in an ethos of planning and assessment. As much as possible, decision-making at Slippery Rock University is data-driven. A clearly stated mission and compatible goals provide the foundation for omnipresent, campus-wide planning, assessment, and subsequent improvements in all aspects of campus life—enrollment management, curriculum development, fund raising, resource allocation, student life, facilities, etc. The team came away from the visit convinced that the faculty and staff are not just paying lip service to the importance of planning and assessment but rather have come to believe in its benefits. They correctly attribute much of the institution’s success in the last few years to this closed circle of continuous improvement.

Morale on campus among faculty, staff, and students appears to be good. It is based on civility, mutual respect, and pride in the accomplishments of the last few years. Shared governance on campus works well. The bargaining units and the campus administration seem to get along amicably. The relationship between the council of trustees and campus leadership appears to be strong, as does that between the system administration and the campus leadership.
Enrollment Management Through the Academic Lens

Highlighting Strategies and Tactics

Relationship of Strategies and Tactical Approaches to Managing Enrollment

Sharing a few examples
Identify the Strategies

“a pattern of purposes, policies, programs, actions, decisions, and/or resource allocations that defines what an organization is, what it does, and why it does it.”

(Bryson, 1995)

Strategies provide pathways to address an institution’s challenges in ways consistent with its mission and vision.
Developed Millennial presentations as a result of FOE recommendations

Who are the Millennials? Millennials are the generation of children and teenagers who came of age at the dawn of the millennium. Born between the years 1981 and 2000, their current age in 2010 is 10 – 29 year old. They comprise the majority of SRU’s traditionally aged students. Understanding their needs and wants is essential for their success here at Slippery Rock University.

Below is a list of informational presentations about the Millennial Generation. For each title there is a Video (which will open in a new browser and play as a flash video) and a Print Copy (which will open as a PDF file in a new window). The videos can be paused at specific slides by using the play button in the bottom left hand corner of the video player. The videos do not contain audio.

<table>
<thead>
<tr>
<th>Millennial Experience Since Birth</th>
<th>Comparison of Generations</th>
<th>Managing Millennial Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>Print Copy</td>
<td>Video</td>
</tr>
<tr>
<td>Characteristics of Millennials</td>
<td>Four Generations at Work</td>
<td>Predictions About Millennials</td>
</tr>
<tr>
<td>Video</td>
<td>Print Copy</td>
<td>Video</td>
</tr>
<tr>
<td>SRU First Year Students</td>
<td>Millennials in the Workplace</td>
<td>Strategically Planning for the Millennials</td>
</tr>
<tr>
<td>Video</td>
<td>Print Copy</td>
<td>Video</td>
</tr>
</tbody>
</table>
To achieve marketing prominence and position SR as the institution of first choice among its students;
To achieve optimal enrollments for the university which offers academic programs of distinction and a premier residential living-learning community;
To support the academic mission of the institution for excellence in undergraduate and graduate programs;
To enhance student learning and success; and
To provide quality student support services and continually improve processes and procedures for recruiting and retaining students.
Directly Linking Marketing and Recruitment Strategies

Beginning with …
Marketing and Recruitment Strategies and Tactics

- Define Marketing Goals
- Determine Key Markets
- Determine Strategies & Tactics
- Measuring Success
The Environment Scan Resources Inform our Marketing and Recruitment Initiatives

Environmental Scan Summary –

System, Peer, and Institutional Performance Measures and Benchmarks
- PASSHE Performance Measures (Source: I.R. Office) - Annual
- Institutional Strategic Plan (Source: President’s Office) – 2011
- Enrollment Services Strategic Goals (Source: Enrollment Services Strategic Plan) – Annual
- Divisional Strategic Plans (President’s Office) - 2011
- National Benchmarks and Peer Comparisons - Annual
  - ACT, CSRDE, IPEDS, USNWR, and other rankings

Use of External Consultation Firms and Data
- STAMATS – Marketing Audit and Pubs - 1999-2000
- TMP External Student Focus Groups 2002-2003
- SEMWORKS - Admissions Processing and Operations 2005
- College Board – Admitted Student Questionnaire (2005, 2009, 2012 – 3 YEAR CYCLE)
- Marketing Surveys- PR - Annual
- Pittsburgh Labor Market Data – Annual
- TWG – Marketing Audit/Focus Groups and Pubs – 2012

Use of National Survey Data
- National Surveys National Survey of Student Engagement (NSSE) (See NSSE Website) - (3 YR Cycle)
- Faculty Survey of Faculty Engagement (FSSE) 2005 (See NSSE Website) - 2005
- Before College Student Survey of Engagement (BCSSE) (See NSSE Website) - 2007
- Freshman Survey Annual (CIRP) – 2007 (Annual – Removed)
- First Year Initiative (FYI) Survey (FYRST Seminar/LCC) – Annual
- National Student Clearinghouse – Annual (Offered, Denied, Withdrawals)
- MAPWorks – Annual

Program Assessments & Evaluation
- Student Satisfaction Surveys - Ongoing
- Participant Surveys (student, family, faculty, etc) – Ongoing
- Foundations of Excellence Project – Policy Center for the FYE – 2006-07
- Focus Groups – As Needed by Department - Annually
- Student Voice – Campus Labs – As Needed by Departments - Annually
The purpose of the audit was to help SRU fully achieve its vision of being a “premier residential university” with a “caring community of students, faculty, and staff.”

- Analyzed marketing materials
- Met with over 100 individuals on campus
- Analyzed SRU’s current research
- Reviewed SRU’s social media presence
Top 10 College Characteristics Considered Very Important in Choosing a College (ASQ)

- Availability of majors
- Quality of majors of interest
- Cost of attendance
- Value for the price
- Academic reputation
- Quality of academic facilities
- Personal Attention
- Access to faculty
- Quality of campus housing
- Recreational facilities

**Very important and SRU rated higher**
- Quality of campus housing
- Cost of attendance
- Value for the price
- Recreational facilities
- Access to faculty
- Personal attention

**Very important and SRU rated lower**
- Academic reputation
- Quality of academic facilities
- Availability of majors
- Quality of majors of interest
Characteristics Considered Important by Higher Achieving Students (ASQ)

- Very important and SRU rated higher
  - Quality of campus housing
  - Access to faculty
  - Personal attention
  - Recreational facilities
  - Value for the price

- Very important and our college rated lower
  - Academic reputation
  - Availability of majors
  - Quality majors of interest
  - Extracurricular activities
  - Quality of academic facilities

Link to Marketing and Recruitment Strategies
Highest Ratings - Quality of Information Provided by Each Recruitment Sources
(ASQ) – ALL Offered Students

- Visit to campus
- Campus tour
- Admissions publications
- SRU website
- Electronic communication
- On-campus recruitment events
- Social networking sites
- Post-admission communication
- College guidebooks
- Contact with students
## Most Frequently Attended Institutions by Freshmen Offers Enrolling Elsewhere (NSC)

<table>
<thead>
<tr>
<th>Fall 2010</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Penn State</strong></td>
<td>182 (9%)</td>
<td><strong>Indiana U of PA</strong></td>
</tr>
<tr>
<td><strong>Indiana U of PA</strong></td>
<td>149 (8%)</td>
<td><strong>Penn State</strong></td>
</tr>
<tr>
<td><strong>Pitt</strong></td>
<td>109 (6%)</td>
<td><strong>Pitt</strong></td>
</tr>
<tr>
<td><strong>Clarion U of PA</strong></td>
<td>84 (4%)</td>
<td><strong>Edinboro U of PA</strong></td>
</tr>
<tr>
<td><strong>California U of PA</strong></td>
<td>80 (4%)</td>
<td><strong>Clarion U of PA</strong></td>
</tr>
<tr>
<td><strong>Duquesne</strong></td>
<td>75 (4%)</td>
<td><strong>California U of PA</strong></td>
</tr>
<tr>
<td><strong>Edinboro U of PA</strong></td>
<td>65 (3%)</td>
<td><strong>Duquesne</strong></td>
</tr>
<tr>
<td><strong>Robert Morris</strong></td>
<td>59 (3%)</td>
<td><strong>Kent State</strong></td>
</tr>
<tr>
<td><strong>West Virginia U</strong></td>
<td>49 (3%)</td>
<td><strong>Robert Morris</strong></td>
</tr>
<tr>
<td><strong>Westminster College</strong></td>
<td>45 (2%)</td>
<td><strong>West Virginia U</strong></td>
</tr>
</tbody>
</table>

**PASSHE – 2010-28%, 2011-31%, and 2012 – 27%**

**PACC - 2010 – 4%, 2011-5%, and 2012-5%**
## Most Frequently Attended Institutions by Freshmen Denials Enrolling Elsewhere (NSC)

<table>
<thead>
<tr>
<th></th>
<th>Fall 2010</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indiana U of PA</td>
<td>105 (10%)</td>
<td>164 (9%)</td>
<td>172 (9%)</td>
</tr>
<tr>
<td>Clarion</td>
<td>94 (9%)</td>
<td>131 (7%)</td>
<td>170 (9%)</td>
</tr>
<tr>
<td>CC of Allegheny Co</td>
<td>89 (9%)</td>
<td>95 (5%)</td>
<td>112 (6%)</td>
</tr>
<tr>
<td>Penn State</td>
<td>84 (8%)</td>
<td>79 (4%)</td>
<td>73 (4%)</td>
</tr>
<tr>
<td>Edinboro</td>
<td>84 (8%)</td>
<td>77 (4%)</td>
<td>67 (3%)</td>
</tr>
<tr>
<td>Butler County CC</td>
<td>62 (6%)</td>
<td>72 (4%)</td>
<td>60 (3%)</td>
</tr>
<tr>
<td>California</td>
<td>56 (5%)</td>
<td>61 (3%)</td>
<td>57 (3%)</td>
</tr>
<tr>
<td>PITT</td>
<td>32 (3%)</td>
<td>46 (2%)</td>
<td>49 (3%)</td>
</tr>
<tr>
<td>Lock Haven</td>
<td>31 (3%)</td>
<td>44 (2%)</td>
<td>49 (3%)</td>
</tr>
<tr>
<td>Robert Morris U</td>
<td>27 (3%)</td>
<td>42 (2%)</td>
<td>48 (2%)</td>
</tr>
</tbody>
</table>

**PASSHE – 2010-42%, 2011-31%, and 2012 – 27%**

**PACC - 2010 – 20%, 2011-5%, and 2012-5%**
Building Relationships
Introducing SRU Values
Introducing SRU Culture
Building Relationships with Faculty and Staff - New Photography
A Billboard is NOT a marketing plan.
Airport Advertising - Influencers

WHAT’S YOUR FUTURE MADE OF?

A FEELING THAT ANYTHING IS POSSIBLE

GRADUATE PROGRAMS

EDUCATION FOUNDED ON EXCELLENCE
A Few Tactical Approaches

- Recruitment Design – Undergraduate & Graduate Admissions landing pages.
- Apply Now & Request Information
- Google translate on International Services
- Digital Publications online library
- Majors and Minors
- Landing pages for Google Advertisements
- Student Success Stories video project
Landing page: 5,266 visits sru.edu/TV
Acknowledgement page: 1,065 visits


20% conversation rate
Undergraduate Targeting Specific Academic Programs
Graduate-Targeting Specific Academic Programs
We have had 1,834 clicks on “Apply” as the result of “paid search traffic,” which is a user that has clicked on a Google Ad.
EducatioN

Hendricks named Mansfield president
about an hour ago
By Erinna Cheta
Pennsylvania's State System of Higher Education says he is the only one of 14 university presidents to graduate from the same school.

Adult community classes ensure learning doesn't end at graduation
about 3 hours ago
By Linda Wilson Fusco
Decks, tables, kitchens, swimming pools and gymnasiums are filled with adults who pay to attend night classes -- because they want to learn.

North Allegheny hears more about possibility of closing an elementary school
about 4 hours ago
By Randy Trozzo
The school board heard an update on demographics in the district -- and whether it is feasible to close an elementary school.

Grant will support fitness center at South Allegheny
about 6 hours ago
By Randy Trozzo
computer science programs

About 193,000,000 results (0.26 seconds)

Ads related to computer science programs

DeVry Official Site - DeVry.edu
www.devy.edu/
Earn A Career-Focused Online Degree In Computer Science. Inquire Now.
528 people +1'd or follow DeVry University
Bachelor's & Associate Degrees - Master's Degrees - Engineering Tech

M.S. in Computer Science - Franklin.edu
www.franklin.edu/ComputerScienceMasters
Computer Science Masters Degree Online or On Campus at Franklin U.

Best Computer Science Programs | Top Computer Science Scho…
grad-schools.usnews.rankingsandreviews.com/...schools/...science-sc...
See the top ranked computer science programs at US News. Use the best computer science rankings to find the right graduate program for you.
Artificial Intelligence - Programming Language - Systems - Theory

10 hot computer science schools

Study Computer Science
www.sru.edu/ComputerScience
Learn the latest trends in software and development at SRU.
### Google Campaigns – Clicks & Impressions

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Budget/day</th>
<th>Status</th>
<th>Clicks</th>
<th>Impressions</th>
<th>CTR</th>
<th>Avg. Pos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate - Adapted Physical Activity</td>
<td>$20.00/day</td>
<td>Limited by budget</td>
<td>1,516</td>
<td>1,200,560</td>
<td>0.12%</td>
<td>1.5</td>
</tr>
<tr>
<td>Graduate - Criminal Justice</td>
<td>$27.00/day</td>
<td>Limited by budget</td>
<td>1,505</td>
<td>1,413,477</td>
<td>0.11%</td>
<td>2.1</td>
</tr>
<tr>
<td>Graduate - Education</td>
<td>$25.00/day</td>
<td>Limited by budget</td>
<td>1,322</td>
<td>1,867,853</td>
<td>0.06%</td>
<td>2</td>
</tr>
<tr>
<td>Graduate - Parks &amp; Recreation - Environmental Education</td>
<td>$13.50/day</td>
<td>Limited by budget</td>
<td>875</td>
<td>951,330</td>
<td>0.13%</td>
<td>2</td>
</tr>
<tr>
<td>Graduate - Parks &amp; Recreation - Resources Management</td>
<td>$13.50/day</td>
<td>Limited by budget</td>
<td>1,041</td>
<td>662,334</td>
<td>0.15%</td>
<td>1.8</td>
</tr>
<tr>
<td>Graduate - School &amp; Community Counseling</td>
<td>$27.00/day</td>
<td>Limited by budget</td>
<td>2,077</td>
<td>1,669,980</td>
<td>0.15%</td>
<td>2</td>
</tr>
<tr>
<td>Graduate - Student Affairs in Higher Education</td>
<td>$19.00/day</td>
<td>Limited by budget</td>
<td>591</td>
<td>379,490</td>
<td>0.15%</td>
<td>1.7</td>
</tr>
<tr>
<td>Undergraduate - Art</td>
<td>$13.50/day</td>
<td>Limited by budget</td>
<td>1,224</td>
<td>925,895</td>
<td>0.13%</td>
<td>1.7</td>
</tr>
<tr>
<td>Undergraduate - Branding</td>
<td>$28.00/day</td>
<td>Limited by budget</td>
<td>1,511</td>
<td>925,019</td>
<td>0.24%</td>
<td>2.6</td>
</tr>
<tr>
<td>Undergraduate - Business</td>
<td>$20.00/day</td>
<td>Limited by budget</td>
<td>1,049</td>
<td>1,127,306</td>
<td>0.09%</td>
<td>1.8</td>
</tr>
<tr>
<td>Undergraduate - Computer Science</td>
<td>$25.00/day</td>
<td>Limited by budget</td>
<td>1,776</td>
<td>1,601,991</td>
<td>0.11%</td>
<td>2.5</td>
</tr>
<tr>
<td>Undergraduate - Environmental Geosciences</td>
<td>$25.00/day</td>
<td>Limited by budget</td>
<td>1,356</td>
<td>1,110,120</td>
<td>0.12%</td>
<td>1.8</td>
</tr>
<tr>
<td><strong>Undergraduate - Health, Wellness &amp; Fitness</strong></td>
<td><strong>$26.50/day</strong></td>
<td><strong>Limited by budget</strong></td>
<td><strong>1,734</strong></td>
<td><strong>1,063,633</strong></td>
<td><strong>0.16%</strong></td>
<td><strong>2</strong></td>
</tr>
<tr>
<td>Undergraduate - Pre-Engineering</td>
<td>$25.00/day</td>
<td>Limited by budget</td>
<td>1,209</td>
<td>1,318,723</td>
<td>0.17%</td>
<td>2.6</td>
</tr>
<tr>
<td>Undergraduate - Pre-Law</td>
<td>$13.50/day</td>
<td>Limited by budget</td>
<td>857</td>
<td>802,069</td>
<td>0.10%</td>
<td>2.1</td>
</tr>
<tr>
<td>Undergraduate - Safety Management</td>
<td>$12.00/day</td>
<td>Limited by budget</td>
<td>800</td>
<td>421,170</td>
<td>0.14%</td>
<td>2.2</td>
</tr>
<tr>
<td>Undergraduate - Teacher Education</td>
<td>$12.50/day</td>
<td>Limited by budget</td>
<td>626</td>
<td>361,887</td>
<td>0.16%</td>
<td>2.7</td>
</tr>
</tbody>
</table>
### Google Advertising Campaigns – Visit Analytics

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Visits</th>
<th>Pages / Visit</th>
<th>Avg. Visit Duration</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
<th>Goal Completions</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate - School &amp; Community Counseling</td>
<td>3,105</td>
<td>1.29</td>
<td>00:00:20</td>
<td>83.00%</td>
<td>88.79%</td>
<td>43</td>
<td>$0.00</td>
</tr>
<tr>
<td>Undergraduate - Branding</td>
<td>2,896</td>
<td>2.60</td>
<td>00:01:55</td>
<td>49.24%</td>
<td>52.21%</td>
<td>276</td>
<td>$0.00</td>
</tr>
<tr>
<td>Graduate - Adapted Physical Activity</td>
<td>2,401</td>
<td>1.71</td>
<td>00:01:10</td>
<td>68.85%</td>
<td>79.13%</td>
<td>79</td>
<td>$0.00</td>
</tr>
<tr>
<td>Undergraduate - Computer Science</td>
<td>2,324</td>
<td>1.17</td>
<td>00:00:15</td>
<td>85.33%</td>
<td>92.99%</td>
<td>19</td>
<td>$0.00</td>
</tr>
<tr>
<td>Graduate - Criminal Justice</td>
<td>2,313</td>
<td>1.28</td>
<td>00:00:24</td>
<td>80.29%</td>
<td>88.67%</td>
<td>49</td>
<td>$0.00</td>
</tr>
<tr>
<td>Undergraduate - Environmental Geosciences</td>
<td>2,266</td>
<td>1.61</td>
<td>00:01:39</td>
<td>71.05%</td>
<td>80.32%</td>
<td>72</td>
<td>$0.00</td>
</tr>
<tr>
<td>Undergraduate - Pre-Engineering</td>
<td>2,048</td>
<td>1.99</td>
<td>00:01:03</td>
<td>68.51%</td>
<td>73.49%</td>
<td>112</td>
<td>$0.00</td>
</tr>
<tr>
<td>Undergraduate - Health, Wellness &amp; Fitness</td>
<td>1,961</td>
<td>1.38</td>
<td>00:00:27</td>
<td>85.52%</td>
<td>86.28%</td>
<td>28</td>
<td>$0.00</td>
</tr>
<tr>
<td>Graduate - Parks &amp; Recreation - Environmental Education</td>
<td>1,935</td>
<td>1.57</td>
<td>00:00:51</td>
<td>55.04%</td>
<td>77.73%</td>
<td>32</td>
<td>$0.00</td>
</tr>
<tr>
<td>Graduate - Education</td>
<td>1,932</td>
<td>1.52</td>
<td>00:00:35</td>
<td>85.61%</td>
<td>83.07%</td>
<td>42</td>
<td>$0.00</td>
</tr>
</tbody>
</table>
Developing Academic Department Pages for Recruitment

- Utilize professional photography of current students
- Use “icons” to highlight most important pages/messages
- Apply Now Request Info
- Highlight “featured student”

Students who major in art will develop the capacity to make tangible their aesthetic responses to experience. By increasing awareness of themselves, their environment and their culture, and by learning to think and act creatively, students prepare themselves for a life enriched through art. The broadly based Bachelor of Arts program with a concentration in art provides a diversified background suitable to generalist applications and an excellent foundation for further study in various disciplines. The Bachelor of Fine Arts degree program is for students interested in art as a profession. It is an intensive program of study aimed at developing a foundation of techniques, traits and abilities with which to begin a lifetime of artistic work. Emphasis is placed on students’ personal experience as a source of artistic motivation. The broadly based liberal arts curriculum provides students with a diversified background, which, in concert with their professional training, should lead to a successful career in art and applied vocations.

Interested in becoming an Art student at SRU? Click Here to request information from the Art Department.

Featured Art Student: Brett T. Herron
Click Here To View The Gallery Of Brett’s Artwork.

Like us on Facebook

Art Walk Information (Fall Visitation Program)
Assessment

Google Analytics (Aug 17, 2010 – Feb 13, 2013)

- Apply Now: 434,595 visits
- Visit the Rock: 88,969 visits
- UG Admissions Home: 220,585 visits
- Graduate Admissions Home: 105,776 visits
- Transfer Admissions Home: 52,843 visits
- International Admissions: 14,802 visits
- Enrollment Services: 31,995 visits
- Majors and Minors: 283,032 visits
<table>
<thead>
<tr>
<th>#</th>
<th>Page title</th>
<th># of Visits</th>
<th>Time on Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SRU Homepage</td>
<td>18,053,673</td>
<td>1:46</td>
</tr>
<tr>
<td>2</td>
<td>Students - MyRock1Stop</td>
<td>8,543,590</td>
<td>3:16</td>
</tr>
<tr>
<td>3</td>
<td>Faculty &amp; Staff</td>
<td>736,229</td>
<td>3:33</td>
</tr>
<tr>
<td>4</td>
<td>Apply Now</td>
<td>434,595</td>
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<td>Majors and Minors</td>
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Top 15 most visited pages within SRU website

Aug 1, 2010 - Feb 13, 2013
Print Advertising – News – Educ Guides & Magazines

- Pittsburgh Business Times
- Pitt. Post Gazette
- Pitt. Tribune
- Pittsburgh Catholic
- Pittsburgh Magazine
- Butler Business Matters
- New Pittsburgh Courier
- Ten Literary Evenings Program Book
Radio Ads – Specific Calls to Actions

 Package

 WHOT-SRU Monumental Futures-Business_ComputerTechnologies_TeacherEd_PerformingArts.mp3

 Radio - SRU Saturday Showcase - Health_Environmental Studies_Science.mp3

 WKST - SRU Undergrad Saturday Showcases - APRIL - Health_EnvironmentalStudies_Science.mp3

 WKST - SRU Undergrad Saturday Showcases - APRIL - 5sec Adlet.mp3

 WKST - SRU Undergrad Saturday Showcases - APRIL - Business_ComputerTechnologies_TeacherEducation_PerformingArts.mp3
New Videos – Phase I – Student Success Stories

- Why SRU?
- Scholarship
- Relationships with faculty
- Relationships with staff
- Relationships with students
- Leadership Opps
- Learning experiences outside of the classroom
- Internship Opps
- Faculty/Student Research
- Excitement about Major
- Readiness for Employment

http://youtu.be/PAnB7Ega6M8
http://youtu.be/FIE1fTGC3xA
http://youtu.be/_SybkzHe8_s
Majors and Minors

The Curriculum Guides below are the most recent versions for each Academic Department. The curricula may be different for students who have entered the institution at an earlier date. Please consult with the Academic Department or Program to ensure the information below is correct. To view this list organized by college/department click here.

Majors

A (links to SRU Catalog)

<table>
<thead>
<tr>
<th>Department/Program</th>
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<tr>
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<td>Art</td>
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<tr>
<td>Art - teacher certification with Carlow University</td>
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<td>Athletic Training</td>
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B (links to SRU Catalog)

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C (links to SRU Catalog)

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<td>Chemistry - Biochemistry - Pre-Pharmacy (LECOM)</td>
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Spotlight

Exercise and Rehabilitative Sciences

Program

The Exercise Science program at Slippery Rock University prepares students for a variety of careers in the field of exercise science and rehabilitation. Majors in the program learn about exercise physiology, biomechanics, and the role of exercise in the prevention and rehabilitation of health problems. Students also gain hands-on experience through internships and clinical placements.

Career Opportunities

Graduates of the Exercise Science program are prepared for careers in fitness and wellness, physical therapy, sports medicine, and other health-related fields. They may work as exercise physiologists, personal trainers, athletic trainers, or other professionals in the field of exercise science.

Minors

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</tbody>
</table>
## Recruitment and Marketing Strategies:

**First Year Students**
- Recruiting to build relationships through targeted and segmented recruitment strategies
  - Improving inquiry to applicant conversion rate
  - Improving offer to deposit/enrollment yield rate
- Articulating “niche” programs in presentations
- Building relationships with families during small group family visitations
- Documenting the yield rates from high schools, fairs, visitation programs, etc.
- Improve quality of incoming students
- Discovering why admitted students choose to attend another institution and identifying competitors’ successful programs

**Transfers Year Students**
- Recruiting to build relationships through targeted and segmented recruitment strategies
  - Improving inquiry to applicant conversion rate
  - Improving offer to deposit/enrollment yield rate
- Articulating “niche” programs in presentations/discussions
- Discussion on Program Curriculum Requirements for Transferability of Courses
- Building relationships with community colleges
- Building relationships with families during individual family visitations
- Documenting the yield rates from community colleges and other institutions.
- Discovering why admitted students choose to attend another institution and identifying competitors’ successful programs.
The website is the prospective student gateway to SRU.

More often than not, prospective students and families are checking us out, well before they self-identify as interested (stealth applicants)

Must make resources available and answer questions before they are asked.
Purposeful, Intentional, & Fluid Open-House Style Events and Campus Visits –
- Daily,
- Saturday Visit Days,
- Admissions Showcase Events,
- Summer Showcase and other events,
- Major Interest Area Programs,
- Opportunity Knocks (multicultural admitted student program),
- Bus Trips, and
- Academic Department Partnerships (Art Walk, Music Major for the Day, etc.)

Knowledgeable, personable, committed admission professionals with strong campus connections
A solid enrollment culture and collaboration across campus; admissions is not a silo-based enterprise
Fall 2012 Saturday Showcases (Oct & Nov)
- 222 (44%) had applied when they visited
- 277 (56%) were prospective applicants
- Most were HS seniors
- These events work well for showcasing SRU and encouraging people to apply
- Will run reports on enrollment and quality after May 1 for assessment

Nearly 500 prospective students visited campus for fall Showcases. They are wonderful events that showcase the diversity of the SRU experience (academic, residence life, student involvement, etc.)
Creating An Engaging Campus Visitation Experience

Flexible Visitation Options
- Weekly Small Group Family Visitation Experiences
- Saturday Small Group Family Visitations
- Saturday Large Group Showcase Programs
- Summer Preview Programs
- Summer Career Day Programs
- Intercultural Program Experiences
- Bus Visitations for Specific Student Groups
- Individual Sessions
- College Fairs
- Alumni Networks
- Community College Visitation Days
- Transfer Days
Inquiry Postcards

Postcard Series for 2013-14 (Inquiry to Applicant Conversion Tool)
CENTER FOR STUDENT LEADERSHIP AND INVOLVEMENT

180+ chances to try something new.

If someone on campus hands you candy, be sure to give it a closer look. Our campus clubs often attach messages to lollipops to recruit new members or drum up attendance at upcoming events. From hunting and fishing to slam poetry, Slippery Rock has student-run clubs and organizations to fit virtually any interest. Academic groups allow you to network and make contacts in your major. Student Government gives you a voice. Performance clubs champion creative expression. Religious groups offer spiritual connection. Recreation organizations give you more ways to play. And special interest groups cover passions from marine science to Japanese culture.

BUILDING MONUMENTAL FUTURES

At Slippery Rock University, students come first. From Day #1.

To help you build a foundation of learning and success from the very start, SRU created First Year Studies. FYRST includes an array of initiatives that will make your transition to higher education easier.

**FYRST Year Seminar** – Designed to teach you college-level study skills such as note-taking and time management, this course gives you the tools you need to excel and an broad view of what it expect in your first year. You may also enroll in a seminar related to your major for an in-depth introduction to your studies.

**Learning Community Clusters** – Enhance your first year by enrolling in a series of classes with same students, enabling you to get to know one another better and develop a sense of community within the academic experience.

**Living Learning Communities** – Make your first year in the residence halls more memorable by choosing to live in one of our Living Learning Communities, which allow you to share academic and leadership interests.

**First-Year Leader Scholar Program** – This leadership development program for first-year students is a great way to get involved in the clubs and organizations SRU has to offer.
Non-enrolling students have a lower association between academic quality/prestige and SRU.

The HS visit is becoming less important as an information source for students.

55% of our admitted students applied to 4 or more colleges.

51% of our admitted students were admitted to 4 or more colleges.

67%+ of all SRU admitted students rank Access to Faculty, Personal Attention, Academic Reputation, and Quality of Academic Facilities as very important college characteristics.

98% of admitted students rate access to faculty as important; 86% rate access to SRU faculty as very good or excellent.

Of top 58 cross-application schools, 12 of the 13 PASSHE schools and 17 out-of-state schools are included.

Our overall yield (offer to deposit) is 39%, but 23% for “high-achieving” students.
Freshman Recruitment – New Initiatives and Collaborations

- Decision Days
- Accepted Students Day (Campus-wide)
- Majors and Careers Webinar (CDE)
- Use ClearingHouse to identify possible spring applicants (and transfers) (IR)
- FAFSA rankings as a yield predictor (in progress)
- Cultivating stealth applicants in online portal (IT)
- Interactive Admissions Funnel (IR)
- Enhanced E-Communications, tele-calls, & post-cards from inquiry to enrolled funnel statuses.
## FR Funnel for 201306, 201309

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Michael, please join us for a free webinar Monday, December 10 from 7pm-8:15pm

Majors & Careers 101: SRU's Major and Career Choices Webinar

Students and Parents of students considering Slippery Rock University are welcome to attend a 75 minute web-based group webinar with a professional career counselor from SRU's Office of Career Education and Development. This program will cover the fundamentals of major and career pathway choices and how parents can properly support these decisions as well as encourage a higher level of professional development during the college years. The program will end with a demonstration of a tool for helping students choose a major and career path.

The Directors of the Office of Career Education and Development and the Office of Undergraduate Admissions will be available to answer all of your questions.

Please register using the following link: sru-uga.edu.185r.net/Event/page2.php.

A confirmation email with the link for the Webinar will be sent on Monday. Thank you.

Michael May
Director of Undergraduate Recruiting and Admissions
Office of Enrollment Services
Slippery Rock University
136 North Hall Welcome Center
Greetings from SRU!

Did you know that Slippery Rock University has invested nearly $300 million in campus improvements since 2004? The new construction and renovations have made our classrooms, computer labs, dining halls, intramural fields, and residence halls considered the most desirable in the region. The most recent addition to the campus is our Robert M. Smith Student Center or “The Bob”, which has been featured in several publications. Details about our state of the art facility are shared below.

The fall 2013 class is shaping up and orientation sessions are reaching capacity. Take the next steps to joining the SRU family by submitting your enrollment deposit and securing your spot in the class. I look forward to welcoming a talented group of students from destinations outside of Pennsylvania.

As your admissions counselor, I welcome any questions that you may have. Please feel free to contact me at mark.metzka@sru.edu, or by phone at 724-738-4302.

Mark Metzka
Assistant Director of Admissions
Slippery Rock, PA 16057

P: 724.738.4573
F: 724.738.4867

www.sru.edu
Freshman Recruitment – Enrollment Planning Service (EPS)

- Allows us to learn more about our SAT score senders
- Allows us to learn more about ALL SAT/PSAT takers
- What do they look like and where are they located? What are their major interests? Ethnicity? Interests?
- Competitor identification – Where are our SAT score senders also sending their scores?
- Identify top feeder schools and geomarkets
- Analyze market penetration by geomarket and high school
- AP data available also
- 3-year projection data available
What schools in our market have recently added AP programs and in what subjects? Do they align with our programs and institutional strengths?

Are there trends concerning student interests that align with our program offerings? How does this influence our marketing efforts?

How do we strategize improvements where our market penetration is low? Allows our outreach efforts and travel to be more informed.

Can this information be used for some arm-chair recruitment in areas where our yield is relatively low (eastern PA, maybe Maryland)?