Transfer Recruitment

BASE YOUR FUTURE ON A ROCK SOLID TRANSFER

Slippery Rock University of Pennsylvania
Transfer Recruitment – Community College Enrollment Trends

- 2003: 232
- 2004: 255
- 2005: 272
- 2006: 305
- 2007: 310
- 2008: 315
- 2009: 327
- 2010: 335
- 2011: 363
- 2012: 377

Graph showing enrollment trends from 2003 to 2012.
## TRANSFER ASSESSMENT 2012

**Summary Report**

Robert Lagnese, Associate Director of Transfer Recruitment  
Kristin Gregory, Orientation & Transfer Services Graduate Assistant

### ASSESSMENT OVERVIEW

<table>
<thead>
<tr>
<th>PURPOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>To evaluate all services provided by the Office of Undergraduate Admissions/Office of Orientation to our transfer student population, including:</td>
</tr>
</tbody>
</table>
| - on-campus interviews  
| - application processing  
| - Web presence  
| - transitional programming |  

| POPULATION & RESPONDENTS | 612 Fall 2012 newly enrolled transfer students; 221 respondents (36%)  
| METHOD | StudentVoice electronic survey sent to SRU e-mail accounts week 3 of semester  

### DEMOGRAPHICS

- 52% of the respondents applied only to SRU.  
- 55% of the respondents transferred from a community college, 24% from a public school, 16% from a four-year private college, and 5% from a technical/nursing school.  
- 53% of the respondents attended August Orientation.

### ASSESSMENT SUMMARY *

<table>
<thead>
<tr>
<th>PROMPT: How did you learn about Slippery Rock University?</th>
</tr>
</thead>
</table>
| Contact with Current Students | 26%  
| Website | 21%  
| College Fair | 8%  
| Campus Visit (Group Program) | 7%  
| Transfer Day | 5%  
| other | 14%  

<table>
<thead>
<tr>
<th>PROMPT: Which three of the following factors most influenced your decision to attend SRU?</th>
</tr>
</thead>
</table>
| Academic Program | 22%  
| Cost | 19%  
| Location | 18%  
| Contact with Current Students | 12%  
| Academic Reputation | 11%  
| other | 3%  

<table>
<thead>
<tr>
<th>PROMPT: Was your offer of admission to SRU extended in a timely fashion?</th>
</tr>
</thead>
</table>
| YES | 97%  
| NO | 3%  

<table>
<thead>
<tr>
<th>PROMPT: Did you schedule an on-campus appointment to meet with a Transfer Counselor for credit evaluation?</th>
</tr>
</thead>
</table>
| Yes, I met with a Transfer Counselor | 44%  
| No, I never met with a Transfer Counselor | 48%  

<table>
<thead>
<tr>
<th>PROMPT: If you attended an on-campus appointment, were you offered the option of taking a campus tour?</th>
</tr>
</thead>
</table>
| YES | 39%  
| NO | 9%  

<table>
<thead>
<tr>
<th>PROMPT: When did you first connect with an SRU Transfer Counselor</th>
</tr>
</thead>
</table>
| Within the first year at my previous school | 27%  
| Within the second year at my previous school | 24%  
| Within the third year at my previous school | 6%  
| Within the last three months | 43%  

---

**How did you learn about SRU?**

26% - Contact with current students  
21% - Website
Transfer Recruitment – Web resources

Transfer Admissions

Slippery Rock University > Academics > Enrollment Services > Undergraduate Admissions > Transfer Admissions

TRANSFER ADMISSIONS

Spotlight

TRANSFER VISIT DAY

Register Here

Apply Now Request Info

Explore the Transfer Viewbook

On-Campus Housing

On-campus housing is not guaranteed for transfer

Majors and Minors

Costs & Financial Aid

Admissions Requirements

Transfer Process

Transfer Home

Meet the Transfer Counselors

Course Equivalencies

Transfer Process

Transfer Policies

Admissions Requirements

Costs & Financial Aid

Transfer Student Housing Options

Graduation Requirements

Majors and Minors

Community Colleges Student Information

Schedule a Transfer Visit
## Transfer Course Equivalencies

Whether you are considering a transfer to SRU, you are a current SRU student looking for coursework to complete at another institution during the summer, or you are a faculty advisor seeking assistance in approving students' Transfer coursework, this database is a great tool for you.

Before you start your search, please know the following:

- **Transfer Equivalencies are based on** “this equals that” and do not take into consideration SRU’s flexible transfer practice. In other words, the database shows if SRU has a direct equivalency for a course, but cannot show how the course may be substituted in the Liberal Studies part of a student’s curriculum.
- The database does not include all coursework from all institutions. Each time a course is presented for transfer to SRU, it is evaluated and added to the system. Thus, if you do not find your school or your course, it does not necessarily mean the school or course will not be considered.
- If a course transfers as an Elective, it may or may not be needed for graduation at SRU. Some Academic Majors require Electives to complete the 120-credit degree; others do not.
- Although this database provides great information, it should be used for reference only.
- AP, CLEP, and military credit equivalencies are not listed in this database; they are evaluated through the Office of Academic Records and Summer School. Please visit their appropriate website for additional information.
- Questions regarding this information or requests for preliminary credit evaluations should be directed to Transfer Services in the Office of Undergraduate Admissions at 724.938.4778.

### Search Course Equivalencies

<table>
<thead>
<tr>
<th>Institution</th>
<th>Location</th>
<th>Equivalencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butler County Community College</td>
<td>Butler, Pennsylvania</td>
<td>574 equivalencies</td>
</tr>
</tbody>
</table>
Transfer Recruitment – Academic Resources

A Community College Plan

Liberal Studies Conversion Guide
BCS to SRU

ALL BUSINESS ADMINISTRATION MAJOR I

Complete major requirements as indicated below (36-37 Credits)

BASIC REQUIREMENTS (3 CREDITS)

Complete the following Goal courses:
ENGL 101 English I
ENGL 102 English II
COMM 221 Public Speaking

ENGL 211 Western Literature
ENGL 215 World Fiction
ENGL 223 Survey of Poetry

THE ARTS (3 CREDITS)

Choose one Goal course:
ARTS 101 Intro to Art
ARTS 110 Intro to Theater
MUSC 101 Intro to Music

GLOBAL COMMUNITY (3 CREDITS)

Choose one Goal course (foreign language):
ANTH 101 Introduction to Anthropology
HIST 121 Ancient History
HIST 122 Modern European II
HIST 205 20th Century World History

Choose one Goal course:
HIST 201 Early United States History
HIST 202 Recent United States History
POL 210 American Government

HUMAN NATURE/INTERPERSONAL RELATIONS (3 CREDITS)

Choose one Goal course:
COMM 101 Public Speaking
COMM 102 Human Communication Skills
PSY 101 Health Science
PHIL 201 Introduction to Philosophy
PHIL 202 Ethics

PSY 201 General Psychology
SOC 211 Principles of Sociology

SCIENCE, TECH & MATH (9-16 CREDITS)

Choose two Goal courses (different disciplines):
Biol 101 Biology I (10)
Biol 103 Environmental Biology (10)
Biol 201 Principles of Biology (10)
Biol 202 Human & P (10)
Chem 101 Chemistry I (10)
Chem 212 Descriptive Chemistry (10)
Chem 213 Forensic Science (10)
Phs 101 Environmental Science (10)
Phs 211 Weather Systems (10)
Phs 212 Principles of Geology (10)
Phys 101 Physics I (10)
Phys 112 Descriptive Physics (10)

PHS 121 Engineering Physics (10)

Choose one Goal course:
MATH 125 Business Calculus

CHALLENGE/PROSPERAGE (3 CREDITS)

Choose one Goal course:
BUS 139 Business Ethics

Choose one Goal course:
Hist 103 American Revolution in Vietnam

Numerous other courses available at SRU

ENGLISH COURSE REQUIREMENTS (1 CREDIT)

Choose one course from three of the following four enrichment areas: (8 Credits)

THE ARTS

Any ARTS course
Any ENGL course (Literature only)
COMM 114 A History of Black & White Photos
Any MUSC course

GLOBAL COMMUNITY

ECON 101 Principles of Economics (Macro)
ECON 102 Principles of Economics (Micro)

SCIENCE, TECHNOLOGY & MATH

Any BIOL course
Any CHEM course
Any MATH course
Any PHYS course
SVC 140 Principles of Nutrition

MAJOR REQUIREMENTS (45 CREDITS)

Choose course from two of the following four enrichment areas: (8 Credits)

COMPUTER COMPETENCY (5 CREDITS)

GED 140 Basic Computer Operations
GED 141 Advanced Computer Operations
GED 142 Commercial Applications
GED 143 Excel Application
GED 144 Data Retrieval

Students Name: Troye Turner
Date: February 14, 2012

Slippery Rock University of Pennsylvania

Copyright 2012

Credits evaluated through the following basis:

Course Evaluation Credit
Course Evaluation Credit
Course Evaluation Credit
Transfer Recruitment – Transfer Visit Day Promotions

Transfer Visit Day

One Day Only!

Saturday, March 2, 2013

Slippery Rock ended up being perfect for me. The size, quality of education, location and comfort of campus are great. SRU made transferring easy.

- Cory O'Brien, Beaver, Pa.

The opportunities afforded here are priceless, and the art department has helped me grow not only as an artist, but as a person. SRU made transferring a breeze. It delivered a Rock Solid experience.

- Danielle Jacobs, Canonsburg, Pa.

Thinking about transferring to SRU?

Here is your chance to find out more about SRU and all it has to offer at this Transfer Visit Day.

Saturday, March 2, 2013,
you will have the opportunity to:

- Meet and speak with current students about their college experience at SRU.
- Learn about admissions requirements, course selection, financial aid, student services, and more.
- Meet with SRU faculty and students.
- Take a tour of the campus and visit the new student center.

The program will run from approximately 8 a.m. to 2 p.m. Continental breakfast as well as lunch will be provided. There is no cost to attend the program, but space is limited, so register early!
Welcome to Transfer Visit Day!
Saturday, March 2, 2013

8:00 – 8:30 a.m.  Check-In/Continental Breakfast

8:30 a.m.  Program Welcome
Ballroom, Smith Student Center

9:00 a.m.  Admissions Presentation
Ballroom, Smith Student Center
Our transfer policies and admissions requirements are made easy to understand during this brief but informative overview to prepare you for the application process or plan for your next steps.

9:15 a.m.  Student Services Panel
Ballroom, Smith Student Center
SRU offers a variety of student services to ensure a college environment outside of the classroom environment; learn about housing and dining options, campus services and organizations, library resources, academic services, and career exploration during this preview session.

Financial Aid Session
Ballroom, Smith Student Center
This thorough presentation will help you make "cents" out of the financial aid process as you file for the first time or transfer grants and loans from a previous institution.

10:45 a.m.  Academic Dean’s Meetings

11:30 a.m. – 2:00 p.m.  LUNCH @ Boozel Dining Center
12:00 p.m. – 2:00 p.m.  Campus Tours
(departing at 12 and 12:30 from Student Center 1st floor lobby)

Your ROCK Solid Transfer Advantage experience continues at www.sru.edu/transfer.
## TRANSFER VISIT DAY ASSESSMENT 2012

**Executive Summary**
Emily Riggs, Assistant Director of Transfer Admissions
Michael Thornhill, Transfer Transitions Team Member

### ASSESSMENT OVERVIEW
- **PURPOSE:** to evaluate the effectiveness of our open-house visit day event for prospective transfer students and their families.
- **POPULATION:** prospective, offered and admitted transfer students for upcoming semesters.
- **METHODOLOGY:** StudentVoice electronic survey sent to personal e-mail accounts after program.

### DEMOGRAPHICS
- Attendees represented 5 states (PA, MD, NY, MI, OH).
- 70 students participated the event with 101 guests; 49 students attend a community college, 20 attend a four-year institution, 1 attends the military.
- Academic areas of interest for students:
  - Exploratory = 5
  - College of Business, Information & Social Science = 15
  - College of Education = 13
  - College of Health, Environment & Science = 29
  - College of Humanities, Fine & Performing Arts = 8

### ASSESSMENT SUMMARY
- The refreshments provided were adequate.
  - 89% STRONGLY AGREE – AGREE
- I ate lunch in the cafeteria and was happy with the quality of the food.
  - 79% STRONGLY AGREE – AGREE
- The following sessions were the most informative:
  - Admissions Presentation: 89% EXTREMELY – VERY INFORMATIVE
  - Student Services Panel: 89% EXTREMELY – VERY INFORMATIVE
  - Financial Aid Presentation: 82% EXTREMELY – VERY INFORMATIVE
  - College Dean’s Meeting: 68% EXTREMELY – VERY INFORMATIVE

### Comments:
- I thoroughly enjoyed speaking with the Dean of the College of Education and learning more about what the program has to offer in curriculum and Study Abroad opportunities. I am glad that I attended this very informative session, and I am excited about the transition to SRU from the University of Pittsburgh to gain a ROCS solid education.
- I appreciate all the work you did to get this information out. The Career Services and Academic Services presentations stood out to me. My son is a psychology major, but I’m sure he is in the right field yet.
- Hopefully my son will take advantage of everything you have to offer.
- I was really impressed by all of the presentations. The faculty and students of SRU put together the most informative transfer visitation day of any other school I’ve toured.
- A break in between presentations would have been good for many reasons – meet Transfer Transitions Team members, enjoy the nice food provided, break up the flow of information.
- The financial aid session was a little long.
- Have more transfer students speak about their transitions as well as various clubs and organizations on campus, preferably athletics.

### PROMPT: Please indicate your level of interest in enrolling at SRU at the following times:

<table>
<thead>
<tr>
<th>Before Transfer Visit Day</th>
<th>41% VERY INTERESTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>After Transfer Visit Day</td>
<td>89% VERY INTERESTED</td>
</tr>
</tbody>
</table>

Indicate level of interest (VERY INTERESTED) in SRU:

- 41% - Before Program
- 89% - After Program
transferred to Slippery Rock University from Butler County Community College because of Slippery Rock's prestigious secondary education program. The location and size of the school was a deciding factor, as those two aspects fit me very well. SRU's admissions process was second-to-none, everyone was more than accommodating."

- Fred Pinto
Butler, Pa.
Senior, secondary education/English

Call 800.829.4778 to put yourself on the road to transfer success at SRU.
Transfer Recruitment – Transfer Transitions Team

- assist with the facilitation of January Orientation, Transfer Visit Day & August Orientation
- participate in seasonal telecounseling efforts to prospective transfer students
- participate in on- and off-campus recruitment initiatives
- conduct campus walking tours for visitors and small group program guests
- serve as focus group members to assess transfer publications, web resources, services and programs
- greet new transfers and their families during move-in activities (WOW)
Transfer Recruitment -- Registration Call to Action

**ROCK Solid Advantage**

WATCH YOUR SRU EMAIL FOR REGISTRATION INSTRUCTIONS
Orientation Registration – Calls to Action

- **1st Week in December** – bulk invitation mailing and email to all deposited students; weekly mailings through June after initial campaign
- Calls to action for non-respondents – email, postcard, telecounseling – Why post-cards?
- **Importance of Spring Orientations** – Taking students off the market – Loss of less than 1% of students who attend an orientation program.
Personalized Web-Based Freshmen Orientation Registration

- Ease of registration format (using SRU email/User ID)
- Quick response confirmation to student and parent(s)
- Efficient delivery to particular office staff and orientation advisors

Welcome to Slippery Rock University
2013 Freshmen Orientation

April 13, April 27, May 04,
June 17 & 18, June 20 & 21, June 24 & 25, or June 27 & 28

INSTRUCTIONS
Select your top choices to attend Orientation.
Check your calendar for all high school events such as graduation, prom, senior trip, graduation parties, recitals and sports play-off dates before making your selection. Course availability is accurate for Spring and June!

REMAINDER:
Orientation is a mandatory program -- you are expected to stay for the duration of the program (8 a.m. - 4:30 p.m.).

JUNE ORIENTATION PROGRAMS INCLUDE AN OPTIONAL EVENING OF ACTIVITIES THE NIGHT BEFORE THE PROGRAM TO PROVIDE AN OVERNIGHT EXPERIENCE.
- Check-in from 4:30 p.m. - 7 p.m. for everyone at the Residential Suites, Robert J. Watson Hall, Building C
- Van tours of the campus and town
- Dinner
- Panel discussion with current SRU students

CHOOSE THREE DATES

SPRING SESSIONS:
Session 1 - April 13 (Saturday - The overnight option is not available.)
Session 2 - April 27 (Saturday - The overnight option is not available.)
Session 3 - May 04 (Saturday - The overnight option is not available.)

JUNE SESSIONS:
Session 4 - June 17 and 18 (Monday evening is optional - Tuesday is the actual program.)
Session 5 - June 20 and 21 (Thursday evening is optional - Friday is the actual program.)
Session 6 - June 24 and 25 (Monday evening is optional - Tuesday is the actual program.)
Session 7 - June 27 and 28 (Thursday evening is optional - Friday is the actual program.)

CHOOSE ORIENTATION SESSIONS (in order of preference)
If your first preference program date has reached capacity, you will be assigned your second preference date and so on. An email confirmation indicating your program date will be sent within 24 hours to your SRU Rockmail account.

First Preference: [ ]
Second Preference: [ ]
Third Preference: [ ]
Orientation Program Agenda – Campus-wide Effort

Welcome to 2013 FRESHMEN ORIENTATION

7:30 - 8:00 a.m.
- Check-in Information Table
- Continental Breakfast
  - Meet representatives from residence life, student organizations, and campus services.
  - Pick up your housing assignment, room key, and meal plans.

Modern Language Placement (for students interested in a foreign language coursework)
- 204 Vincent Science Center (across the road from Library)

9:00 - 9:20 a.m.
- Program Welcome - Ballroom, Student Center

9:20 - 10:00 a.m.
- First-Year Studies (FYS) "Making the Move" - Ballroom, Student Center

10:00 - 10:30 a.m.
- College Life 101 - Ballroom, Student Center

10:45 - 11:15 a.m.
- Financial Aid
- Ballroom, Student Center
  - Representatives from the Offices of Student Accounts and Financial Aid will discuss information about billing procedures, payment plans, and financial aid.

11:15 a.m. - 12:15 p.m.
- Student Services Panel #1
  - Bailey Library
  - Residence Life
  - SGA Bookstore
  - Food Services
  - Career Development

Lunch for Students and Parents at Rocky’s Grill
- Rocky’s Grill is located on the 2nd floor of the Student Center.
12:15 - 1:00 p.m. - Green Meal Tickets
1:00 - 1:45 p.m. - White Meal Tickets
See next page for a list of options and activities that will take place over the lunch break.

Activities During Lunch for Students and Parents

Visit SGA Bookstore, first floor, Student Center, 10 a.m. - 5 p.m.
12:15 - 1:30 p.m.
- Modern Language Placement
  - 204 Vincent Science Center (across the road from Library)
  - (for students interested in a foreign language coursework)

12:15 - 1:15 p.m.
- Student Services Panel #1
  - Ballroom, Student Center

12:30 - 1:00 p.m.
- Modern Language Placement:
  - Getting the Gear for Your Future - 319 Student Center
  - (for student interested in a foreign language coursework)

12:45 & 1:15 p.m.
- Library Tour: Bailey Library
  - Take a 25-minute tour of our facilities, and get a job directly inside the entrance.

1:00 - 1:45 p.m.
- Honors Program Studies - 319 Student Center
  - This session is for students and their parents who have been invited to the Honors Program. It will include a meeting to learn more about the program.

2:00 - 3:00 p.m.
- Student Meeting
  - Theater, Student Center

2:00 - 3:30 p.m.
- Dean’s Meeting
  - See the list on next page; find your student’s major to determine your location.

3:15 - 4:30 p.m.
- Academic Overview
  - At this session you will learn about the requirements of your major and the Liberal Studies Program and have an opportunity to discuss your academic progress with a faculty member.

3:15 - 4:30 p.m.
- Academic Overview
  - At this session you will learn about the requirements of your major and the Liberal Studies Program and have an opportunity to discuss your academic progress with a faculty member.

4:15 p.m.
- Financial Aid Assistance
  - 319 Student Center
  - Meet individually with an SRU Financial Aid representative to discuss personal or unique concerns not addressed in the morning session.

4:15 - 6:00 p.m.
- Pick up student ID cards, Student Center lobby (through 5 p.m.)
- Parent Orientation Program Evaluation
- Visit Sample Residence Hall Rooms:
  - Meet staff in front of either Watson Hall (refer to campus map on back of agenda for building locations)
Orientation – Orientation Ambassador Recruitment

Recruitment Partners:
Honors Program, Academic Departments, CSIL, OMD, Green & White Society
Bringing all the pieces together

- Health Services
- Residence Life
- Financial Aid
- Student Accts
- Campus Rec Center
- Co-curricular Transcripts
- ID Office
- Career Ed & Development
- Athletics
- Scheduling
- Technology
To be launched in May for Summer/Fall 2013
A Guide to the FYE

- Spring/Summer – Over 50 faculty advisors
- Grouped by major
- Successful Learning Guide includes resources available to incoming Freshmen and Transfers
- Academic Sessions include discussion on Differences Between High School and College
- Overview of FYRST Seminar and Learning Community Clusters
- Fall schedules are distributed
Graduate Portfolio – Under Revision

- Programs
- Student Testimonies
- Benefits & Outcomes of Programs
- Application
- Graduate Assistantships
- Financial Aid
- Living Environment
- Campus Environment
- Learning Environment
- Contact Information by Department/Faculty
- Locations
Service to Students

- Provide excellent service to students throughout the Five Phases of the Graduate Enrollment Process
- Communicate to students in a timely manner
- Protect Academic Integrity
- Ensure that departments review and make fair decisions
Communication to Students

Five Phases of the Graduate Enrollment Process:
- Inquiry/Prospect
- Communication Campaigns
- Application
- Complete All documents submitted
- Communication Campaigns
- Offer
- Communication Campaigns
- Denial
- Decline
- Acknowledgement
- Communication Campaigns
- Post-Acknowledgment
- Communication Campaigns

School Starts
Plan, develop, and implement event programming to attract qualified graduate students.

Create marketing and advertising that attracts qualified graduate students through internet, print media, radio, TV, websites, college fairs, and campus events.

Teamwork
Graduate Recruitment Events and Campus Collaboration

- Virtual Open House
- Graduate Open House
- Program Information Sessions
- Interview Days – Counseling & Development
- Autism Conference
- Elementary Education Open House, RLA
- Exercise Science Event

GRADUATE PROGRAMS OPEN HOUSE

SATURDAY, MARCH 2, 2013
11:00 AM – 4:00 PM
RUSSELL WRIGHT ALUMNI HOUSE AND CONFERENCE CENTER

LEARN MORE AND REGISTER AT WWW.SRU.EDU/OpenHouse
<table>
<thead>
<tr>
<th>Masters of Education - Master Teacher Program (Birth - Grade 8)</th>
<th>SPOTLIGHT</th>
</tr>
</thead>
</table>
| Are you considering obtaining a special education degree to enhance your chances of landing a secure teaching position? Maybe you already have a position as a classroom teacher but need to become better trained to meet the needs of the diverse student body in the typical classroom of the 21st Century. If so, our Special Education Master Teacher Program (B to grade 8) might be perfect for you. | | Autism Awareness Conference  
April 3, 2013 |

SRU's Master Teacher Program in Special Education offers:

- An exclusively online program ideal for the working professional
- A world class faculty considered to be the leaders in Special Education in PA
- A program curriculum grounded in theory and research supported by a practical hands on approach
- PA Department of Education approved and aligned with the standards from the Council of Exceptional Children
- An ability to complete the program in one calendar year

For more information on the Master Teacher Program B to Grade 8 please contact Dr. Robert Isherwood at 724-290-6057, email Robert.Isherwood@srnu.edu or view our Fact Sheet.
Recruitment and Growth

- Focus on recruitment efforts in geographic areas to attract diverse qualified graduate students
- Develop clear recruitment goals
- Build collaborative relationships with faculty, staff, and external constituents
- Market new graduate programs
- Encourage graduate departments to develop communication campaigns
- Involve other offices in recruitment efforts
Recruit and Retain Qualified Students

- Adhere to and maintain recruitment of qualified applicants by upholding admission standards for each applicant.

- Represent and articulate a vision in our graduate community; internally and externally.
The 5 C’s to Successful Recruitment

Communication
Collaboration
Commitment
Creativity
Consistency
Financial Aid and Scholarship Strategies
Helping you understand the current economic environment

Collecting and Analyzing Data

Leveraging Institutional Aid

Improving Aid-Related Communication and Outreach

Implementing Debt Management Training
Financial Aid

- Gift Aid - Loans
- Costs & Average Awards
- Student Indebtedness
- Freshman Scholarships
- SRU Merit Scholarship Program
- Board of Governors Scholarship Program
- Non-Resident Tuition Discount Program
- Rock Opportunity Scholarship Program

Prepared December 24, 2012
## Financial Aid: Scholarships

### Exploring Scholarships at SRU

**Welcome to the Slippery Rock University Scholarships on the Web.** This listing provides information and criteria for all scholarships available through SRU and information about additional scholarship opportunities from external organizations.

<table>
<thead>
<tr>
<th>Scholarships for Freshman Students</th>
<th>Scholarships for Undergraduate Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>View scholarships information including application process, scholarship availability, and deadlines.</td>
<td>View scholarships for students who are currently taking courses at Slippery Rock University.</td>
</tr>
<tr>
<td>Scholarships for Graduate Students</td>
<td>Scholarships for Student Athletes</td>
</tr>
<tr>
<td>View scholarships information for students who are currently taking graduate courses at Slippery Rock University</td>
<td>View a listing of athletic scholarships. For detailed information regarding scholarships, please contact specific coaches.</td>
</tr>
<tr>
<td>Scholarships for Students with Disabilities</td>
<td>Scholarships for Military Personnel</td>
</tr>
<tr>
<td>View various scholarships available for students with disabilities. For detailed information, contact the Office for Students with Disabilities in 122 Bailey Library at 724-738-7877</td>
<td>View a listing of various scholarships available for Military personnel or for former Military personnel and their dependants. Also, please visit the Veterans Resources website.</td>
</tr>
</tbody>
</table>

### External Scholarship Organizations

View scholarships that are sent to our office from external organizations. Many are only for PA residents or students going to school in PA.

### National Scholarship Database

Search through a national database of private scholarships. This listing of scholarships is not specific to Slippery Rock University.

### Spotlight

- **Freshman Scholarship Applications are due by February 28.**
Welcome to The Office of Financial Aid and Veterans Educational Benefits. This site provides information about grants, loans, work-study and scholarship opportunities, along with information about SRU’s affordable tuition. We hope this information assists you in understanding how we can help you with your educational costs.

If you have questions about any of the information provided, we encourage you to contact us.

CLICK on the "News and Notices" icon to the right for comprehensive guidance on student loans and for an update on refunds of excess financial aid.
Welcome to Financial Aid TV

Welcome!

Begin by watching the introductory segment or by accessing the short clips below, which are organized by playlist.

Note: when navigating through the FAFSA TV Portal, click on individual videos and/or playlists rather than your browser’s back and forward navigation buttons.

All Categories

Slippery Rock University FAQ
Financial Aid Basics
2012-2013 Financial Aid Changes
Net Price Calculator

Applying for Financial Aid
Eligibility
Repeting Coursework
Understanding the FAFSA

Verification
Grant Programs
TEACH Grant - Overview
Scholarships

IRR Data Retrieval Process
Verification
Grant Programs
TEACH Grant - Overview
Scholarships

Teaching Obligations
TEACH Grant - Documentation and Appeals
New GI Bill - Benefits

Veterans - Montgomery GI Bill (MBI)
New GI Bill - Specific Questions
Parent Information - Overview

Parent Information - Understanding...
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Loans</td>
<td>69%</td>
<td>68%</td>
<td>68%</td>
<td>69%</td>
<td>67%</td>
<td>68%</td>
<td>69%</td>
</tr>
<tr>
<td>Gift Aid</td>
<td>30%</td>
<td>31%</td>
<td>31%</td>
<td>30%</td>
<td>32%</td>
<td>31%</td>
<td>30%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Undergraduate Financial Aid Awarded

(** The category below titled SRU Scholarships and Waivers includes ALL scholarships and waivers including academic scholarships, athletic scholarships, and employee/CA/BOG waivers; the snapshot is taken from mid-semester each fall as reported on the Common Data Set)

<table>
<thead>
<tr>
<th>Type of Financial Aid Received by Undergraduates:</th>
<th>Fall05</th>
<th>Fall 06</th>
<th>Fall 07</th>
<th>Fall 08</th>
<th>Fall 09</th>
<th>Fall 10</th>
<th>Fall 11</th>
<th>Fall 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Grants</td>
<td>$6,491,933</td>
<td>$7,553,238</td>
<td>$8,210,000</td>
<td>$6,745,000</td>
<td>$7,225,285</td>
<td>$6,439,511</td>
<td>$9,149,649</td>
<td>$7,419,732</td>
</tr>
<tr>
<td>Federal Grants</td>
<td>$5,206,849</td>
<td>$5,591,121</td>
<td>$6,111,000</td>
<td>$7,050,000</td>
<td>$10,037,407</td>
<td>$10,633,105</td>
<td>$10,631,276</td>
<td>10,083,593</td>
</tr>
<tr>
<td>SRU Scholarships &amp; Waivers**</td>
<td>$2,622,479</td>
<td>$3,058,510</td>
<td>$3,207,000</td>
<td>$3,491,000</td>
<td>$3,662,433</td>
<td>$3,645,491</td>
<td>$4,801,448</td>
<td>$5,325,291</td>
</tr>
<tr>
<td>Other Scholarships &amp; Grants</td>
<td>$2,203,101</td>
<td>$2,941,513</td>
<td>$3,222,509</td>
<td>$3,127,000</td>
<td>$2,079,458</td>
<td>$2,509,077</td>
<td>$2,449,554</td>
<td>$2,342,521</td>
</tr>
<tr>
<td>Student Loans</td>
<td>$27,167,775</td>
<td>$31,129,136</td>
<td>$33,058,000</td>
<td>$41,851,000</td>
<td>$45,423,359</td>
<td>$44,679,637</td>
<td>$49,216,762</td>
<td>$49,959,571</td>
</tr>
<tr>
<td>Federal Work-Study</td>
<td>$656,232</td>
<td>$598,549</td>
<td>$1,005,000</td>
<td>$1,037,000</td>
<td>$1,089,000</td>
<td>$1,179,835</td>
<td>$1,035,032</td>
<td>$915,796</td>
</tr>
</tbody>
</table>
## Average SRU Costs and Average Aid Aid Received

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Cost at SRU for In-State Tuition, Fees, Room, Board and Books</th>
<th>Average Aid Package of Those Who Demonstrate Need (incl: gift aid, loans &amp; work)</th>
<th>Average federal/state grant award in aid package</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-06</td>
<td>$12108</td>
<td>$6938</td>
<td>$3015</td>
</tr>
<tr>
<td>2006-07</td>
<td>$12616</td>
<td>$7546</td>
<td>$3164</td>
</tr>
<tr>
<td>2007-08*</td>
<td>$15811*</td>
<td>$8094</td>
<td>$3346</td>
</tr>
<tr>
<td>2008-09</td>
<td>$16322</td>
<td>$7842</td>
<td>$3068</td>
</tr>
<tr>
<td>2009-10</td>
<td>$16920</td>
<td>$8260</td>
<td>$3563</td>
</tr>
<tr>
<td>2010-11</td>
<td>$17894</td>
<td>$8169</td>
<td>$5285</td>
</tr>
<tr>
<td>2011-12</td>
<td>$19121</td>
<td>$8471</td>
<td>$5404</td>
</tr>
<tr>
<td>2012-13</td>
<td>$19,582</td>
<td>$8,598</td>
<td>$5,443</td>
</tr>
</tbody>
</table>

*beginning in 2007-08, costs reflect newly-built “suite-style” residence halls.
# Typical Annual Expenses for Full-Time Undergraduates

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuition</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-time In-State</td>
<td>$4906</td>
<td>$5038</td>
<td>$5178</td>
<td>$5358</td>
<td>$5554</td>
<td>$5804</td>
<td>$6240</td>
<td>$6428</td>
</tr>
<tr>
<td>Full-time Out-of-State with a 3.0 cumulative GPA</td>
<td>$7360</td>
<td>$7560</td>
<td>$7766</td>
<td>$8038</td>
<td>$8331</td>
<td>$8706</td>
<td>$9360</td>
<td>$9642</td>
</tr>
<tr>
<td><strong>Room /Board</strong></td>
<td>$4796</td>
<td>$7684</td>
<td>$7862</td>
<td>$8066</td>
<td>$8322</td>
<td>$8884</td>
<td>$9130</td>
<td>$9364</td>
</tr>
<tr>
<td><strong>Additional Mandatory Fees</strong></td>
<td>$1306 PA</td>
<td>$1326 PA</td>
<td>$1492 PA</td>
<td>$1576 PA</td>
<td>$1681 PA</td>
<td>$1834 PA</td>
<td>$1938 PA</td>
<td>$2320 PA</td>
</tr>
<tr>
<td></td>
<td>$1369 nonPA</td>
<td>$1389 nonPA</td>
<td>$1582 nonPA</td>
<td>$1668 nonPA</td>
<td>$1785 nonPA</td>
<td>$1950 nonPA</td>
<td>$2444 nonPA</td>
<td>$2504 nonPA</td>
</tr>
<tr>
<td><strong>Minimum credits billed at full-time tuition rate</strong></td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td><strong>Maximum credits billed at full-time tuition rate</strong></td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td><strong>Per Credit Charge</strong></td>
<td>$204 PA</td>
<td>$210 PA</td>
<td>$216 PA</td>
<td>$233 PA</td>
<td>$231 PA</td>
<td>$242 PA</td>
<td>$260 PA</td>
<td>$268 PA</td>
</tr>
<tr>
<td>(in 2009-10, SRU’s non-PA tuition rate structure as a % of in-state tuition was decreased; non-PA per-credit rate reflects regular rate)</td>
<td>$511 nonPA</td>
<td>$525 nonPA</td>
<td>$539 nonPA</td>
<td>$558 nonPA</td>
<td>$463 nonPA</td>
<td>$484 nonPA</td>
<td>$520 nonPA</td>
<td>$536 nonPA</td>
</tr>
<tr>
<td><strong>Estimated Books and Supplies</strong></td>
<td>$1100</td>
<td>$1254</td>
<td>$1278</td>
<td>$1322</td>
<td>$1363</td>
<td>$1400</td>
<td>$1425</td>
<td>$1470</td>
</tr>
</tbody>
</table>
### Percent of Graduating Seniors in 2011-12 who Borrowed While at SRU

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of Graduating Seniors in 2011-12 who Borrowed While at SRU</td>
<td>84%</td>
</tr>
<tr>
<td>Average Indebtedness of Borrowers above through federal loan programs</td>
<td>$23,125</td>
</tr>
<tr>
<td>Average Indebtedness of Borrowers above through all loan programs (federal and private loan programs)</td>
<td>$28,959</td>
</tr>
</tbody>
</table>

### FY10 Official Cohort Default Rate for Federal Family Education Loan and Direct Loan Programs.

<table>
<thead>
<tr>
<th>Category</th>
<th>Default Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>9.1%</td>
</tr>
<tr>
<td>State</td>
<td>7.4%</td>
</tr>
<tr>
<td>Public 4yrs+</td>
<td>6.0%</td>
</tr>
<tr>
<td>SRU</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

*While a variety of factors can impact a school’s default rate, some of the factors that help to keep SRU’s rate low are our high retention rate and debt management programming for students.*
### Freshman Scholarships 2001-02 through 2011-12

(Merit and need-based scholarships from institutional, SRU Foundation and Alumni Association funds; does not include athletic scholarships)

<table>
<thead>
<tr>
<th></th>
<th>Freshman Scholarship Dollars Awarded</th>
<th>Total Scholarships Awarded to Freshmen</th>
<th>Average Scholarship Amount</th>
<th>Total Unduplicated Number of Scholarship Recipients</th>
<th>Average Scholarship Amount per Unduplicated Recipient</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001-02</td>
<td>$151,865</td>
<td>121</td>
<td>$1,255</td>
<td>101</td>
<td>$1,504</td>
</tr>
<tr>
<td>2002-03</td>
<td>$187,200</td>
<td>156</td>
<td>$1,200</td>
<td>127</td>
<td>$1,474</td>
</tr>
<tr>
<td>2003-04</td>
<td>$230,910</td>
<td>182</td>
<td>$1,269</td>
<td>136</td>
<td>$1,698</td>
</tr>
<tr>
<td>2004-05</td>
<td>$184,668</td>
<td>154</td>
<td>$1,200</td>
<td>137</td>
<td>$1,348</td>
</tr>
<tr>
<td>2005-06</td>
<td>$249,990</td>
<td>206</td>
<td>$1,214</td>
<td>166</td>
<td>$1,506</td>
</tr>
<tr>
<td>2006-07</td>
<td>$286,488</td>
<td>239</td>
<td>$1,199</td>
<td>196</td>
<td>$1,462</td>
</tr>
<tr>
<td>2007-08</td>
<td>$299,088</td>
<td>253</td>
<td>$1,182</td>
<td>206</td>
<td>$1,452</td>
</tr>
<tr>
<td>2008-09</td>
<td>$306,781</td>
<td>254</td>
<td>$1,217</td>
<td>204</td>
<td>$1,504</td>
</tr>
<tr>
<td>2009-10</td>
<td>$370,508</td>
<td>309</td>
<td>$1,199</td>
<td>254</td>
<td>$1,459</td>
</tr>
<tr>
<td>2010-11</td>
<td>$429,993</td>
<td>384</td>
<td>$1,120</td>
<td>331</td>
<td>$1,325</td>
</tr>
<tr>
<td>2011-12</td>
<td>$697,204</td>
<td>595</td>
<td>$1,172</td>
<td>488</td>
<td>$1,429</td>
</tr>
</tbody>
</table>
### SRU Merit Scholarship Program: Fall 2012

<table>
<thead>
<tr>
<th></th>
<th>SRU Merit Scholarship Recipients</th>
<th>Students in Freshman Cohort</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average SAT</td>
<td>1208</td>
<td>1010</td>
</tr>
<tr>
<td>Average High School GPA</td>
<td>3.95</td>
<td>3.41</td>
</tr>
</tbody>
</table>
## Non-Resident Tuition Discount (NRTD) Program

<table>
<thead>
<tr>
<th></th>
<th>Fall '04</th>
<th>Fall '05</th>
<th>Fall '06</th>
<th>Fall '07</th>
<th>Fall '08</th>
<th>Fall '09</th>
<th>Fall '10</th>
<th>Fall '11</th>
<th>Fall '12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Pennsylvania Full-Time Undergraduates</td>
<td>324</td>
<td>394</td>
<td>473</td>
<td>523</td>
<td>614</td>
<td>633</td>
<td>733</td>
<td>748</td>
<td>784</td>
</tr>
<tr>
<td>% of Total Receiving NRTD</td>
<td>55%</td>
<td>58%</td>
<td>65%</td>
<td>69%</td>
<td>71%</td>
<td>69%</td>
<td>68%</td>
<td>70%</td>
<td>69%</td>
</tr>
<tr>
<td>% of New Freshmen</td>
<td>79%</td>
<td>79%</td>
<td>75%</td>
<td>81%</td>
<td>87%</td>
<td>82%</td>
<td>79%</td>
<td>81%</td>
<td>80%</td>
</tr>
<tr>
<td>% of New Transfers</td>
<td>27%</td>
<td>21%</td>
<td>35%</td>
<td>44%</td>
<td>51%</td>
<td>42%</td>
<td>39%</td>
<td>35%</td>
<td>48%</td>
</tr>
<tr>
<td>% of Continuing Students</td>
<td>42%</td>
<td>47%</td>
<td>62%</td>
<td>66%</td>
<td>64%</td>
<td>66%</td>
<td>65%</td>
<td>69%</td>
<td>66%</td>
</tr>
<tr>
<td>------------------------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent of FTFY receiving SRU scholarships and BOG Waivers</td>
<td>14%</td>
<td>17%</td>
<td>16%</td>
<td>19%</td>
<td>22%</td>
<td>24%</td>
<td>34%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dollars awarded to FTFY through scholarships and BOG waivers</td>
<td>$434,392</td>
<td>$522,836</td>
<td>$486,948</td>
<td>$546,332</td>
<td>$601,099</td>
<td>$657,799</td>
<td>$933,793</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Rock Opportunity Scholarship Program was created to assist students whose families are experiencing financial hardship.

<table>
<thead>
<tr>
<th></th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recipients</td>
<td>225</td>
<td>307</td>
<td>588</td>
</tr>
<tr>
<td>Amount Awarded</td>
<td>$232,625</td>
<td>$313,750</td>
<td>$715,000</td>
</tr>
</tbody>
</table>
Strategies for Improving Communications and Outreach

- Provide “early” financial aid awards or estimates to families
- Create a tele-counseling program to reach out to families immediately after freshman awards have been sent to insure students & families received and understand the awards.
- Provide targeted financial aid & billing messages at Orientation.
- Provide links from the financial aid office webpage to scholarship opportunities (institutional, federal, state, private)
- Create communications that prompt and remind students to file the FAFSA in a timely manner.
- Review all printed and electronic communications to be sure they have the right message, are communicated at the right time, and are student friendly and understandable.
- Incorporate financial aid videos into the communication campaigns
Provide counseling about budgets, loans, credit cards, aid & scholarship opportunities

Educate the FTFY students on how to reduce borrowing, debt and potential financial stressors while enrolled.
Residence Life

Living-Learning Communities
Time Line of Residence Life Initiatives

- **2000**: Housing Assignments for new students prepared and given out at Orientation Sessions beginning in March and the concept of business cards for students was introduced.

- **2001**: Full time Living Learning Coordinator Hired.


- **2004**: Business Information and Social Science LLC added – All four colleges now represented. Plans for new residential suites underway with living learning community as cornerstone.

- **2005**: New Residential Suite Housing Opens with dedicated Living Learning Space. Web Based Housing Selection introduced for Current Students.

- **2006**: MAPWorks Launched.

- **2007**: Up Til 2 for St. Jude Launches.

- **2008**:
### Time Line of Residence Life Initiatives

<table>
<thead>
<tr>
<th>Year</th>
<th>Initiative</th>
</tr>
</thead>
</table>
| 2009 | ROCK Apartments Honors House Piloted  
On-line Housing Application and Deposit introduced for New Students |
| 2010 | Exploratory LLC added in Rhoads Hall.  
Faculty Office space provided.  
Coupled with LCC |
| 2011 | Targeted LLC Marketing included in Housing Packet to New Students |
| 2012 | Move to Touch-Net for Housing Deposit Processing  
Dining Contracts moved to on-line platform |
Residence Life Housing Information – New First Year Students

Life Long Learning Experiences

Our Residential Suites...

- Study and study areas
- Comfortable furniture
- Shared kitchen and living area
- Fire extinguishers
- Smoke detectors
- Personal storage
- Roommates
- Bathroom
- A/C
- Indoor laundry
- TV
- Internet

Announcements:

- Allow pets
- No Smoking
- Confidentiality
- Respect
- Cleanliness
- Quiet

Programs and Services Offered:

- Student Life and Engagement
- Campus Activities
- Student Media
- Athletics
- Wellness
- Counseling
- Career Services
- Disabled Student Services

Residence Halls...
# LIVING-LEARNING COMMUNITIES

**LLCs at The Rock: The Cornerstones of Character**

Living-Learning Communities at Slippery Rock University offer the opportunity for residence hall students to live with other students who share similar academic, career or personal interests. Research supports Living-Learning Communities, stating that students who are successful academically and engaged socially are more likely to persist and graduate (Vincent Tinto, Ph.D., distinguished university professor at Syracuse University, and chair of the higher education program).

The mission of the staff in residence life is to provide a residential environment that supports and encourages every student to be a responsible global citizen, become a lifelong learner and to develop personally. The Living-Learning Communities are one of many ways to help our students achieve. Students who live in these communities identify that the greatest benefit of living in a Living-Learning Community is the opportunity to live and learn with other students who share their academic, professional and personal interests.

---

<table>
<thead>
<tr>
<th>LLC</th>
<th>Description</th>
<th>Requirements for Acceptance</th>
<th>Location</th>
<th>Specialty Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business, Information and Social Science LLC (Biss)</td>
<td>Is well suited for students with majors in the School of Business, communication, computer science, criminology/criminal justice, safety management and sports management.</td>
<td>Major/minor in the College of Business, Information and Social Science OR major in sport management.</td>
<td>Building E</td>
<td>Lab/program room</td>
</tr>
<tr>
<td>Creating Connections LLC (CC)</td>
<td>Designed for students who are not from this region/state/country (6+ hour drive), for students who have an interest in living with students from around the country/world, and those interested in travel; study abroad; languages and cultures or international business.</td>
<td>Home residence is two+ hours away AND/OR Interest in learning more about others from around the state/country/world AND/OR Interest in travel, study abroad, languages and cultures or international business.</td>
<td>Building B</td>
<td>Lab/program room</td>
</tr>
<tr>
<td>Education LLC (EDU)</td>
<td>Open to elementary/early childhood, secondary/foundations of education, special and physical education majors and seeks to support and enhance the growth of future teachers.</td>
<td>Major in elementary/early childhood, secondary/foundations of education, special or physical education.</td>
<td>Watson Hall</td>
<td>Lab/program room AND Access to Residence Life Resources Room</td>
</tr>
<tr>
<td>Explore, Discover, Decide LLC (XPL)</td>
<td>Open to first-year exploratory students only and is a great opportunity for students interested in learning more about their strengths and the world around them while trying to choose a major. Students are also enrolled in the XPL Learning Community Cluster, which consists of three academic courses.</td>
<td>First-Year exploratory students who would like to learn more about their strengths and major/career opportunities. Also required enrollment in the XPL Learning Community, which consists of three academic courses.</td>
<td>Rhonda Hall</td>
<td>Loungespace</td>
</tr>
<tr>
<td>Health, Environment and Science LLC (HES)</td>
<td>Is uniquely suited to the interests of students pursuing a career or future studies in medical, exercise science, math, health, or science professions.</td>
<td>Major in the College of Health, Environment and Science.</td>
<td>Building A</td>
<td>Lab/program room</td>
</tr>
<tr>
<td>Honors LLC (Hon)</td>
<td>For students enrolled in the SRU Honors Program.</td>
<td>Admission to the SRU Honors Program.</td>
<td>Watson Hall</td>
<td>Lab/program room</td>
</tr>
<tr>
<td>Humanities, Fine and Performing Arts LLC (HFPA)</td>
<td>Well suited to those interested in dance, drama, art, music, writing, history, political science, philosophy and language.</td>
<td>Major/minor in the College of Humanities, Fine and Performing Arts AND/OR A demonstrated interest in the humanities, fine and performing arts.</td>
<td>Building D</td>
<td>Dance studio, art studio and music practice rooms</td>
</tr>
<tr>
<td>Outdoor Adventure/Military Leadership LLC (OA/ML)</td>
<td>A place to call home for students who share an interest in outdoor activities such as camping, hiking, rock climbing, kayaking, backpacking, white-water rafting and skiing and for those involved (current or past) in military service.</td>
<td>A demonstrated interest in outdoor activities AND/OR A demonstrated interest in military service.</td>
<td>Building F</td>
<td>Lounge space and shared storage space for outdoor gear</td>
</tr>
</tbody>
</table>

---

I love living with another person who understands what I'm going through as a freshman.
SUBMITTING YOUR HOUSING MATERIALS AND REQUESTS

Step-by-step, detailed instructions may be found on the Residence Life website: at www.sru.edu. However, we have listed the basic instructions below.

**STEP 1:**
1. **BEFORE** beginning to complete your housing materials you will need:
   - Credit Card or Banking Information for an electronic check for the $175 housing deposit
   - Date of Meningitis Vaccination
2. Fill out your Fall 2013/Spring 2014 Housing Agreement and pay your deposit; this is NOT optional for first-year students.
   - Log in to MyHousing Portal (https://reslife.sru.edu)
     - Username: Your SRU ID (e.g. abc1234)
     - Password: your password is the same one you use to check your SRU email, or, if you have never logged in before, it is your six-digit birthday (e.g. mmddyy)
   - Select Housing Application on the left menu.
   - Select the Fall 2013 agreement from the drop box.
   - **READ AGREEMENT CAREFULLY.**
     - Select the two boxes below “I Agree,” then click: Submit Housing Agreement
   - This will serve as your signature for housing for the 2013-2014 academic year.
   - Next you will pay your housing deposit. This step is not optional and without the deposit your application will not be processed. After you have completed both the agreement and deposit you will be directed to sign your meal contract.
   - Changes to your dining plan can be made beginning in July 2013 via the MyHousing portal.
   - You will receive an email confirming that you have completed Step 1 to your SRU email account.

**STEP 2:**
- **Complete the Housing Data Sheet:**
  - Click the button labeled “Housing Data Sheet.”
  - Please complete this information to the best of your ability. This will assist in the roommate-matching process.
  - If you have any special needs or accommodations, please enter the information in the comments section. Be very specific. Students requesting specific housing due to medical concerns must also register with the Office of Students with Disabilities. The Office of Residence Life cannot accommodate requests due to medical concerns unless you are registered with the Office of Students with Disabilities.
  - Please provide the date that vaccination was received.
  - Fill the form out in its entirety.

**STEP 3:**
- **Living-Learning Communities (Optional):**
  - This is an optional step. If you have looked over the Living-Learning Community spreadsheet on pages 8 and 9, and feel one of those communities looks right for you, please continue with this step.
  - If you or your roommate are applying for an LLC, you must be aware that both roommates must apply and be accepted to the same LLC or the LLC request cannot be honored.
  - Click the button labeled “LLC Application.”
  - Fill out the application in its entirety.
  - Please note some of the LLC floors are subject to change locations, you will be notified of your placement at orientation.

**STEP 4:**
- **Roommate/Suitmate Request (Optional):**
  - Roommate requests are limited to one other student and must be mutual.
  - Roommate/suitmate requests will take preference over all other personal preferences. Your requested roommate/suitmate must also list you on their request.
  - Click the button labeled “Roommate/Suitmate Request.”
  - Enter the search information.
  - The student’s name should appear:
    - If the name of the student you want to room with does not appear, it is because they have not paid their deposit and/or signed their agreement. It could also mean the information was not entered correctly when searching. Please check the spelling of the student’s name.
    - You may return to MyHousing to update your requests at a later date if needed.
    - Once a student pays their deposit and signs their agreement, their name will appear in the drop down list the next business day.

**STEP 5:**
- **You will receive your housing assignment at orientation:**
  - We can’t wait to meet you. We will be working hard to make our placements over the next few months. We will not give assignments out over the phone - but in the meantime, if you have questions, you can contact us at 724.738.2082.
Improving Student Learning and Success

Enrolled Students
Program Characteristics

- Intentionally
- Integration of Effort
- Collaborations & Partnerships
- Positive Interventions with Students
- Information Driven Decision Making to Assess
Student Learning and Success Strategies:

- Understanding where and why the institution retains and loses students
- Identifying institutional areas for improvement which must be addressed to improve student learning and success
- Identifying academic transitional services which meet the needs of students (LCC/FYRST Seminar, FYRST advising, tutoring, supplemental instruction, early alert program & mid-term review, - services for academically at-risk students, transfer students, etc.)
- Identify academic/social/personal development services which meet the needs of students (WOW, CA 1-1 interactions @ check-in, FLSP, Center for Student Leadership, co-curricular transcript, residential commons/interest floors, late night programming)
- Identify online initiatives to inform and outreach to students
- Articulating how students are guided through the maze of curricular and career choices
- Creating collaborations across campus focusing on improving student learning and success
Online and Traditional Programming & Service Initiatives

- **Online**
  - Website
  - MySRU
  - Online Outreach Communications
  - Compass
  - D2L

- **Traditional Programming**
MySRU Help Website for Faculty, Staff, & Students

MySRU Help

Slippery Rock University > Academics > IATS > MySRU Help > Student Training Guides

<table>
<thead>
<tr>
<th>Student Training Guides</th>
<th>SPOTLIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEW</strong> How to Apply for Graduation in MySRU</td>
<td></td>
</tr>
</tbody>
</table>

**Registration Training Guides**

Currently Enrolled Students:
- Step by Step New Registration Instructions (screen shots)
- Step by Step New Registration Instructions (narrative)

New Student Registration:
- New Transfer Students: Step-by-Step Registration Instructions
- New Graduate & Post-Bacc Students: Step-by-Step Registration Instructions
- Readmitted Students: Step-by-Step Registration Instructions

*For Registration Assistance contact Academic Records x2010*

**Checking Grades**

- How to View your Unofficial Academic Transcript
- How to Send Grade Reports to Others
- How to Check Your Midterm Grades
- How to Check Your Final Grades

**Student Account** Center
- How to Pay Your Bill Online in MySRU

Have feedback about MySRU? We'd love to hear your comments!

Click here to provide us with your feedback.

*NOTE: When navigating through MySRU, please allow an ample amount of time for each new page to load. If you receive any prompts to login again, simply log out and log back in.*
Actions, Programs, Initiatives, Processes, and Programs

- FYRST Seminar/LCC
- Profile of at-risk students for developmental advising and interventions
- Profile of persisters for use in recruitment
- Use of meal card and residential assistants to determine student engagement
- Early Alert System for attendance and initial academic challenges
- Mid-term & Final Grade Review
- Regular review of enrollment status of entering cohorts
- Review of policies impacting enrollments (drop/add, withdrawal, payment of bill, health forms, etc.)
- Enhanced engagement activities in the first year
- New Tutoring Center outreach
- New Summer Reading Program

- Installation of Leadership Programs
- Infusing of new weekend activities
- New Science & Technology Building
- New Physical Therapy Building
- State of the Art Technology in Nearly all Classrooms
- Renovations of Auditorium with State of the Art Technology
- Renovations of Classroom Buildings
- Building New Suite Style Residential Communities
- New walkways, gathering spaces, and meeting areas
- New recreation center and fields
- Urban Recruitment Connections
- Opportunity Knocks Recruitment Initiative
- Multiple Choices for Visiting Campus
- Education & Information to Guidance Counselors
- Web Resources
- CD Development
Time Line of Student Learning and Success Strategies

- **FYRST Seminar/ LCC/60%**
  - Retention Services
  - Early Attendance Reports
  - Early Alert w/ Resident Assts.
  - Improve Web Applications
  - **Raised Admissions Standards**
    - Profile of at-risk students for developmental advising and interventions
    - Profile of persisters for use in recruitment

- **FYRST Seminar/ LCC/50%**
  - Infusion of Student Life, Career Services, etc in FYRST
  - Retention Services
  - Early Alert
  - Mid-term & Final Grade Review of Policies - Ongoing

- **2000**
  - FYRST Seminar/ LCC/50%
  - Infusion of Student Life, Career Services, etc in FYRST

- **2001**
  - FYRST Seminar/ LCC/60%
  - Retention Services
  - Early Alert w/ Resident Assts.
  - Improve Web Applications

- **2002**
  - FYRST Seminar/ LCC/70%
  - Early Alert w/ FYRST
  - Living Learning Communities
  - Student Leadership Programs
  - FYI Survey Assessment Tool
  - FYRST Seminar Faculty Development

- **2003**
  - National Award-Retention
    - FYRST Seminar/ LCC70%
    - Web Application- My Rock One Stop
    - Created waitlist admissions strategy

- **2004**
  - FYRST Seminar 93%/LCC/75%
    - FYRST Peer Assistants/45 Sections
    - Integrated Peer Assistant Program in FYRST Seminar
    - Review of policies impacting enrollments (drop/add, withdrawal, payment of bill, health forms, etc.)

- **2005**
  - FYRST Seminar 96%/LCC/76%
    - Integrated Peer Assistant
    - Integrated Leadership in FYRST Seminar
    - Enhancements to E-Communications
    - Map-Works Implementation

- **2006**
  - FYRST Seminar 95%/LCC/80%
    - Pilot Peer Asst/15 Sections
    - E-Communications – Students & Families
    - Raised Admissions Standards
    - Summer Reading Program

- **2007**
  - FYRST Seminar 96%/LCC/75%

- **2008**
  - FYRST Seminar 95%/LCC/76%
  - FYRST Peer Assistants/49 Sections
  - Integrated Peer Assistant Program in FYRST Seminar
  - Development of FLSP
  - Increase Use of Tutoring & Outreaches
Time Line of Student Learning and Success Strategies

2009

- Banner Implementation, COGNOS implementation, Enrollment Management Communications System Implementation
- Full FYRST S./LCC Programming
- MAP-Works Application Probationary Students/2nd YR Students

2010

- Reduction of Map-Works to First Year Students
- Additional campus-wide reporting launched
- New policy for Academic Standards – Warning, Probation, Suspension & Dismissal
- New policy for Financial Aid Academic Progression

2011

- Major revision to recruitment and retention websites in ES
- Major revisions to academic department websites for recruitment purposes
- Development of new pubs and photography
- Development of new marketing efforts targeting academic programs, relationships with faculty, and outcomes
- Development of BRM communications
- Development of reporting functions
- Enhanced dept communications with prospective students

2012

- Launched campus wide service portal as a one stop for students, faculty, and staff
- New registration, billing, and financial aid portal environment
- Launched new prospective student communications
- Redesigned admissions/recruitment website
- Launched new continuing student reporting for campus-wide usage in the portal
Purpose: To welcome first year students and support their transition to SRU

Impact:
- Changed focus from “your” residence hall students to “our” students
- Move – In day ..... a campus wide affair
- Seamless experience for students
WOW - Weekend of Welcome...

Components (vary from year to year)

Move-in Day (over 500 volunteers)

Welcome Ceremony

Summer Reading

Get Acquainted Activities

Service Component

Week Long Transitional/Fun Activities
FYRST features a host of academic services designed to support the teaching and learning process.
Enrollment Services
Divisional Model for Transition Services for First Year Students

Department of Academic Services
Orientation
FYRST & Exploratory Advising
Learning Community Clusters
Freshman Seminar (FYRST)
Tutoring
College Success Workshops
Academically At-Risk Interventions
Peer Mentoring
New Transfer Student Transition Services

Retention Services
Early Intervention Strategies
Institutional Readmissions
MAPWorks
Warning/Probation Interventions

Services for Students with Disabilities

62+ FYRST Seminar Faculty
Academic Services Department

- Academic Advisement Center
- Academic Advisement Resources
- Advisor Development and Training
- Exploratory (Undeclared) Student Program
- FYRST Seminar Coordination
- Learning Community Cluster Coordination
- Majors & Minors Exploration

First-Year & Transfer Success Program
- Formerly Act 101 & SSSP grants
- Serves First-Generation, Low-Income, and/or Students of Color
Research has found that freshman orientation seminars and learning community cluster programs are effective programming efforts for:

- responding to the academic and social/personal needs of first year students.
- assisting first year students in becoming integrated into an institution’s academic environment.
Faculty Development Needs – Beyond the Professional Development Workshop

- Provide information on course content and process.
- Present materials in a consistent & professional manner.
- Create an environment where materials & information are accessible 24/7/365.
- Provide easily accessible assessment information.
- Build communications streams among the faculty.
- Create an environment where faculty can build and enhance relationships with students.
An Opportunity to Build Partnerships & Collaborations Across Campus

Builds partnerships between academic faculty and student affair & academic affairs professionals.

Volunteer as guest speakers on various topics.

- Library Staff
- Career Services
- Health Services Peer Leaders
- Community Service Learning
- Financial Aid
- Intercultural Programs
- Tutoring/College Success Workshops
- Residence Life – Living/Learning Communities
- Student Leadership
- Student Government Association
- Bridge Program
- Student Organizations
- DARS/Liberal Studies Presentations
- Faculty from Various Departments
Comparison of students enrolled in the cluster experience and students not enrolled:

- Institutional Integration Factors (Pascarella & Terenzini)
  - Peer interactions *
  - Faculty interactions *
- Academic and Intellectual Development
- Institutional and Goal Commitment *
- Faculty Concern for Student Development *
- Academic performance/QPA
- Student persistence
- Credits attempted/earned
- Faculty Qualitative Evaluations
- Peer Assistant Evaluations
- First Year Initiative Student Learning Outcomes Performance
Current Assessment of First Year Initiative Project

### Factor 1: Course Improved Study Strategies

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>Course Improved: Understanding of academic strengths</td>
<td>4.39</td>
<td>4.70</td>
<td>▼</td>
<td>4.85</td>
<td>5.14</td>
<td>4.83</td>
<td>4.82</td>
<td>4.86</td>
<td>4.81</td>
<td>4.73</td>
<td>5.11</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>Q1</td>
</tr>
<tr>
<td>Q2</td>
<td>Course Improved: Taking effective notes in class</td>
<td>4.07</td>
<td>4.60</td>
<td>▼</td>
<td>4.67</td>
<td>4.82</td>
<td>4.99</td>
<td>4.64</td>
<td>4.83</td>
<td>4.78</td>
<td>4.71</td>
<td>4.49</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>Q16</td>
</tr>
<tr>
<td>Q3</td>
<td>Course Improved: The ability to find items through the library</td>
<td>4.40</td>
<td>4.26</td>
<td>ND</td>
<td>4.67</td>
<td>4.39</td>
<td>4.72</td>
<td>4.85</td>
<td>4.89</td>
<td>4.75</td>
<td>4.66</td>
<td>4.67</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>Q3</td>
</tr>
<tr>
<td>Q4</td>
<td>Course Improved: Test preparation skills</td>
<td>4.32</td>
<td>4.57</td>
<td>ND</td>
<td>4.28</td>
<td>4.62</td>
<td>4.62</td>
<td>4.39</td>
<td>4.51</td>
<td>4.46</td>
<td>4.51</td>
<td>4.52</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>Q2</td>
</tr>
<tr>
<td>Q5</td>
<td>Course Improved: Coping with test anxiety</td>
<td>4.37</td>
<td>4.43</td>
<td>ND</td>
<td>4.36</td>
<td>4.62</td>
<td>4.56</td>
<td>4.38</td>
<td>4.43</td>
<td>4.39</td>
<td>4.35</td>
<td>4.56</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>Q17</td>
</tr>
<tr>
<td>Q6</td>
<td>Course Improved: Studying with other students</td>
<td>4.53</td>
<td>4.42</td>
<td>ND</td>
<td>4.47</td>
<td>4.7</td>
<td>4.47</td>
<td>4.35</td>
<td>4.34</td>
<td>4.18</td>
<td>4.16</td>
<td>4.2</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>Q15</td>
</tr>
<tr>
<td>Q7</td>
<td>Course Improved: Reviewing class notes before the next class meeting</td>
<td>4.22</td>
<td>4.18</td>
<td>ND</td>
<td>4.14</td>
<td>4.39</td>
<td>4.35</td>
<td>4.11</td>
<td>4.24</td>
<td>4.17</td>
<td>4.19</td>
<td>4.19</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>Q13</td>
</tr>
</tbody>
</table>

### Factor 2: Course Improved Academic/Cognitive Skills

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Q6</td>
<td>Course Improved: Decision-making skills</td>
<td>4.05</td>
<td>4.72</td>
<td>ND</td>
<td>4.66</td>
<td>5.01</td>
<td>4.81</td>
<td>4.73</td>
<td>4.76</td>
<td>4.78</td>
<td>4.65</td>
<td>4.61</td>
<td>5.08</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
</tr>
<tr>
<td>Q7</td>
<td>Course Improved: Reading skills</td>
<td>3.83</td>
<td>3.74</td>
<td>ND</td>
<td>3.76</td>
<td>4.02</td>
<td>3.94</td>
<td>3.81</td>
<td>3.81</td>
<td>3.81</td>
<td>3.8</td>
<td>3.9</td>
<td>4.37</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
</tr>
<tr>
<td>Q4</td>
<td>Course Improved: Writing skills</td>
<td>3.91</td>
<td>3.77</td>
<td>ND</td>
<td>3.87</td>
<td>4.11</td>
<td>4.04</td>
<td>4.04</td>
<td>4.01</td>
<td>3.94</td>
<td>3.91</td>
<td>3.84</td>
<td>4.32</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
</tr>
<tr>
<td>Q8</td>
<td>Course Improved: Oral presentation skills</td>
<td>4.09</td>
<td>3.92</td>
<td>ND</td>
<td>3.95</td>
<td>4.16</td>
<td>3.73</td>
<td>3.92</td>
<td>3.95</td>
<td>3.92</td>
<td>3.72</td>
<td>3.76</td>
<td>4.48</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
</tr>
<tr>
<td>Q7</td>
<td>Course Improved: Computer skills</td>
<td>3.74</td>
<td>3.80</td>
<td>ND</td>
<td>3.63</td>
<td>3.88</td>
<td>3.67</td>
<td>4.04</td>
<td>3.93</td>
<td>3.82</td>
<td>3.96</td>
<td>3.71</td>
<td>4.03</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
<td>▼</td>
</tr>
</tbody>
</table>

**Level of Statistical Significance**
- ****: p < .05; ND: There is no statistical difference between these means
- ****: p < .001; ****: p < .01; *p < .05; no diff: There is no statistical difference between these means
- SRU has a statistically lower mean than the mean of the comparative group
- SRU has a statistically higher mean than the mean of the comparative group

*NOTE: Weighted Mean and Standard Deviation is calculated without SRU’s data included.*
Tutoring Services

**Tutorial Center**
- Free peer tutoring is available in over 90 introductory-level classes
- Staff of nearly 80 peer tutors must maintain at least 3.0 GPA, provide faculty recommendations, and attend training.
- The Tutorial Center is in Bailey Library - Room 106.
- During 2011-2012, the Tutorial Center processed 2,000 tutorial requests and served 1,700 individuals.
- Nearly 40% of requests were from first-year students.
- Ten classes typically account for about 50% of all tutorial requests.
- About 65% of tutorial requests are in mathematics and the natural sciences.
- The Tutorial Center is one of the larger employers of students on campus.

**Group Tutoring**
- Group tutoring is linked directly with specific classes to foster study skills and content knowledge acquisition.
- High-demand topics are targeted such as accounting, chemistry, calculus, and geology.
- Group tutors offer 2 to 3 organized review sessions per week.

**College Skills Workshops**
- Interactive workshops are offered on topics including time management, note-taking & texts, memory & active learning, and test preparation.
<table>
<thead>
<tr>
<th>Intervention</th>
<th>Timeline</th>
<th>Office Involved</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residence Hall Bed Check</td>
<td>Within first 15 days</td>
<td>Residence Life</td>
<td>Able to finalize headcount to determine who is here. Card swipe access.</td>
</tr>
<tr>
<td>Active ID Meal plan usage</td>
<td>Within first 15 days</td>
<td>ID Office</td>
<td>To determine who is eating in the cafeteria, who is eating in their suite, or who is not eating at all. Food purchases.</td>
</tr>
<tr>
<td>FYRST Seminar Presentations</td>
<td>September/October</td>
<td>Tutoring Center</td>
<td>Information on the services offered by Retention Services, tutoring center, college workshops. Policy, procedures EXPECTATIONS.</td>
</tr>
<tr>
<td>MAP-Works</td>
<td>Mid-September through November</td>
<td>FYRST Seminar Instructor, Student Advisor, Coaches, Financial Aid, Residence Life, Academic Services, Multicultural Development, Center for Student Leadership, Student Conduct and Interventions</td>
<td>Early intervention with students who are at risk within the first six weeks of the semester. (Emails, office appointments, room checks by CA’s, faculty feedback.)</td>
</tr>
</tbody>
</table>
## Retention Services Interventions

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Timeline</th>
<th>Office Involved</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Warning and Probation</td>
<td>On-going</td>
<td>Residence Life Staff, Retention</td>
<td>Assist at-risk students in the Halls. Individual appointments to prepare academic plan.</td>
</tr>
<tr>
<td>Students by Hall</td>
<td></td>
<td>Services</td>
<td></td>
</tr>
<tr>
<td><strong>Mid-term grade review</strong></td>
<td>Mid-October through early November</td>
<td>Retention Services Staff</td>
<td>Strategically planning with students who are struggling academically to improve their grades by the conclusion of the semester. This may include withdrawing from a course which they may be failing. Begin assessing possible suspension outcomes, retention rates and readmission numbers.</td>
</tr>
</tbody>
</table>
| **Registration preparation**         | End of October through first week of classes | Retention Services Staff         | - Work with at-risk students to prepare them for the registration/advising segment.  
- Email students with accounting, parking, or immunization holds.  
- Contact students who are eligible but have yet to register. |
| **Full time scheduling**             | End of pre-registration to first week of classes | Retention Services Staff         | Contact every student who is registered for 11 semester credits or less. Follow up on additional students being added to the cohort for registration/scheduling purposes. |
| **Scheduling**                       | On-going                          | Retention Services, Academic Advisement | Newsletter articles specifically geared to this topic and making appointments with at-risk students to determine if they are to successfully complete the semester. |
| **Final Examination Prep**           | Beginning of December             | Retention Services Staff         | Check suspension list for possible readmissions. |
| **Suspension Check**                 | After Fall grades are posted      | Retention Services               |                                                                         |
I’m thinking about transferring
I’m really homesick
I don’t think I can afford college
I’m struggling in my math class
VP Student Life
Residence Life Staff
Academic Advisor
Academic Department Chairs
My roommate and I argue all the time
MAP-Works Process

- Expectations
- Behaviors

Transition Survey

- Social Norming
- Expectations
- Campus Resources

3rd Week

Data Transfer

- Student Profile
- Institution Profile
- Campus Resources

Student Report

- Student Summary
- Scan Students

Faculty/Staff Reporting

4th - 5th Week

Support / Intervention

Campus Resources
Office of Career Education & Development
- Early engagement focus at orientation
- Added to WOW!
- Increased FYRSTs from 16 to >40
- Use MAPWorks to filter on career anxiety
- % of first year visits up 3% in 2011 (from 7% to 10%)
  - 2012 numbers will not be available until June
Required testing for teacher certification has evolved from paper testing to computer testing. In March, 2012, SRU’s McKay Testing Center, directed by the Office of Career Education and Development, opened for business. The Center delivers PECT and Praxis computer tests.

The new PECT tests are offered only as computer tests. All bachelor degree education majors will be required to take at least 3 PECT tests. SRU is one of ten centers in Western PA. The others: Clarion; Meadville; Pittsburgh (4); IUP; Erie (2).

The new Praxis 4-8 Middle Level tests are offered only as computer tests. Praxis II exams are offered as computer and paper delivered tests. SRU remains a paper test center with tests administered six Saturdays per year. ETS may eliminate all paper testing within the next few years.

SRU is one of eight centers in the area. The others: Pittsburgh (4); IUP; Erie; Niles, OH.
Room 215, McKay
- Operated by Career Education and Development
- Opened March 2012

Delivers PECT and Praxis tests

All PECT tests are available only as computer tests

Praxis is moving to computer tests; the new Praxis middle level tests are only available on computer

SRU is 1 of 10 PECT testing centers in the area
- Clarion, Meadville, Pittsburgh (4), IUP, Erie (2)

SRU is 1 of 8 Praxis testing centers in the area
- Pittsburgh (4), Niles OH, IUP, Erie

Administrations through February
- Praxis 553
- PECT 244
Purpose: To welcome first year students and support their transition to SRU

Impact: 
Changed focus from “your” residence hall students to “our” students

Move – In day ..... a campus wide affair

Seamless experience for students
Components (vary from year to year)

Move-in Day (over 500 volunteers)

Welcome Ceremony

Summer Reading

Get Acquainted Activities

Service Component

Week Long Transitional/Fun Activities
### Student Affairs Initiatives

<table>
<thead>
<tr>
<th>Year</th>
<th>Initiative</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>Residence Hall Staff Early Alert Reports on Potential Withdrawals</td>
</tr>
<tr>
<td></td>
<td>Students of Concern Meetings</td>
</tr>
<tr>
<td>2001</td>
<td>Jumpstart Program Initiated</td>
</tr>
<tr>
<td>2002</td>
<td>Center for Student Involvement &amp; Leadership (CSIL) Developed</td>
</tr>
<tr>
<td>2003</td>
<td>Groundbreaking for New Residential Suites Phase 1</td>
</tr>
<tr>
<td>2004</td>
<td>Phase 2 of Residential Suites Opens MAP Works initiated in residence halls</td>
</tr>
<tr>
<td>2005</td>
<td></td>
</tr>
</tbody>
</table>
Student Affairs Initiatives

- Diversity Initiatives “RESPECT”
- LGBT Resource Center Created
- New Student Center Ground Breaking
- The Dr. James MacFarland Recreational Complex “The MAC” Opens
- Robert M. Smith Student Center Opens

- Service and Service Learning Programs Move to Student Affairs
- Boozel Dining Hall Renovated
- Weisenfluh Dining Hall Renovated
- Behavioral Intervention Team (BIT) Developed
- High Impact Practices Tied to Learning Outcomes & Assessment
## Where we were...

<table>
<thead>
<tr>
<th>Pre-2007</th>
<th>2007</th>
<th>2009</th>
<th>2012-2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Center for Student Leadership Created</td>
<td>• Compass Leadership Program Launched</td>
<td>• Community Service Programs transferred to CSIL</td>
<td>• Attended high impact practices conference</td>
</tr>
<tr>
<td>• Orientation Partnership</td>
<td>• Partnership with FYRST</td>
<td>• Service Learning Programs transferred to CSIL</td>
<td>• Refocus efforts on SRU SEM model</td>
</tr>
<tr>
<td>• Coordinator of Student Transitions</td>
<td>• FLSP Program Size Increased</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Green &amp; White Society formed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Where we are...

**Involvement**
- Clubs
- Greeks
- School Spirit

**Service**
- Community Service
- Service Learning

**Leadership**
- Compass Leadership
  - First Year Leader Program
  - Club Management Series
Where we are going...

- Utilize best practice assessment techniques to improve programs and services
  - Learning Reconsidered
  - Learning Reconsidered 2
  - Strategic Trends/Learning Outcomes
  - High Impact Practices
- Meet the goals set in the Community Engagement Performance Indicator
  - A measure of students involved in community service programs
Where we were…

- Office established as Minority Affairs in 1989
  - Support African American students
  - Advise minority student programming
    - Black Action Society

- Jump Start Program established 2002
  - Academic support for URM Board of Governor recipients
  - Participant numbers started at 43 and averaged ~65
Multicultural Development....

Where we are...

- Office name changed from OIP (Office of Intercultural Programs) to OMP (Multicultural Programs) to OMD Multicultural Development
  - Significance of campus-wide diversity initiatives
  - Developmental approach to multiculturalism
- Jump Start Program
  - Expanded to include a more diverse population (FGLISC) as well as BOG recipients
  - Peer Mentors- diverse cultures and majors
  - Study tables were added to improve study skills/habits
Multicultural Development....

Where we are going...

- Increase campus-wide diversity initiatives through campus collaborations
- Jump Start Program
  - Continue to support first year URMs
  - Provide group activities for upper-class Jump Start participants to help improve retention of URMs throughout their matriculation
  - Provide collaborative training of peer mentors for recruitment purposes
### Timeline of Physical Changes on Campus

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
</tr>
</thead>
</table>
| 2000 | New Recreation Center Opens  
      | Classroom Renovations  
      | Technology Updates in classrooms  
      | Technology Updates in Residence Halls |
| 2001 | New Physical Therapy Building Opens  
      | Classroom Renovations  
      | Technology Updates in classrooms  
      | New One Stop Welcome Center for Undergraduate and Graduate Admissions |
| 2002 | Construction of New Science & Technology Building  
      | Construction of New Residence Halls  
      | Approval of New Union  
      | Planning of New University Entry |
| 2003 | Classroom Renovations  
      | Technology Updates in classrooms  
      | Technology Updates in Residence Halls |
| 2004 |  |
| 2005 |  |
| 2006 |  |
| 2007 |  |
| 2008 | Regional Learning Alliance Opens with 12 Higher Education Partners/Workforce Development  
      | New student walkway connecting both lower and upper campus – symbolic of student learning experiences |
Timeline of Physical Changes on Campus

- **2009**
  - Advanced Science & Technology BLDG opens
  - Eisenburg BISS renovations
  - McKay Educ BLDG Renovations

- **2010**
  - New Art Bldg for Sculpture and Metal Arts

- **2011**
  - Vincent Science Hall Renovation Completed
  - Library Technology Assistance Center Completed

- **2012**
  - Weisenflu Dining Hall Renovation Completed
  - New Student Center Opening
  - Plans underway for Fine and Performing Arts Center
Sustainable Enrollment Outcomes

- Institutional Strategic Plan
- Key Enrollment Indicators
- Data Collection and Analysis
- Strategic Enrollment Goals
- Campus Infrastructure
- Strategies
- Tactics
Cluster in groups with individuals that you don’t’ work with daily

Rose, Bud, Thorn Exercise

- **Rose** – Activities, services, programs, processes that are going well as related to managing enrollment
- **Bud** – Activities, services, programs, and processes that could be roses with just some improvements, changes, or adjustments.
- **Thorns** – What is not going well as it related to managing enrollment?

Cluster similar activities, services, programs, processes, or general responses.

Group Review of Responses
Stay the course....

Stay focused on what is important-
- How will the institution’s mission and vision will be fulfilled?

Focus on indicators of success or failure-
- Pay attention to the indicators that were used to argue for the strategy.

Review the issues-
- What issues helped form the initial strategies to respond to changing conditions

Stay fresh-
- Build energy and enthusiasm for continuing the strategies that produce results for identifying new strategies to replace those that are not effective.
Improving Collaboration, Partnerships, and Alliances

Effective Use of Data and Analytics and Assessments
- Process of coming to an optimal decision based on existing data
- Accomplished through the process of gathering and storing data, employing data-mining tools to retrieve it in a form that can be turned into information for making decisions
- By answering the key questions, an organization can project with precision those practices that can most positively affect the organization’s success.
Continuing the Process

Although it is true that the SEM plan’s success will be measured by its implementation and resultant outcomes, it also is true that the process helps bring people together to consider objectives and strategies that are key to institutional viability.

(Bryson, 1995)
What are the fundamental lessons learned?

Five Key Factors to Enrollment Success at the Rock…

- Having unmistakable commitment from the top and developing multiple leadership levels across the campus
- Getting the right people on the bus, fill the tank with gas (resources & support), and let them go (freedom to be creative in an environment conducive to risk-taking)
- Establishing and striving for a fully integrated campus involvement in these efforts and create opportunities for collaborations, partnerships, and alliances (faculty, academic affairs, student life, facilities, finance, etc)
- Making meaningful and purposeful data-based decision-making and developing a plan of action within a team-oriented approach
- Doing something! NOW! Not waiting to develop the perfect plan before acting.
Insanity is defined as...

Doing the same things tomorrow that we do today and expecting different results.

Our focus will need to be...
Strategic....Purposeful...Intentional....
Planning with Implementation in Mind

“Make strategic changes based on quantitative and qualitative assessment and research”.....

“If it moves, measure it.....
Where do we go from here?

What kind of follow-up would you like to see at the end of this workshop?
Rose, Bud, Thorn Exercise – Related to Enrollment Management

- Cluster in groups with individuals that you don’t’ work with daily
- Rose, Bud, Thorn Exercise
  - **Rose** – Activities, services, programs, processes that are going well as related to managing enrollment
  - **Bud** – Activities, services, programs, and processes that could be roses with just some improvements, changes, or adjustments.
  - **Thorns** – What is not going well as it related to managing enrollment?

- Cluster similar activities, services, programs, processes, or general responses.

- Group Review of Responses