

Division of Enrollment and Student Development September-October 2019 Updates

COLLABORATIONS¹

- Homecoming and Family Weekend was September 20th and 21st, 2019. The program included events sponsored by Alumni Relations, Athletics, Student Involvement and Leadership Development, New Student and Family Programs, and the Dean of Students Office. Members of the faculty and staff participated in the annual Moonlight Breakfast and Saturday programs (Storytelling and Improv Workshop and Storytelling Hour). A Friday afternoon carnival was coordinated by Student Involvement and Leadership Development and saw over 200 students participating in games, rides, and food trucks. Additionally, Student Development coordinated the first Orientation Leader Reunion at Jack's Abby in Framingham, with the support of Alumni Relations.
- Vice President's office is working with Chief Counsel, Dean of Students Office, SILD, International Education, and Faculty to develop updates on travel policies for student trips.
- Vice President's office held the 11th Annual College Readiness for Parents on October 17 with over 50 people in attendance. The event was also translated into Portuguese.
- Admissions worked with Vice President's office, Career Services and Employee Relations, Academic Affairs, Financial Aid, and the College Planning Collaborative for the 2nd annual Join the Herd Junior Campus day. We hosted 16 high school juniors and their families for the day. The program included a financial aid presentation, student panel, mock classroom and a presentation on the return on investment.
- Vice President's Office worked with members of the Enrollment Data team to develop presentation on Enrollment at the All-University Committee on October 19. (included in packet)
- Financial Aid worked with Chris Gregory, Director of Advising, and LaDonna Bridges, Director of CASA, to create academic plans and obtain agreements for 85 students on Satisfactory Academic Progress probation. Also worked with Lauren Keville, Director of Student Retention and Graduation Success, to flag a small number of students in Starfish who had not yet agreed to their academic plans. This is an experiment to see if flagging students in this way can help improve response time from students, by allowing their campus networks to nudge them.
- SSC staff are working with Lauren Keville to set up a potential kiosk system for organizing and recording visitors to the SSC.
- Financial Aid provided billing and financial aid data to Lauren Keville on returning students that registered late for fall 2019. Lauren will use this data to find ways she can nudge students to resolve issues and register earlier in future semesters.
- The Graduate Admissions Office, Admissions Processing, Education Department and Registrar's Office collaborated to begin the framework of implementing a DegreeWorks module for Post-Baccalaureate Teacher Licensure and M.Ed. in Secondary Education programs.
- In collaboration with The Advising Center and Registrar's Office, the Web Team launched the new Program Pathways project on 10/25/19. The new Explore Programs page gives students the opportunity to browse all types of Framingham State's academic programs (undergraduate, graduate, certificates, minors, etc.) based on general interests or career aspirations. The new

¹ Student Development had so many collaborations that I have included their work in a "collaboration" section at the beginning of their section.

layout aims to provide students with a clear “pathway” to their goal major or career by depicting how one might combine majors and minors, or potentially continue their education through a 4+1 or graduate degree program.

ENROLLMENT MANAGEMENT

Enrollment Strategy Work

- EAB Financial Aid Optimization (financial aid leveraging) consultant on-campus presentation to Financial Aid Planning Group on October 23, 2019. EAB consultants will return to campus on November 22 to present to the Enrollment Planning Group.
- EAB Pipeline Analytics (predictive model) testing is currently underway. Model should be ready by end of fall semester.
- Eduventures 2019 Survey of Accepted Students (SAS) delivered to FSU. Inquiry names were shared to participate in the 2019 Survey of Prospective Students. Multiple research items (e.g., international recruitment, 4 credit course delivery systems at regional public universities, WICHE forecasts in relation to state data) discussed with Client Research Analyst.
- At its 2019 National Conference in Louisville (Dean of Enrollment was in attendance), the National Association for College Admission Counseling (NACAC) Assembly voted to remove three provisions from the association’s Code of Ethics and Professional Practice (CEPP) that the US Department of Justice (DOJ) believes inhibit, to some extent, competition among colleges for students. The three provisions address offering exclusive incentives for Early Decision, recruiting first-year undergraduates who have committed elsewhere, and recruiting transfer students.

Admissions

Undergraduate:

- Infused text messaging to our recruitment plans for this fall
- Fall 2019 travel season is in full swing. The Admissions Team has been visiting high schools and community colleges within the commonwealth and out-of-state since the beginning of September and will continue through the month of November
- Student callers have begun calling prospective applicants regarding their application
- Partnering with MassBay Community College with On the Spot Decision Days with local area high schools
- As of 10/30/19 Freshmen fall 2020 applications are running 3% over last year

Graduate:

- The Department of Elementary and Secondary Education changed their licensure tracks in English and History from two tracks (grades 5-8 and 8-12) to one track (grades 5-12). Therefore, Framingham State Graduate Admissions had to change their application process based on the recommendation of the Education Department and Registrar’s Office to track individual licensure tracks opposed to program enrollment. By tracking the separate licensure tracks, Enrollment will be able to report out to the Education Department and Registrar’s Office on individual licensure applications and adhere to the

Council for the Accreditations of Educator Preparation (CAEP) standards that are required for accreditation.

- We created enrollment targets for the 2020 academic year per program and an overall enrollment target for the calendar year. This assessment was based on the past three-year enrollment comparisons per program.

Financial Aid

- Financial Aid staff helped organize and participated in a meeting for new students who were previously in foster care. The meeting is designed to introduce the students to resources on campus and hopefully set them up for future success here.
- The annual NCAA Financial Aid Report and U.S. Department of Education FISAP report were completed and submitted in September.
- The Financial Aid Director worked with a representative from the U.S. Department of Education to improve and publish our policies on Satisfactory Academic Progress and the Return of Title IV Funds.
- Fall financial aid disbursements began in October and will be ongoing throughout the semester.
- We implemented a Chatbot by Ocelot (which also provides our FATV videos) to answer student questions on our website about financial aid and student accounts on a 24/7 basis.
- Staff members attended the MASFAA Financial Wellness Seminar and a Webinar on Best Practices for Financial Literacy Programming and Debt Letters.
- Two PowerFAIDS upgrades have been completed which create the 2020-2021 award year, and we have begun setting up the new year to begin the process of loading 2020-2021 FAFSAs.

Processing and Operations

- Along with Wing Press' mailings recruitment materials including viewbooks and the post card series have begun to go out to Spring and Fall 2020 prospects, inquiries, and applicants. These mailings are also followed up by email and text messaging with both general branding and specific calls to action for their appropriate next step.
- Travel recruitment inquiries are streaming in and being processed for follow by mail and email.
- Common Application and Slate First Year, Transfer, Continuing Education, PBTL, and Graduate applications and materials for 2020 are also ramping up, especially ahead of the November 15th Early Action deadline for First Year applicants.

MARKETING

Marketing Campaigns

- We are running numerous marketing campaigns targeting prospective undergraduate students and families, graduate and continuing education students. We are utilizing various advertising channels which include: Google, Facebook, SnapChat, Instagram, LinkedIn, Pinterest, retargeting, geofencing, OTT, pre-roll video, Cable TV, Pandora and terrestrial radio.

Video Projects

- A Homecoming video was produced in late September which highlighted the football game, students, families and alumni. Our video was shared over social media and uploaded to our FSU

YouTube Channel and has received almost 200 views in just a month. Here is a link to the video: <https://www.youtube.com/watch?v=vhXyQr8Axc0>

- In October, the Marketing Department in collaboration with the College of Education, produced a video featuring the undergraduate Education program. The purpose of the video is to promote the program by providing testimonials of current students and alumni. The video also features interviews with the program coordinator and faculty members. The video is in the final editing stage and we plan to have it on our framingham.edu website this month.

TV Advertising

We launched a Cable TV campaign which ran from Oct. 7th through Nov. 3rd. Our goal for this campaign was to increase brand awareness and bring traffic to framingham.edu. While we can't attribute this campaign directly to website traffic, we did see a spike in traffic to framingham.edu on the day it launched (Oct. 7th) with an 88% increase in new visitors, compared to the previous year.

WGBH Radio - Graduate Programs

We ran a branding campaign on WGBH radio to promote FSU Graduate programs. Our message was on the air from Oct. 14 through Nov. 17. Here is a link to the audio file:

[Music\Framingham_GraduateV3_GN10859_100319.wav](#)

WBUR Radio - Danforth Museum

In October, the Marketing Department ran a radio campaign on WBUR to promote a new exhibit at the Danforth Museum and further brand the museum as part of Framingham State University. Here is a link to the audio file:



DANFORTH3817A.wav

Cinema Advertising

One of the busiest times for any cinema is the period before Thanksgiving through New Year's. To take advantage of the larger audiences, we are currently advertising on the movie screens in Framingham and at the Solomon Pond Mall. The campaign started in October and will run through the first week of January. Our commercial will play across 31 screens with a combined monthly attendance at the cinemas averaging 97,000 people.

Signage

- To boost FSU's visibility and brand awareness, we continue to have FUS signage in key locations. We again secured a large lighted board outside of Wegman's at the Natick Mall. This prime location is an excellent way to promote Framingham State and the Graduate programs.
- We also have signage promoting FSU on ice rink dasher boards in Marlboro, Natick, Worcester, Burlington, Franklin and West Roxbury.

Website Section Redesigns

- The Web Team also launched redesigns of three key sections of the website: About FSU, Residence Life, and The Advising Center.

- The new About FSU page centers on the University's motto of "Live to the Truth" and highlights many of the statistics and selling points featured in the Admissions Viewbook, along with our commercial and aerial campus video. The page link is www.framingham.edu/about-fsu/.
- The Residence Life website was completely overhauled in order to streamline navigation and market the benefits of living on campus. The redesign also includes a new webpage that markets housing to MassBay students.
- The new Advising Center landing page intentionally incorporates imagery that gives a sense of helping students seek help and succeed, and also includes a prominent link to placement testing information.

Website Data Points

Framingham.edu saw a substantial growth in visitors to the site when during the months of September and October 2019, compared to 2018. There was a 21% increase in total site visitors and 26% increase in new (as opposed to returning) visitors during the two months in 2019, compared to 2018. The change was driven by paid advertising on mediums such as Snapchat, Facebook, and Pandora. Ads on Snapchat alone contributed more than 16,000 clicks to framingham.edu.

OFFICE OF COMMUNICATIONS

Communications/PR/Media Relations

- Completed Fall Alumni Magazine, featuring the Framingham State University Danforth Museum and School. This was a totally new design with enhanced readability. Posted an accessible PDF version on the FSU website. Work is underway on the Spring Alumni Magazine and President's Report.
- Coordinated two major announcements in October: the unveiling of the replica statue of Neil Armstrong's Apollo 11 spacesuit in the McAuliffe Center and the renaming of North Hall in honor of FSU's first African American graduate, Mary Miles Bibb. Both announcements ran across the major Massachusetts newspapers, including the *Boston Globe*. The Bibb announcement was also picked up by the Associated Press and ran nationally in publications such as *US News & World Report* and *USA Today*.
- Helped feature our faculty as expert commentators for three different articles in October in the *MetroWest Daily News*. They included Professor Stephen Lemire speaking about Medicare Advantage Health Care Plans; Professor Robert Awkward providing advice on the Open Enrollment Period; and both Stephen Lemire and Ruth Remington commenting on a story related to the use of technology in elderly healthcare.
- Coordinated communication and promotion of the University's Fall Arts & Ideas events.

Graphic Design Services

- Working with departments and offices on the creation of promotional materials for different events, including (but not limited to): Homecoming and Alumni Weekend, Midday Performances, Professional Development Days, Children's Literature Festival, and Arts and Ideas.
- Helped in the conversion of Admissions documents to get printed in-house through our Print Services Gateway.

- Illustrated a 20'x30' wall graphic of campus for the McCarthy Center.
- Plans are underway to create two new logos for the Chris Walsh Center for Educators and Families of MetroWest, and the Centers for Early Childhood Education. I will also be creating additional promotional materials to advertise these two centers.
- Completed a 14-page guideline document to help Promote Events on Campus.

Social Media

- The FSU Social Media Directory is officially live, as are the other social media sources.
- According to the FSU Web Team, traffic to the University website from social media is up 40% from last year.
- Expanded live coverage of campus events through the use of Instagram Stories
- Social Media Coordinator Chris Casinelli was approved to lead two social media sessions during upcoming professional development days

Print Services

- Continued support of campus departments to reduce overall cost of printing (values as of 10/25/2019):
 - Total Savings of Large Orders since January 2019 (new production color printer installed) = \$39,375
 - Total Savings in FY20 = \$27,310
 - 66% Savings compared to outside vendors
- Working to acquire more types of material to produce more custom items.
- Increased our usage on campus:
 - 556 Wide Format prints from July through September 2019
 - 231,512 Color Impressions from July through September
 - 278,899 Black and White impressions from July through September

OFFICE OF INTERNATIONAL EDUCATION

- Recruiting has begun for teaching summer 2020 in China, and faculty may teach in either Beijing or Shenzhen. We have 11 returnees already committed to teach again.
- Outreach activities to date for office:
 - 40 classroom visits
 - 724 student connections via events on campus
- Students going abroad for January break total 20 (30% identify as students of color)
- Students going abroad for Spring Semester are expected to total 33, with 33% identifying as students of color.
- Students going abroad will be going to 17 different countries on 5 continents with a significant increase in the numbers going to Latin America: 33% of 53 students will study in January or Spring semester in Latin American countries.
- Student meetings/appointments - 260 to date
- Collaborating with Admissions on Liberal Studies recruiting flyer for Bermuda
- Annual Study Abroad Fair was successful with almost 300 students attending

STUDENT DEVELOPMENT

COLLABORATIONS

- Career Services and Employer Relations collaborated with the Advising Center to host the 14 Annual Major Minor Fair. Over 280 students attended resulting in a 31% increase from 2018.
- Career Services and Employer Relations working closely with faculty and staff presented over 70 various impactful career topics this semester through in class or in office information sessions.
- Career Services and Employer Relations collaborated with the Student Development and Admissions office at Join the Herd day and presented “Worth the Investment” to area high school juniors and their care givers. Students especially liked participating in a personality assessment activity and were able to explore what careers and majors at Framingham State matched their assessment results.
- Career Services and Employer Relations, in collaboration with Student Development and Alumni Development colleagues, hosted over 20 employer partners including; The TJX Companies, Inc. BOSE, Ameresco, Natick Labs, MW YMCA, Downtown Framingham, Inc., Avidia, Staples Corporate, Flynn Life Sciences, Fidelity, MEDITECH, and others participated in the Fall Suitable Solutions Mock Interview Day. Forty students practiced their interviewing and networking skills, gained confidence, and received impactful feedback from professionals.
- Counseling Center staff was asked to engage with first-year student around the services of the Counseling Center and assorted mental health topics via the RAMS 101 program. A Counseling Center staff member attended four classes and reached 80 students from 10/2 to 10/23.
- A Counseling Center staff collaborated on a program with the CIE during LatinX Heritage Month around the cross-sectional experience of students identifying as LGBTQ and LatinX.
- The Resource Full Fair, held on 10/30 in the Forum, was spearheaded by the Health Center and Wellness Education and involves collaboration of 5 community organizations and 8 FSU departments and student clubs concerned with health and wellness. There will be many fun and educational activities including massages and Hugo, a therapy pony.
- The Health Center’s Wellness Education Team has collaborated with faculty and has presented Wellness Workshops in RAMS 101 classes as well as other classes as requested by faculty. Topics include resources available for students, stress, sleep, drug and alcohol education.
- A new policy regarding sanctions for drug and alcohol violations is being implemented this fall which requires collaboration between the Offices of Community Standards and the Health Center. All students who violate the policy will be required to attend an educational class on alcohol and marijuana use in addition to a one-on-one session with our coordinator of drug and alcohol education. Classes will be held every other Wednesday evening.
- Residence Life and CASA have collaborated to coordinate outreach efforts to students who may be in need of academic support. Through this proactive initiative 30 students have been identified and received outreach.
- Student Involvement and Leadership Development joined with Career Services & Employer Relations to put on the annual Engagement Fair on September 18, 2019. 29 clubs and 64 employers gathered in the gym to show 730 student attendees various ways to get involved with groups and employment opportunities.
- India J-Term Leadership Program. The Assistant Dean for Campus Engagement coordinated the first India J-Term Retreat on October 26, 2019. The retreat included faculty presentations from Professor Lisa Eck (English) and Professor Vandana Singh (Physics). The retreated was funded through a grant from the University’s Foundation mini-grant program. Participants worked on

projects they will deliver to young children while in India and discussed intercultural competence. To date the program has collected over \$2500 in fundraising, with the support of the Development Office and \$5800 in grant funding. The program is entirely student supported, with no budgeted University funding.

Dean of Students Office

The program previously known as Alternative Spring Break (ASB) has been redesigned and will be called “Explore 2 Serve @ FSU”. The experiential learning program was launched in September and participant selection took place in October. In March, the group will travel to Greenfield, New York’s Ndashinna Education Center. The focus will be on cultural identity, indigenous people, and service to the site. The program includes fundraising and a pre-trip curriculum based upon the relational leadership model. There are 9 student participants, leading the trip are 2 student leaders and the Assistant Dean of Campus Engagement.

Career Services and Employer Relations

- The Suitable Solutions program was awarded a \$7,990 grant from Middlesex Savings Bank to assist with Spring 2020 expenses. In addition, an FSU alumna donated \$1,000 and she will be attending this year’s graduation ceremony on December 5 to watch the graduates receive their graduate certificate.
- The Closet, a resource consisting of free professional clothing for college students, has seen rapid growth in usage during the Fall 2019 semester. With the implementation of targeted marketing techniques on social media, students have been made more aware of this resource, and have begun taking advantage of its benefits. From suits, to jackets, to ties, students have found items that will help them advance in their professional careers. We are in need of more women’s and men’s suits.
- Since July 2019 when we transitioned to the new job and internship recruitment system, Handshake, 2,200 employer partners have posted over 2,800 jobs for students and alumni.

Counseling Center

- Comparing year-to-date figures over the past two years, the Counseling Center has experienced a 34% increase in total number of therapy sessions, a 55% increase in distinct students using our services, and a 138% increase in crisis visits compared to 2017.
- In September and October, the Counseling Center has already coordinated 8 student psychiatric emergency assessments via Advocates Psychiatric Emergency Services or at a hospital setting.

Health Center

- September was a very busy month for the Health Center as visits were up 25% over last September. Students were diagnosed with illnesses we usually see later in the semester such as strep throat, pneumonia and mononucleosis. October has slowed down; visits are now 10% over last year.
- The Health Center has a new nurse practitioner, Lacey Parker, who started 9/30/19 to replace a nurse practitioner who left last March.
- A Health Center staff member attended the MA department of Public Health –sponsored Sylvie Ratelle STD (sexually transmitted disease) Clinical Intensive Course November 4th and 5th. Many of the visits in the Health Center address sexual health and testing/treating STDs.

New Student and Family Programs

- Family programs
 - 45 students and family members attended a brunch for Family and Guests during Homecoming Weekend.
 - Launch of FRAMily to Family Facebook site
 - Fall Newsletter posted on New Student and Family Programs Parents and Families website
- Foundations
 - Overseeing the coordination of 30 Foundations Seminars- staffed by 26 facilitators (made up of faculty and administrators from across campus) and 28 Peer Mentor student leaders.
 - New common syllabus that focuses on community and expectations is being used for the first time.
- Orientation
 - Begun the process to purchase Online Orientation that will be used to provide information about resources, taking care of business prior to the start of the semester and sense of belonging. Vendor will be decided in the coming weeks.

Residence Life and Housing

- So far this year (August 2019-October 2019), the Residence Life and Housing central office has managed 2,612 phone calls and in-person visits. (1,425 calls and 1,187 visits)
- Year to year for the month of October. We had a 45% increase in calls and visits.
 - 364 calls and visits in October, 2018
 - 526 calls and visits in October, 2019
- All available spots in the DHE Housing Pilot program for students with housing insecurities have been filled for the 2019 Fall semester. This includes 3 Framingham State University students and 2 MassBay Community College students.
- Residence Life and Housing has marketed and been able to accommodate 65 resident students who have requested double-as-single rooms during the current semester. This represents a 44% increase over the same period in 2018 when 45 resident students were accommodated.

Student Involvement and Leadership Development

Fall 2019 semester started with 32 recognized clubs. As of October 18, 2019- 9 new clubs recognized. At time of report, we have 41 recognized clubs. Fall of October, we had 39 clubs.

- **There are 11 more interested clubs who have not completed recognition process