

ANNUAL REPORT

2018–2019



Department of Enrollment Services

The Department of Enrollment Services includes the following departments and functional units: Recruitment (Central Coordination), Admissions (Undergraduate & International), Financial Aid and Student Employment, Scholarships (New Students and General), Veteran Certifications, First-Year Programs (Orientation and Convocation), Transition Support Programs (Transfer and Commuter), Pre-College Outreach & Programs.

Within the department, the offices are responsible for the oversight of the 'Admissions process' which begins when a person first becomes interested in Fredonia and ends when a person matriculates upon the 15th class day of the semester in which they enroll.

Offices/Units

1. Office of Admissions
2. Office of Financial Aid
3. Office of New Student and Transition Programs

Points of Pride - Significant Achievements

1. Largest First-Year class in Fredonia's history.
2. A complete overhaul of the Summer/Fall Orientation activities and the largest Summer Jump Start (Pre-Orientation)/Orientation registration in history.
3. Pre-College Outreach Office welcomed more than 3,000 students to campus.
4. Big Blue Welcome week provided refreshments and welcome to 3,850 students over the first week of the fall semester.
5. The Financial Aid Office awarded more than \$64 million in federal and state aid along with more than \$8.1 million in merit and need-based scholarships.

Departmental of Enrollment Services



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Overview

Throughout 2018-19, the Department of Enrollment Services has focused on increasing overall new student enrollment, evaluating effectiveness through the Student Experience Commission, and have developed Student Learning Outcomes.

Office of Admissions

Office of Admissions

Overview and Scope of Service

The Office of Admissions seeks to recruit, admit, and enroll students who are academically excellent, accomplished in extracurricular endeavors, and broadly diverse; that will grow educationally and personally making contributions to the University community, the State of New York, and society.

Points of Pride - Significant Achievements

1. First-year census enrollment for Fall 2018 was at 1,180 students, which is an increase of 4.6% over Fall 2017 and a 26.3% increase over Fall 2016.
2. First-year students attended 475 different high schools and transfer students attended 95 prior colleges.
3. 33% of our first-year students identify as racially or ethnically diverse.
4. Completed applicants receive their admissions decisions within 5 days.
5. 425 students attended our Accepted Student Reception on-campus and 86% enrolled.
6. 44% of the first-year students transferred in advanced credit and 52% received merit awards.
7. Big Blue Welcome week provided refreshments and welcome to 3,850 students over the first week of the fall semester.



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2018 Multicultural Weekend

FAST FACTS

First-Year Students

- Enrolled the largest First-Year incoming class in Fredonia's History.
- 6 out of 12 recruitment territories showed growth.
- NYC grew by 34% in 2018.
- Albany through Westchester grew 35% in 2018.



Transfer Students

- 25% of Transfer students come from Jamestown Community College.
- 63% of Transfers come in with Junior standing.

Fall 2015-2018 Applications, Admissions Rate and Yield

	2015	2016	2017	2018
Applications	6893	6384	6481	7175
Admitted	4082	3961	4157	5120
% of Admission	59%	62%	64%	71%
Enrolled	1261	1247	1437	1502
Yield	31%	31%	35%	29%
% Minority Enrolled	21%	24%	31%	31%

Spring 2016-2019 Applications, Admissions Rate and Yield

	2016	2017	2018	2019
Applications	351	347	464	429
Admitted	161	173	246	219
% of Admission	46%	50%	53%	51%
Enrolled	84	99	135	111
Yield	52%	57%	55%	51%
% Minority Enrolled	30%	17%	22%	30%

Office of Financial Aid



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FAST FACTS

- 46% of Fredonia's undergraduate population are Pell Grant recipients.
- 58% of Fredonia's undergraduate population are NYS TAP Grant recipients.
- Fredonia had over 800 New York State Excelsior recipients totaling more than \$5.7 million.
- Awarded more than \$360,000 in the Federal Teach Grant Program

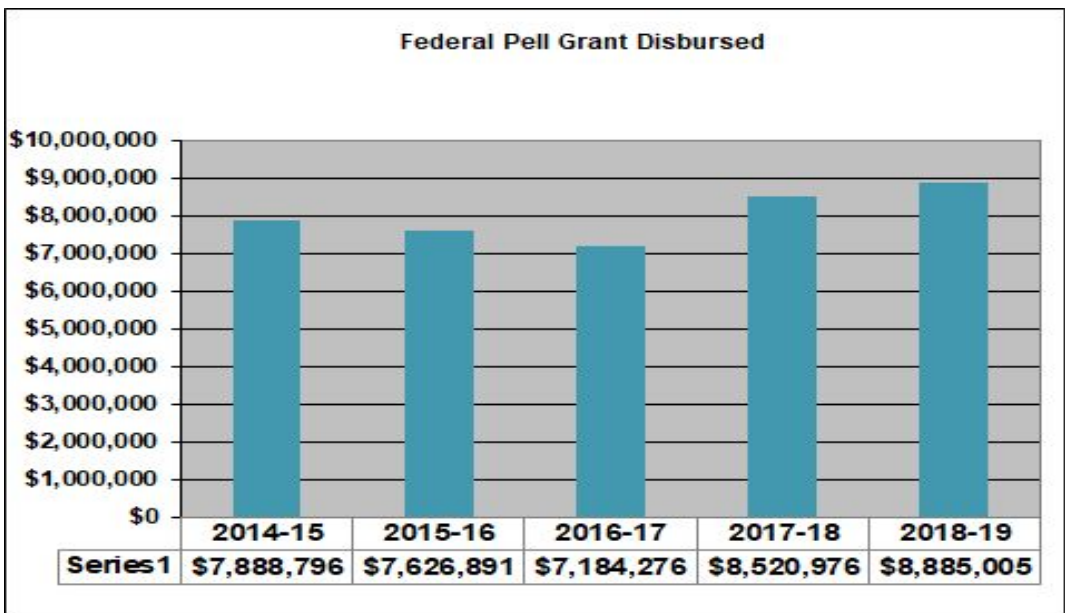
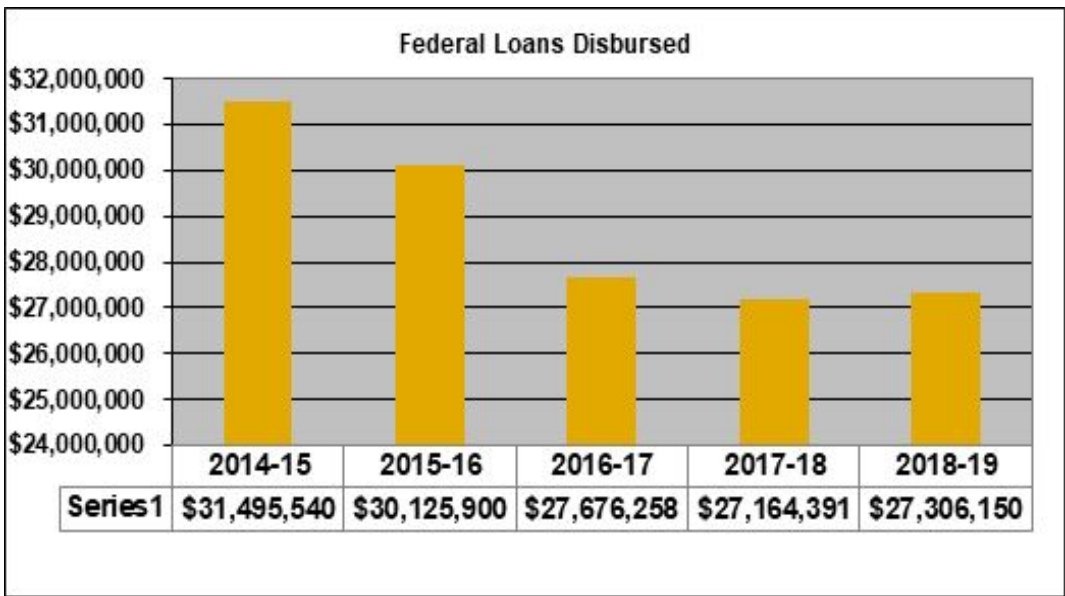
Office of Financial Aid

Overview and Scope of Service

The Financial Aid Office consistently strives to establish administrative routines that minimize barriers and to furnish students with adequate resources to meet both their direct and indirect college expenses. The office is committed to both a consistent and equitable approach to the awarding of federal, state, institutional and private need-based financial aid sources. All need-based financial aid is awarded based on the Department of Education's Federal Methodology formula, an objective and systematic method of determining the family's ability to meet their educational costs

Points of Pride - Significant Achievements

1. The percentage of total undergraduates with financial aid was 90%.
2. The Financial Aid Office went "live" with 2019-2020 packaging and award letters in early December 2018.
3. The Financial Aid Office awarded more than \$64 million in financial aid, and over \$8.1 million in merit and need-based scholarships to academically qualified students throughout the 2018-2019 aid year.
4. The Financial Aid Office provided monthly outreach across social media to reach students where they are to provide timely updates on process and timeline. Updates were also provided across campus video displays.
5. The Financial Aid Office hosted six after-hours workshops in residence halls during spring 2019.



Highlights

The FAO Office implemented a "Financial Wellness Month" in April utilizing email, social media platforms, and SUNY Smart Track to highlight the importance of financial literacy to good financial planning and overall fiscal well-being.

The office had a 96% completion rate of federal verification during 2018-2019.



Incoming Fredonia students at a regional reception.

New Student and Transition Programs

New Student and Transition Programs

Overview and Scope of Service

The Office of New Student and Transition Program is committed to helping identify and communicate transformative pathways to post-secondary educational opportunities at Fredonia. We seek to connect new and future first-year or transfer students to resources, programs, and information that promote career readiness and academic confidence. The role of this office is to provide engagement opportunities, enrollment completion activities, and transitional support to students and families from the point of interest in attending college through their first year at Fredonia.

Points of Pride - Significant Achievements

1. Successfully transitioned new first-year and transfer students through a two-phased onboarding and orientation program; with the largest number of new students ever (1189) completing a summer transition program at Fredonia.
2. Welcomed the first Destination to a Dream (D2D) cohort of 14 students to participate in a 2+2 Pathway Program with Jamestown Community College.
3. Secured grant funding for the Promising Leaders Conference, a signature pre-college initiative for regional 8-10th grade students.
4. Created a unique half-day college engagement program with more than 360 elementary students.



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Promising Leader Signature Experience for regional 8-10th grade students.

Summer Orientation and Onboarding Programs

This year realized our newly created two-phase onboarding/orientation experience for incoming first-year and transfer students. We offered six, 1-day summer enrollment programs in July and a comprehensive 3-day orientation the weekend before classes started. 76% of the largest class in Fredonia’s history attended one of the six Jump Start Enrollment Days offered.

Programs Offered	Orientation 2015	Orientation 2016	Orientation 2017	Jump Start 2018
First-Year	852	873	983	1011
Transfer	164	163	162	178
Total Completed	1016	1036	1145	1189

Signature Experiences and Group Visits

The Office of Pre-College Outreach has seen a 27% increase in group visits this year and created a new elementary school experience for more than 350 students from Jamestown. Approximately 3,013 students in grades 4-12 participated in a specialized group visit.

Specialized Visit/Experience	Students	School District(s)	Grades
Living History Days	1200	Across WNY	6-12
Promising Leaders Conference	22	Chautauqua County	8-10
Media Day	105	Across WNY	9-12
Jamestown Public 4th Grades	361	Jamestown	4

Destination to a Dream (D2D)



D2D is a 2+2 partnership between Fredonia and JCC that provides students with a seamless transfer pipeline, while offering students an integrated residence experience at Fredonia.



Elementary School Visitors for Pre-College.

To attain a better glimpse of SUNY Fredonia, please visit our website and social media platforms at:

Twitter: twitter.com/fredoniau

Facebook: facebook.com/fredoniau

Instagram: instagram.com/fredoniau

SnapChat: [@fredoniau](https://snapchat.com/add/fredoniau)