KSU Colleagues,

I have worked in higher education, enrollment management specifically, for the past two decades. In each of these 20 years, I have asked myself, “Why do you work in a profession where decisions teenagers make impact your outcomes?” Folks who work in admissions are often fond of saying, “we sleep like babies … we get up every two hours!”

Enrollment is the foundation for an institution’s budget. It is, therefore, imperative that we have a comprehensive Strategic Enrollment Management (SEM) plan. An effective SEM plan looks at enrollment from a holistic perspective in that such a plan includes freshmen, transfer and international students, adult learners and veterans, as well as distance education, regional campus, and graduate students.

An enrollment management adage says that, “It is cheaper to retain a student than it is to recruit a new one.” Thus, it is prudent that an effective SEM plan also account for student retention and graduation rates.

President Lefton made a decision several years ago that Kent State University should begin to shape the freshman class. In order to enhance our academic profile (grade point average and standardized test scores), undergraduate admissions needs to significantly increase the number of applications. In addition, KSU needs to have a competitive merit-based scholarship program. Taking the pathway to strengthen the academic profile will not be an easy task as other universities have aggressive scholarship programs for high ability students. Given the latest changes from the Ohio Board of Regents regarding state subsidy tied to retention and completion rates, KSU will need to double down its efforts to improve the academic profile.

I am pleased to say that KSU is well on its way to meeting its enrollment goals as the University attracted record numbers of applications during each of the past three years. However, a significant component of the University’s long-term success in this area will be based on your participation as a faculty or staff member to ‘go above and beyond’ in helping us to meet established enrollment goals. Your continued commitment to working closely with prospective students and their parents will be imperative in this process. I believe KSU is a worthwhile investment for families to make. We just need to be able to consistently and effectively share why KSU should be a student’s first choice.

I am always open to hearing your ideas related to enrollment. Please feel free to share them with me at tgarcia5@kent.edu.

Sincerely,

T. David Garcia
Associate Vice President for Enrollment Management

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The Admissions Office welcomed 4,076 new freshmen to the Kent State community for Fall 2012, the second largest Kent Campus freshman class in the University’s 102-year history. The fall 2012 class had the highest academic profile with a 3.27 mean grade point average and 22.59 mean ACT.

New freshman applications reached a record high of more than 21,700 for fall 2012, a 39% increase since fall 2010. Over the past three years, Admissions has placed a greater emphasis on ‘shaping the class’ and bringing more academically-talented students to Kent State University. It is widely recognized that students who have a strong preparation in high school are better prepared to succeed in college.

The Admissions’ recruitment plan includes a comprehensive communication strategy that reaches students beginning in their sophomore year of high school. Specific recruitment strategies include on- and off- campus programs, daily campus tours, virtual campus tours, social media, electronic communications, personal admission counselors assigned to all 50 states, and a new student call center.

This fall, the Admissions staff was busy meeting potential students in their local communities. The staff completed 464 high school visits and attended 105 college fairs. They saw more than 9,300 high school students throughout the state of Ohio and select areas of Pennsylvania, New York, New Jersey, Maryland, Virginia, Illinois, Michigan and Indiana. The Student Call Center, comprised of 40 current Kent State students, contacted more than 13,400 potential students during the fall semester. The student callers shared their personal experiences as Kent State students. In addition, admissions counselors made telephone calls to more than 6,200 students.

As the spring semester begins, the Admissions Office will begin the Golden Flash Day programs for Fall 2013 admitted students. These programs impact the final stage of the college decision process for admitted students and their families. As always, the Admissions Office values all the support and assistance provided by academic departments and student service areas in these programs as well as any and all of the University’s ongoing efforts to recruit new students.

### What’s Changing in Student Financial Aid...

**Recent Federal Regulations Tighten Parameters on Student Aid Programs**

During the past 18 months, several federal bills were signed into law which negatively impacted college student across the country. The more significant federal changes in the student aid delivery system affected the Pell Grant Program and Federal Subsidized Loan Programs. Following is a brief summary of the major changes:

- Limits the amount of Federal Pell Grants to six years or 12 full-time semesters of study.
- Stricter federal academic progress requirements limit the number of appeals and conditions upon which an appeal may be approved.
- Eliminates the federal interest subsidy benefits on the Federal Direct Student Loan Program for undergraduates during the six-month grace period. Previously, between the time students graduated and their loan went into repayment, students were not charged interest on this loan program.
- Eliminates the federal interest subsidy benefits on the Federal Direct Student Loan Program for graduate students.

Changes scheduled for July 1, 2013 include:

- Limits the amount of time that students can receive the Federal Direct Subsidized Loan to six years.
- Increases interest rates on the Federal Direct Subsidized Loan Program from 3.4% to 6.8%.

Additional changes may occur in February and March 2013 during discussions about the “fiscal cliff” and the federal debt ceiling. Across-the-board cuts to several federal student aid programs -- a result of the budget sequestration -- were delayed at the last minute earlier this month.
A Glimpse into the Registrar’s World

The role of the Registrar in higher education has a long history with the title, “Registrar” first appearing at Oxford University in 1446. The duties of the position evolved from faculty responsibilities and date back even further -- to Europe in the late twelfth century -- with the primary focus to support the academic functions of the institution.

Today, the aim of the University Registrar’s Office is to support the educational mission of the institution, particularly as it relates to conducting registration, monitoring academic policies, and maintaining academic records. From a practitioner’s viewpoint, the Registrar’s Office performs a variety of functions, including: ordering college transcripts; completing enrollment certifications; processing grades; awarding college diplomas; and reviewing requests for coursework exceptions due to extenuating circumstances. The list goes on and there is little doubt that the role of the Registrar has experienced tremendous growth in scope and complexity since its twelfth century inception.

Quick Quiz

1. The average number of transcripts processed monthly by the Registrar’s Office is:  
   (A)2,500  (B) 4,500  (C) 6,500

2. Which month generally has the highest number of transcript requests?  
   (A) May  (B) January  (C) June.  
   Answers: 1. (C) and 2. (B)

One of the primary functions of the Registrar’s Office is to ensure university compliance of the Family Educational Rights and Privacy Act (FERPA). In essence, FERPA is a Federal Law designed to protect the privacy of student’s educational records. It also provides guidelines for appropriately using and releasing student educational records. FERPA, therefore, considers the student as the “owner” of the information in his or her educational record, and the institution the “custodian” of that record.

The Registrar’s Office is planning on conducting in-person and online workshops regarding FERPA and other important topics this Spring. Given the constant changes in the technologies of how we communicate with students and parents/legal guardians and how we access student information through the internet 24/7, it is imperative that the Registrar’s Office take responsibility to educate faculty, staff, and students on the responsible handling of student records. Specific workshop dates will be posted soon.

Test Your FERPA Knowledge...

1. “Education records” include only those records contained in a student’s permanent file.  
   True or False

2. Faculty have the right to inspect and review the education records of any student.  
   True or False

3. An advisor does not have to allow a student to inspect and review his or her personal notes about the student that are held in a file of the advisor’s office.  
   True or False

4. A student has the right to inspect and review an essay submitted by the student, even if the professor does not intend to return it to the student or to permanently maintain it.  
   True or False

5. Admissions records are “education records” and, therefore, covered under FERPA.  
   True or False

Answers:
1. False. With specific exceptions, “education records” are those maintained by the institution in any format that is identifiable to the student.
2. False. All faculty and staff must show a “legitimate educational interest/need to know” within the context of their role to have appropriate access to education records.
3. True. “Sole possession” records are an exception to the definition of “education records” and are, therefore, not accessible by the student.
4. True. A student has the right to inspect and review an essay submitted by the student, even if the professor does not intend to return it to the student or to permanently maintain it.
5. Depends. If a student is not enrolled, then admission records are not part of FERPA; however, once a student enrolls for courses, then his or her admission records are covered under FERPA.
What Employers are Seeking . . .

Employers rate candidate soft skills/qualities in order of importance

1. Ability to verbally communicate with persons inside and outside the organization
2. Ability to work in a team structure
3. Ability to make decisions and solve problems
4. Ability to plan, organize and prioritize work
5. Ability to obtain and process information
6. Ability to analyze quantitative data
7. Technical knowledge related to the job
8. Proficiency with computer software programs
9. Ability to create and/or edit written reports
10. Ability to sell or influence others

Sources: Job Outlook 2013
Courtesy of the National Association of Colleges and Employers

“Complete College Ohio”

As the Complete College Ohio initiative shifts our focus toward designing student success plans that include a definition of “career ready”, it is helpful to review the qualifications employers seek in job candidates. While the right qualifications and skills to do the job are at the top of the list, many employers also look at major, GPA, and a track record of relevant experience. In addition, according to the National Association of Colleges and Employers (NACE) Job Outlook Survey for the Class of 2013, ‘soft skills’ (that align with many of our Kent Core learning outcomes) are most important in setting a qualified candidate apart from the rest.

CSC: Serving the Needs of KSU Students, Alumni, Faculty, Staff, and Employers

Surveys of students who visit the Career Services Center often indicate they wish they had connected with our office sooner. We rely on faculty and staff to help enlighten students to our resources, whether it be through presentations to classes, a referral for internship search assistance, a class assignment for a résumé critique, a mock interview, or extra credit for attending a special event. Visit our website at www.kent.edu/career to discover how we support students/alumni and employers. We also welcome opportunities to meet with faculty/staff in person for a tour of our office and to discuss how we can better meet the needs of your students.

Center for Adult and Veteran Services (CAVS)

Celebrating the LIFE Community!
A Successful Launching of LIFE Chapter 2

Many Kent Campus community members were concerned that the demise of Allerton Family Housing would bring an end to the LIFE Living and Learning Community for Single Parents. However, the Center for Adult and Veteran Services launched LIFE Chapter 2 this fall with overwhelming success!

While living in various residential communities in Portage County, eight families joined the LIFE program and created a wonderful, welcoming and supportive community on campus. Parents spent numerous hours in the computer lab and study spaces within the CAVS office, faithfully participated in several educational opportunities, and helped each other through the ups and downs of fall semester.

College of Education Health and Human Services instructor, Shannon Speaks, connected her education students with the LIFE community by providing childcare and parenting workshops. We look forward to continued LIFE success in the Spring Semester.

CAVS Welcomes the VA to CAMPUS
Spring Semester 2013!

During Spring Semester 2013, the Center for Adult and Veteran Services will host OEF/OIF/OND Veterans Administration Case Manager, Corinne Dameron, from the Parma VA Clinic.

Corinne will provide some of the essential, non-education benefit-related services for veterans that are currently missing at Kent State University. For example, Ms. Dameron will be available to discuss claims and medical benefits, access VA records and provide oversight for a range of student veterans’ concerns and questions. Availability will be twice per month, on Tuesdays and Wednesdays, times to be determined. If the caseload expands, the VA is willing to allow more hours and days as necessary to fill the need.

CAVS welcomes this new service for student veterans that will continue to make Kent State University one of the region’s top institutions in providing quality services to veterans.