




**Enrollment Management**  
**West Chester University**

**New Faculty Orientation**  
**Summer 2021**

- ▶ **Ms. Sarah Freed**
  - ▶ Assistant Vice President for University Admissions
- ▶ **Dr. Vanessa Kahen Johnson**
  - ▶ Interim Dean of The Graduate School
- ▶ **Mr. Joseph Santivaschi**
  - ▶ Associate Vice President



**Today's  
presenters  
include:**



# Higher Education Landscape Today

# COVID-19 Impacts

Remote  
Learning  
Concerns

In Person  
Health  
Concerns

Impacts of  
Unemployment

International  
Students

Virtual  
Admissions and  
Orientation

# WCU Enrollment Trends



WCU total enrollment increased 10%  
between 2013 and 2018



PASSHE total enrollment  
decreased 13% during  
same time period.

WCU increase was  
216 students

## Undergraduate Admissions

Sarah L. Freed

Assistant Vice President of Admissions

► Location: 100 W. Rosedale Avenue (at the corner of Church Street and Rosedale Avenue) & 6<sup>th</sup> Fl of Wayne Hall

► Our Team: Leadership, Assistant Directors of Admissions, Administrative Assistants, Clerical Staff and Customer Service Agents - visit [Meet Your Admissions Counselor](#) to learn more about our team!

► We serve: First Year Students, Transfer Students and Undergraduate Non-Degree Students

\*Readmits are handled by the Registrar's Office

# Undergraduate Admissions

# First Year Admissions

Decisions are released between October-August

2550-2600 FY will enroll for Fall 2021

Typically students are admitted into their first choice

FY students are blocked scheduled for the their first semester

WCU is Test Optional



# Transfer Admissions

TR DECISIONS ARE  
RELEASED YEAR  
LONG

FALL 2021 TR  
COHORT = 1250

TRANSFER CREDIT  
EVALUATIONS ARE  
CONDUCTED BY THE  
REGISTRAR'S OFFICE

TRANSFER  
STUDENTS ARE  
SCHEDULED BY A  
FACULTY ADVISOR

# Introduction to the Graduate School (TGS) at WCU

Vanessa Kahen Johnson, Ph.D.  
Interim Dean of the Graduate School

[vjohnson@wcupa.edu](mailto:vjohnson@wcupa.edu)

610-436-2749

# Who are our graduate students?

- ▶ Over 80 degree options,
- ▶ Mostly Master's degree students
- ▶ Work during the day
- ▶ Focused on career development
- ▶ What does this mean for teaching?
  - ▶ Applied opportunities that make work difficult is often a deal-breaker
  - ▶ They have balance in their lives - not just focused on school
  - ▶ Often is helpful to go the extra step in making our material feel functional to them in some way

# What is a Graduate Student Assistant (GA) at WCU?

- ▶ What can they be used for?
  - ▶ Assist with research, project management etc. They are not teaching assistants and can not grade, teach class, etc.
- ▶ What is in it for them?
  - ▶ Learning experience for them - high-impact practice; tuition remission and stipend
- ▶ How do I get one?
  - ▶ Deans distribute GAs among departments and should be used for recruitment and retention; can be purchased using other funds (e.g., grant funds)

# The Graduate School at WCU

## TGS Mission

- To maximize student success by providing access to programs and services for graduate students of all racial, cultural, and ethnic backgrounds and fostering quality in graduate education.

## TGS Goals

- ▶ Facilitating the development of new and existing programs
- ▶ Recruiting, retaining, and graduating students
- ▶ Nurturing the diversity and collegiality of graduate programs
- ▶ Distributing resources strategically and equitably
- ▶ Encouraging and supporting scholarship and creative activity
- ▶ Working with Graduate Council and the Curriculum and Policies Committee to establish and implement university graduate policies, standards, and procedures that define best practices for graduate programs

# People you need to know:

## 610-436-2943

### Recruitment/ Applications/Admissions

- ▶ Alana Luttermoser
- ▶ Rob Marco
- ▶ Rachel Kehl
- ▶ Kathy Pawlowski
- ▶ Helene McCaughern
- ▶ College Recruiters (Jeanean, Lillian, K, Evan, Natalie and Kelly)

### Graduate Assistants/ Student Records

- ▶ Dawn Renta
- ▶ Jill Sweeney
- ▶ Cindy Stell

# Getting to know you:



**McKelvie Hall**

**Sykes Student Union**



Vanessa Kahen Johnson, Ph.D.  
Interim Dean of the Graduate School  
[vjohnson@wcupa.edu](mailto:vjohnson@wcupa.edu)  
610-436-2749



Joseph Santivasci  
Sr. Associate Vice President of Financial Aid and Campuses



# Financial Aid

Located on the ground level of 25 University Ave.

Phone: 610-436-2627

Email: [Finaid@wcupa.edu](mailto:Finaid@wcupa.edu)

<https://www.wcupa.edu/finaid>

## Fall/Spring Hours:

- ▶ Monday, Tuesday, Thursday, Friday: 8:00am-4:30pm
- ▶ Wednesday: 9:00am-4:30pm

## Summer Hours:

- ▶ Monday, Tuesday, Thursday, Friday: 8:00am-4:00pm
- ▶ Wednesday: 9:00am-4:00pm

# Mission and Culture

## Financial Aid Office Mission

- ▶ The Financial Aid Office is a community of educators that supports the recruitment, retention, and student success efforts of the University's diverse undergraduate and graduate student population by helping students and their influencers seek, obtain, and make the best use of all financial resources.

## We are committed to:

- ▶ Creating a student-focused culture of care in the awareness and delivery of financial resources so that students can focus on their academic success by reducing financial barriers.
- ▶ Providing high-quality and innovative service, including the effective use of technology, data, and trends for the offering of financial resources and interactions with our students, their influencers, and the community.
- ▶ Championing campus-wide communication and collaboration while respecting the needs, values, and diversity of our students, influencers, and colleagues.

# A True Partnership in our Culture of Support to Students

- ▶ Feel free to reach out to us regarding any financial issues our students might be facing (warm hand-off)
- ▶ Please be aware of our resources:
  - ▶ [faTV](#) and Ask Rammy (WCU's first chatbot!)
  - ▶ [Scholarship](#) search tools
  - ▶ A dedicated site to [Financial Literacy](#) (#WCUFinLit)
  - ▶ Elm Select--[Private Student Loan Comparison Tool](#)
  - ▶ [Student Employment](#)

Point of Contact in the Office:

Mrs. Tori Nuccio

[TNuccio@wcupa.edu](mailto:TNuccio@wcupa.edu)

Ext. 1058

# Impacts on Student Financial Aid

- ▶ Student Withdrawing from Class/Semester
  - ▶ Impact on financial aid - Federal and State
- ▶ Change of enrollment status
  - ▶ Add/Drop classes - full time vs half time
  - ▶ Graduation - if graduating early or pushing it back a term or two
- ▶ Financial Crisis

*Students should contact Financial Aid to discuss the impact before withdrawing or changing enrollment status. Also, if you hear of students experiencing financial difficulties please have them contact Financial Aid.*

# Financial Aid Disbursed 2020-2021 Totals

- ▶ Federal Aid
  - ▶ Pell Grant: \$17,732,682 (based on EFC)
  - ▶ SEOG: \$614,671 (WCU has discretion to award)
  - ▶ Federal Work Study: \$681,758
- ▶ Pennsylvania Aid
  - ▶ PHEAA Grant: \$9,745,566
- ▶ Institutional Aid
  - ▶ Merit: \$3,389,106
  - ▶ Grant: \$3,000,853

## ▶ West Chester University in Philadelphia

- ▶ Located on the concourse level of the Lits Building at 8<sup>th</sup> & Market
- ▶ Fall 2013 - Enrolled first cohort
  - ▶ Increase educational opportunities and access to an affordable education within the Philadelphia region
  - ▶ Meeting the need of working adults with a convenient location and flexible offerings
  - ▶ Strengthening strategic partnerships - i.e. Community College of Philadelphia
- ▶ WCU Programs
  - ▶ Graduate: Master of Social Work; Master of Science in Transformative Education; and NEW for Fall 2021, the Master of Public Administration
  - ▶ Undergraduate (Degree-completion): Bachelor of Social Work; Bachelor of Science in Management; RN-BSN (Online)



## ► Facilities and Services

- 26,000 sq ft of Academic and Administrative space
  - 15 Classrooms -two that are setup for full videoconferencing
  - Conference room
  - 20+ Offices for faculty and staff
  - Student Lounge with computers, vending machine, water, and microwave for students to eat/study/collaborate
  - Gender neutral bathroom
  - Lactation room - model space for main campus design
- Services for Student Success
  - Student Success Center - tutoring, library resources, resume writing
  - Counselor on-site two days per week for students
  - Student Service Concierge to assist students and connect with main campus
  - Open Computer lab and loaner laptops
  - Student Engagement committee comprised of faculty, staff, and students



## ▶ WCU @ Delaware County Community College (DCCC)

- ▶ On-site at the DCCC Marple Township campus
- ▶ Strategic partnership with our top feeder community college
  - ▶ Increase access to an affordable education
  - ▶ Meeting the need of working adults with a convenient location, flexible offerings, and ample parking
  - ▶ DCCC has provided classroom and office space for WCU

## ▶ WCU Programs

- ▶ Undergraduate: Bachelor of Science in Management; Online Concurrent RN-BSN (students enrolled in ASN/BSN)
- ▶ Exploring other degree completion programs
- ▶ Fall 2018 was the first cohort of students



# Thank You

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