

## Enrollment & Student Experience

### MISSION STATEMENT:

The Division of Enrollment and Student Experience is a community of learners who exemplify the guiding principles of the profession by creating environments where students:

- Learn about themselves and others;
- Experience meaningful connections; and
- Realize their peak potential.



### Vision:

Unleashing the spirit of learning by providing a transformational student experience.

### Values:

Inclusion, Integrity, Community, Civility, Respect, Leadership, Excellence

### PROGRAM INFORMATION:

Departments reporting directly to the Vice President include Admissions, Student Financial Assistance, College and School Relations, Strategic Planning and Innovation, and the Office of Sustainability. The Chief Diversity Officers report to both the Provost and the Vice-President for Enrollment and Student Experience.

The Assistant Vice President for Student Life, Dean of Students, provides leadership to the Counseling Center, Office of Student Conduct, Student Accessibility Resource Center, and the Intercultural Student Engagement Center and TRIO Programs.

The Assistant Vice President for Student Engagement, Executive Director for Housing and Dining, oversees the Department of Housing and Residence Life, the WKU Restaurant Group, along with Campus Recreation & Wellness, the ID Center, and Student Activities, Organizations and Leadership.

The Assistant Vice President for Student Success oversees the Advising and Career Development Center, Adult Learners, the Transfer Center, and the Student-Athlete Success Center.

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### GOALS/ANTICIPATED PROGRAM ACTIVITIES:

To accomplish the mission and vision from initial contact through commencement, the Division of Enrollment and Student Experience has the following goals:

- We will continue the WKU Summer Scholars Program. It is a five-week summer transition program. Students selected for the program will be prepared for their first semester at WKU and get a head start on coursework.
- We will continue to enhance the ISEC Academy, supported by the Intercultural Student Engagement Center, to reach more underrepresented, minoritized students. Retention rates are higher for Academy participants than for those of similar demographics.
- Through comprehensive advising, programming, and out of the classroom engagement, we will work with students to close the achievement gap in the classroom.
- We will expand our career development efforts and WKU's footprint in the surrounding community by broadening our career development interventions and facilitating more internship opportunities for interested students and employers.
- We will use financial aid instruments to increase affordability for students attending WKU.
- We will collaborate with experts in the field to examine, review, and implement best practices in our recruiting efforts.
- By leveraging discretionary and need-based scholarships, we will provide students with last-mile funding to complete their degrees.
- We will work to remove barriers inhibiting student success and develop human resources to enhance the student experience.
- We will collaborate with academic deans and faculty to develop living-learning communities within the residence halls and in the classroom for students with similar academic interests.
- We will complete the construction of the first two buildings in the First-Year Village.
- We will work with consultants, academic partners, and members of the campus community to implement the Strategic Enrollment Plan for WKU.

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### FINANCIAL INFORMATION:

|                                |             | 2019-20 Unrestricted Budget |             | 2020-21 Proposed Budget |
|--------------------------------|-------------|-----------------------------|-------------|-------------------------|
| <i>Education &amp; General</i> | <i>Pos.</i> |                             | <i>Pos.</i> |                         |
| Personnel/Fringe Benefits      | 172.9       | 12,797,163                  | 173.9       | 9,140,637               |
| Operating Expense              |             | 1,870,353                   |             | 1,630,811               |
| Student Aid                    |             | 88,328                      |             | 88,328                  |
| Capital Outlay                 |             | 129,349                     |             | 115,349                 |
| Total                          |             | 14,885,193                  |             | 10,975,125              |

|                              |             | 2019-20 Unrestricted Budget |             | 2020-21 Proposed Budget |
|------------------------------|-------------|-----------------------------|-------------|-------------------------|
| <i>Auxiliary Enterprises</i> | <i>Pos.</i> |                             | <i>Pos.</i> |                         |
| Personnel/Fringe Benefits    | 76.4        | 6,389,801                   | 76.4        | 6,076,423               |
| Operating Expense            |             | 6,518,965                   |             | 6,437,814               |
| Capital Outlay               |             | 458,783                     |             | 458,793                 |
| Debt Service                 |             | 2,415,000                   |             | 2,415,000               |
| Total                        |             | 15,782,549                  |             | 15,388,020              |

|                                |             | 2019-20 Restricted Budget |             | 2020-21 Proposed Budget |
|--------------------------------|-------------|---------------------------|-------------|-------------------------|
| <i>Education &amp; General</i> | <i>Pos.</i> |                           | <i>Pos.</i> |                         |
| Personnel/Fringe Benefits      |             | 118,400                   |             | 118,400                 |
| Student Aid                    |             | 43,037,000                |             | 42,613,000              |
| Total                          |             | 43,155,400                |             | 42,731,400              |