



■ 2022-2023 ■  
**IMPACT**  
REPORT

DIVISION OF  
ENROLLMENT MANAGEMENT  
AND THE  
STUDENT EXPERIENCE



**PURDUE UNIVERSITY**  
**FORT WAYNE**



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# IT TAKES MOMENTUM

It's hard to believe another year has come and gone. In many ways, it seems like the fall semester just began, but when we look back, we sure packed a lot into the last 10 months. As you may recall, the

2021–22 academic year and associated Impact Report were all about progress. We ran with that and multiplied that hard work into this year's theme: momentum.

Exceptional work has been done across campus this year, and the dedication, energy, and outcomes in the Division of Enrollment Management and the Student Experience is no different. While I could fill an entire book talking about

the incredible things the team did this year, I will highlight a few extraordinary accomplishments and let the department annual reports do the talking.

As you read through the pages to follow, I hope some aspects emerge and become clear. First, this team comprised of 78 individuals in 13 departments puts students first in everything we do. We make decisions by asking this question: Will this enhance the student experience on campus? If the answer is yes, we work diligently to implement. Second, I hope you see each department carrying out our strategic plan, as we continue to live out our core values of students first, well-being and belonging, engagement, and innovative access and sustainability.

With those overarching areas as the baseline for our success, I want to highlight a few of the extraordinary examples of momentum that we accomplished in the 2022–23 academic year:

- We listened to student needs and adapted very quickly. Through a partnership with the Student Government Association, we piloted the PFW student shuttle program, which provides transportation to and from nearby apartment complexes and our campus. This program has shuttled over 300 students weekly since it began on January 9. Weekly trips to Kroger are included for students lacking transportation but in need of groceries.
- Every department completed department-level strategic plans and we revised our division-level strategic plan to more fully encompass the work of our evolving team.
- To continue to better serve our students and university constituents, two associate vice chancellors were appointed in August to lead strategic efforts in enrollment management and student wellness, respectively.
- This academic year saw us begin the process to move student mental-health counseling from a third-party contract to an in-house operation. We hired a director of student counseling after a nationwide search, and we will open the clinic with the start of the 2023–24 academic year.
- The FRIENDS of the University Pantry continues to grow substantially—serving 5,464 patrons from August to April—helping reduce food insecurity across campus.
- We provided the CARE Team increased training and formal certification from the National Association for Behavioral Intervention and Threat Assessment.
- We worked diligently on nearly 20 searches to become fully staffed with exceptionally qualified team members.
- We grew the use of the Career Closet by over 300 percent, equipping nearly 200 students with professional clothing this academic year alone.
- The Office of Student Conduct and Care implemented the Mastodon Student Relief Fund, which is aimed at providing financial assistance to students experiencing situations that limit their ability to succeed academically.
- We started the Greek Life Feasibility Study, aimed at getting campus-wide input into the growth of current Greek chapters and the formation of new affiliations.
- We began the work to form the university's first-ever Strategic Enrollment Management Plan. This critical effort is working to develop a five-year plan focused on establishing a unified vision and set of priorities and goals for enrollment and student success. The planning process and engagement with the Huron Consulting Group kicked off in January 2023 and is set to conclude by the end of the 2023 calendar year.
- Student housing hit record numbers again for occupancy, filling 1,344 beds on the Waterfield Campus and via master lease with St. Joe Place Apartments.
- We navigated a nearly yearlong federal program review, with no substantial findings in enrollment functions.
- Our team in the Disability Access Center began a university-wide Disability Zone training, with over 150 university faculty and staff completing the workshop.
- Our financial aid team worked diligently to move the state financial aid awarding process from upward of five days to an automated process that takes only a few hours.
- WellRec is now mobile, thanks to onboarding a new app this year. Anyone can scan into the fitness center with a digital ID, register for fitness classes, and stay connected to all WellRec programs, including intramural sports, the FRIENDS of the University Pantry, and other signature events via the PFW WellRec app.

- In partnership with the Educational Policy Committee, the Office of Student Conduct and Care wrote and received approval for new student-absence policies designed to intentionally recognize that students may need to be away from campus during personal situations without detriment to their academic status.
- The Office of Admissions, New Student Programs, and the Office of International Education have worked diligently to increase new student enrollment. As of May 2023, deposits for fall are up 39 percent YTD, undergraduate international student admits are up 44 percent YTD, and New Student Orientation registrations are up 37 percent YTD.

Those are just a few of the highlights. I am in awe of the substantial work our team did this year and I hope you feel a similar sense of pride reading that list. This momentum is not a one and done for us, as it is our pledge to continue to capitalize on it to realize even greater progress as we enter the 2023–24 academic year and beyond.

I ask that you take a few minutes and familiarize yourself with the avenues for partnership, opportunities for student engagement, and the myriad of student support services for you to be able to connect students—and yourselves—with the area of need throughout the next academic year. We are much stronger together than we are pulling and pushing in different directions.

Let's have a great year.

Respectfully,



Krissy Surface  
Vice Chancellor for Enrollment Management  
and the Student Experience



# *FOUNDATION OF STUDENT DEVELOPMENT*

Our work in the Division of Enrollment Management and the Student Experience is grounded in student development theory. While hundreds of theories, standards, and high-impact practices guide our work—from the production of programs and services to one-on-one interactions with students—the foundation of student development informs and leads our practice.

Student development refers to “the ways that a student grows, progresses, or increases [their] developmental capabilities as a result of enrollment in an institution of higher education” (Rogers, 1990). Thanks to scholarship dating back to the 1920s, from Maslow’s hierarchy of needs to today’s body of work on gender and sexuality, we have a collection of cognitive structural, psychosocial, identity, and person-environment theories to guide our work.

At the core of our practice, we use these theories to inform what may happen in a certain situation, explain why a student may be exhibiting selected behavior, predict what will likely occur next, and provide a locus of control. We also use student development theory from a divisional perspective to inform the student life cycle—what interpersonal and intrapersonal changes we can help a student achieve; what factors lead to this development as a result of cocurricular learning; what aspects of the educational journey are encouraging or slowing growth; and how we can assist in the student achieving their developmental outcomes while in college.

In addition to student development theory, we employ a large set of standards as a division and across the specialized fields of student affairs and enrollment management. You will note those mentioned in each department’s section as well as a comprehensive compilation on page 36. While not an all-encompassing list, they provide our foundation and inform our ever-evolving practice.



ENROLLMENT MANAGEMENT AND THE STUDENT EXPERIENCE

## DEPARTMENTS

We could not achieve what we do without the dedicated students and staff who represent us. Each of our departments provides students with unique opportunities, services, encouragement, and guidance. They do this with a common goal of supporting and challenging students to dream bigger and aspire to be more.

Many of our departments host programs that are educational, inspirational, and lots of fun because we believe that students thrive in a welcoming, inclusive environment centered on care and diverse experiences.



## CAREER DEVELOPMENT CENTER



We invest in the holistic development of our students by infusing career readiness into our programs and services while bridging the gap between students, campus partners, and employers to positively impact the region and beyond. We offer workshops, classroom presentations, one-on-one appointments, panels, events, and career fairs highlighting part-time and full-time positions as well as internship and co-op options. External efforts include hosting different types of events where employers can network, recruit, and hire students.

### ► STRATEGIC PRIORITIES AND IMPLEMENTATION

- Enhance the operations of the Career Development Center to achieve industry-leading performance.** As a unit, we develop and implement operating procedures that promote efficiency, consistency, and stakeholder satisfaction, as well as facilitate data-informed decision-making and assessment of programmatic and operational effectiveness. This year we were able to establish a foundational set of policies and procedures that benefit students and provide administrative support for academic units as well as employers.
- Invest in development opportunities that keep professional staff current with industry trends and are attentive to inclusive and culturally competent student service.** All Career Development Center staff hold membership in two organizations: the National Association of Colleges and Employers (NACE) and Career Development Professionals of Indiana (CDPI), which offer opportunities for professional growth and connection with other institutions.
- Implement programming and resources that drive student success, meet students where they are, and are focused on quality rather than quantity.** We meet the needs of our changing and diverse student population and ensure that programs and resources are attentive to accessibility, modality, and diversity. For example, one event offered haircuts, manicures, and waxing for those who might not be able to afford professional grooming. The Career Closet provides professional clothing at no charge to students.
- Deepen our relationship with regional employers and other external stakeholders.** We offer employer-educator events that help employers better understand the needs and aspirations of current students. One of the ways we did this was to host a luncheon for employers titled Hiring International Students: A Stress-Free, Fee-Free Way to Expand Your Options.



**385**  
INDIVIDUAL CAREER COACH APPOINTMENTS

### DEPARTMENT STAFF

- Jackie Stancil**, Executive Director
- Tracey Hanton**, Associate Director
- Cathy Kloster**, Assistant Director for Employment Relations
- Allie Maas**, Programs and Marketing Coordinator
- Melissa Lawson**, Experiential Learning Coordinator
- Melody Monday**, Career Counselor
- Tom Utnage**, Career Counselor
- Monika Vyas**, Graduate Intern

### CONTACT INFORMATION

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### ► TRIUMPHS

- The experiential coordinator implemented a new process for approving CPT/OPT authorizations for international students to participate in experiential learning positions.
- Student use of the Career Closet grew by over 300 percent.
- Students participating in academic internships and co-ops supported by the Career Development Center in summer and fall 2022 earned \$637,092 and \$274,395, respectively.



I went to the Career Closet for the first time and was amazed at all the great clothes! Not only did I find what I was looking for, but I also built a great connection with Melody. The Closet had sizes of all kinds to choose from and the range was varied. I was also very grateful that there were no gender barriers, and I was encouraged to pick out any clothing I felt fit me and my personality. Melody was so kind, helpful, and gave great fashion advice on how to rock a killer outfit. I will definitely be returning to the Career Closet and I'm thankful to the Career Development Center and Melody for hosting this great resource for students.

—Olivia Samuels

**51**  
CLASSROOM PRESENTATIONS (NINE FIRST-TIME FACULTY REQUESTS)

**97%**  
INCREASE IN STUDENT ATTENDANCE AT THE FALL INTERNSHIP AND CAREER FAIR

**75%**  
EMPLOYERS SATISFIED OR EXTREMELY SATISFIED WITH STUDENT PREPAREDNESS AT THE SPRING CAREER EXPO

**80%**  
EMPLOYERS SATISFIED OR EXTREMELY SATISFIED WITH SPRING CAREER EXPO

**300**  
RÉSUMÉ REVIEWS

**47%**  
INCREASE IN STUDENT ATTENDANCE AT THE SPRING CAREER EXPO

## STUDENT GOVERNMENT ASSOCIATION



The purpose of the Student Government Association (SGA) is to improve the student body’s academic, cultural, mental, physical, and social welfare; safeguard the academic and individual freedoms of the members of the Purdue Fort Wayne student body; formulate policies governing the activities and welfare of the members of the PFW student body; advise the administration and faculty on the student viewpoints concerning matters of student interest; and seek and support legislation pertinent to the best interests of the PFW student body.

### ► STRATEGIC PRIORITIES AND IMPLEMENTATION

- **Educate students, staff, and faculty about the SGA and ways that they can serve and support student leaders on campus.** We host events like the SGA Kahoot and Coffee, Cocoa, and Chats to give the student body the opportunity to get to know more about the SGA and the current elected officers. We published a video series on Instagram leading up to the SGA elections. We also participated in connection fairs around campus to recruit for the SGA. And we worked to increase campus awareness of the SGA by continuing to offer services, such as the calculator and iPad rental program, the SGA coffee station, and the SGA gaming lounge.
- **Transform service in the SGA into an experiential opportunity through which students develop their leadership capacity.** This year, the vice president of legislation served on the selection committee for the student trustee position for the Purdue University Board of Trustees, all the SGA staff members completed the CliftonStrengths assessment, and executive officers played a vital role in important university discussions regarding campus policies and large capital projects.
- **Advance student advocacy and financial support for projects that improve the quality of the student experience.** We contributed funds for the Student Shuttle Pilot Program for the spring 2023 semester, granted students 24-hour access to the Skybridge for studying purposes, advocated for the extension of food-service hours to better serve student needs, and, in accordance with the officers’ campaign promise to establish a Don identity on campus, secured a capital project for an installation of the mastodon bones on campus.



### DEPARTMENT STAFF

- Alex Backer**, Executive Director of Student Engagement
- Abbey Wang**, Coordinator of Student Leadership and Student Government Association
- Sebastien Wilson**, Student Body President (2022–23)
- Lynn Herbst-Acevedo**, Vice President of Legislation (2022–23)
- Viet Tran**, Vice President of Finance (2022–23)
- Anna Pence**, Executive Assistant
- Brian Waltz**, Executive Assistant
- Savah Garnette**, Executive Assistant
- Mikayla Haggarty**, Student Body President (2023–24)
- Maleah Boyd**, Vice President of Legislation (2023–24)
- Kamryn Heckman**, Vice President of Finance (2023–24)

### CONTACT INFORMATION

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### ► TRIUMPHS

- Thirteen students have been appointed to various university committees, including but not limited to the Diversity Council, Allocations Committee, Student Travel Committee, the Judicial Court, Campus Appeals Board, and the Student Affairs Subcommittee.
- This year marked the most students running for SGA officer positions in over 10 years.
- The senate funded 15 student organization events and provided start-up funds for six new student organizations.

“Saying the SGA has had an **impact on** my life, not only as a student but as a leader, is an understatement. The opportunity to serve in the SGA has given me an undeniable experience that has shaped my character to be a strong leader that is confident in herself. I have grown to love the office so much that it is hard to imagine the office not being in my everyday life. I will always cherish the experiences I had meeting longtime friends, helping students, and that amazing feeling of accomplishing a longtime goal for the students that will have a lasting impact.

—Lynn Herbst-Acevedo

## STUDENT HOUSING



Student housing delivers a robust and engaging experience for residents and staff, making it a desirable place to live, learn, and work. With an emphasis on student-centered service and efficiency, student housing cultivates a safe, affirming, and equitable environment that empowers students and staff to develop as individuals and to support each other. The Clubhouse is a hub for information and resources, and it serves as a place where students come together for social gatherings and studying. We provide extensive training for staff so that they feel empowered to handle what comes their way, including situations, roommate conflicts, and facilities concerns.

### ► STRATEGIC PRIORITIES AND IMPLEMENTATION

- **Offer programs and services that are appealing to students and build university affinity.** Residents have been able to explore, identify, communicate, and grow in their identity development through participating in programming within student housing.
- **Collaborate with campus partners to increase opportunities for residents, promote efficiency in housing operations, and extend the life of aging housing facilities.** We partnered with main campus offices, including Facilities Management and Environmental Health and Safety, to accurately and proactively inspect and repair our residential facilities. We conducted health and safety, inspections of all units throughout the year with Environmental Health and Safety to find and address issues promptly for the health and welfare of our residents.
- **Pursue financial strategies that will allow for reinvestment in housing facilities, operations, and programming while also maintaining an affordable cost of living for residents.** By focusing our efforts on improving communication and follow-up with residents regarding contracting for the 2023–24 academic year, we saw a 40 percent increase in applications and contracts compared to the same time last year. We continue to increase the number of interns, summer camps, and conferences we are hosting to bring in revenue to assist in keeping our student housing rates lower during the academic year.



### DEPARTMENT STAFF

- Marcus D. Weemes**, Director of Student Housing
- Lauren Sewell**, Assistant Director for Operations
- Conner Miller**, Assistant Director for Residential Education
- Lauryn Steele**, Hall Director
- Jenny Mora**, Hall Director
- Ayana Garcia**, Hall Director
- Aaron Foster**, Property Manager
- Kenton Ellson**, Maintenance Technician
- Michael Garrett**, Custodian
- Kristina Capps**, Custodian
- Nick Morgan**, Custodian

### CONTACT INFORMATION

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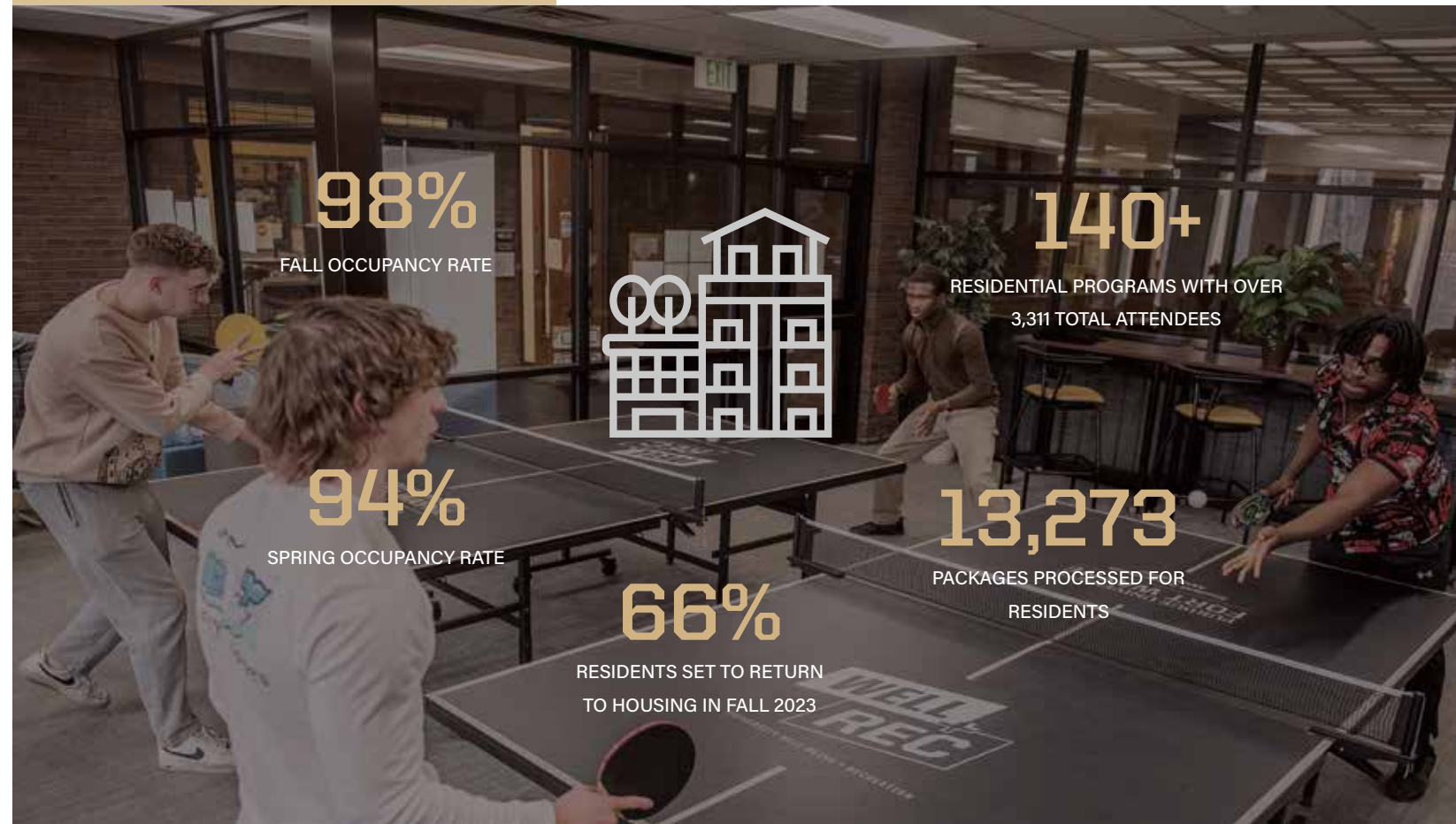
### ► TRIUMPHS

- Hired and onboarded six new staff members in key positions in the department, including adding a new position of assistant director for operations.
- Student housing continues to be extremely popular with students; due to this, we increased our off-campus contracted beds from 124 to 140 for the year. For 2023–24, we will be adding additional beds to help with demand and interest.



I really love the layout of the buildings, how it comes fully furnished. I really enjoy the flyers of upcoming events everywhere.

—Myra Carpenter





## STUDENT LEADERSHIP



The Office of Student Leadership focuses on engagement with student leadership programs by helping students connect to themselves, their peers, their university, and their communities by exploring and developing their capacities to lead, communicate, and apply their skills. This engagement produces individuals who are prepared to step into the world as leaders in their careers and communities. We implement a variety of workshops for students to engage in leadership-identity development and strive to engage students throughout their collegiate experience.

### ► STRATEGIC PRIORITIES AND IMPLEMENTATION

- **Collaborate on impactful programs with Division of Enrollment Management and Student Experience departments to help students successfully navigate the student life cycle.** We partnered with the Disability Access Center and the Q Center on a student leadership programming series for unique student populations, partnered with the Career Development Center on CliftonStrengths workshops, hosted Totes and Talks with Well-being and Recreation, and provided Lunch and Lead sessions with guest speakers.
- **Cultivate partnerships with university departments and community organizations that enhance the diversity of leadership opportunities for students.** We collaborated with the Office of Student Conduct and Care to establish the Mastodon Student Relief Fund. We strengthened relationships with Fort Wayne businesses and community leaders through partnering on different programs, such as the Emerging Leaders Retreat at the Summit Events Center, Senior Leadership at Parkview Field, and Young Leaders of Northeast Indiana and Ruoff Mortgage for our #adulting series.
- **Develop unique student leadership experiences that engage students with their university and cultivate partnerships.** We took a group to Purdue University’s Women in Leadership Institute as a professional-development opportunity and hosted retreats such as the Freshman Leadership Retreat, Emerging Leaders, and Senior Leadership experience to provide off-campus leadership experiences for students of all levels to strengthen their leadership skills.



**16**  
STUDENT ATTENDEES AT THE SENIOR LEADERSHIP EXPERIENCE



**64**

STUDENT ATTENDEES AT THE TWO LUNCH AND LEAD SESSIONS IN FALL 2022

**17**

STUDENT ATTENDEES AT THE FRESHMAN LEADERSHIP RETREAT

**17**

STUDENT ATTENDEES AT THE TOTES AND TALKS EVENT

**12**

STUDENT ATTENDEES AT THE EMERGING LEADERS RETREAT

**6**

STUDENT RECIPIENTS OF FUNDS FROM STUDENT EMERGENCY RELIEF SOURCES, THANKS TO THE MASTODON STUDENT RELIEF FUND APPLICATION

**10**

STUDENT ATTENDEES AT THE WILLI CONFERENCE IN WEST LAFAYETTE

#### DEPARTMENT STAFF

**Alex Backer**, Executive Director of Student Engagement

**Abbey Wang**, Assistant Director of Student Leadership and Student Government Association

**Carolyn Pang**, Student Leadership Graduate Intern

#### CONTACT INFORMATION

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Walb Union, Room 225



### ► TRIUMPHS

- We published the first edition of the Student Travel Fund Visual Summary book, a compilation of trip summaries of funded trips from the 2021-22 academic year.
- We funded 23 student travel trips and allocated all \$90,000 that the fund received via SGA allocations.
- Held the first annual Student Leader Awards Banquet and presented 14 awards and scholarships to students, staff members that directly support students, and student organizations.



I enjoyed challenging myself in new things and felt very supported and encouraged by everyone. I wish we could have stayed longer. It was great.

—Student Attendee at Freshmen Leadership Retreat

## STUDENT LIFE



The Office of Student Life creates and facilitates intentional cocurricular programming designed to engage all students. We prioritize efficiency, energy, and innovation. Our expert staff employs a student-centered approach to foster a vibrant campus experience that contributes to retention and long-term success.

### ► STRATEGIC PRIORITIES AND IMPLEMENTATION

- **Prioritize innovative, accessible, community-engaging programming that creates meaningful experiences for students.** We have continued to coordinate across campus on programs to help strengthen collaboration, accessible programming, and innovation. Examples include our bingo nights, Pride Week with the Q Center, and intramural sports. We also ensure that our programs are accessible to all students.
- **Foster university traditions to build student affinity and engagement while being good fiscal managers. We are continuing university traditions and growing them.** An example is Mastodons Big Night, which was a huge success for the third year in a row. We also work diligently to ensure financial responsibility. For example, we are working to develop sponsorships to help offset the program costs. Six of our eight months of bingo nights have on-campus sponsors.
- **Create and implement revised recruitment, training, and development experiences for student organization leaders and faculty and staff advisors.** This year we revamped training for student organizations and collaborated with Student Leadership to develop in-person, leadership-focused workshops.



#### DEPARTMENT STAFF

**Alex Backer**, Executive Director of Student Engagement

**Jacob Eck**, Assistant Director of Student Organizations

**TBA**, Assistant Director of Student Activities

**Gail Lugo**, Senior Administrative Assistant

**Monica Fox**, Student Life Graduate Intern

**Hollie Ochoa**, Head Cheerleading Coach

#### CONTACT INFORMATION

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### ► TRIUMPHS

- Successfully revitalized the cheerleading program by onboarding a squad of 16 cheerleaders who provided support and team spirit at every home men's and women's basketball game.
- Reconfigured our equipment rental program to be more streamlined, with an easier-to-navigate process to increase renter satisfaction and efficiency.
- Created a free bottled-water program for students that is offered every day our office is open. Students appreciate the water and interpersonal connections that are created.

Student Life creates an atmosphere for students where they are supported, listened to, and respected.

86

RECOGNIZED STUDENT ORGANIZATIONS

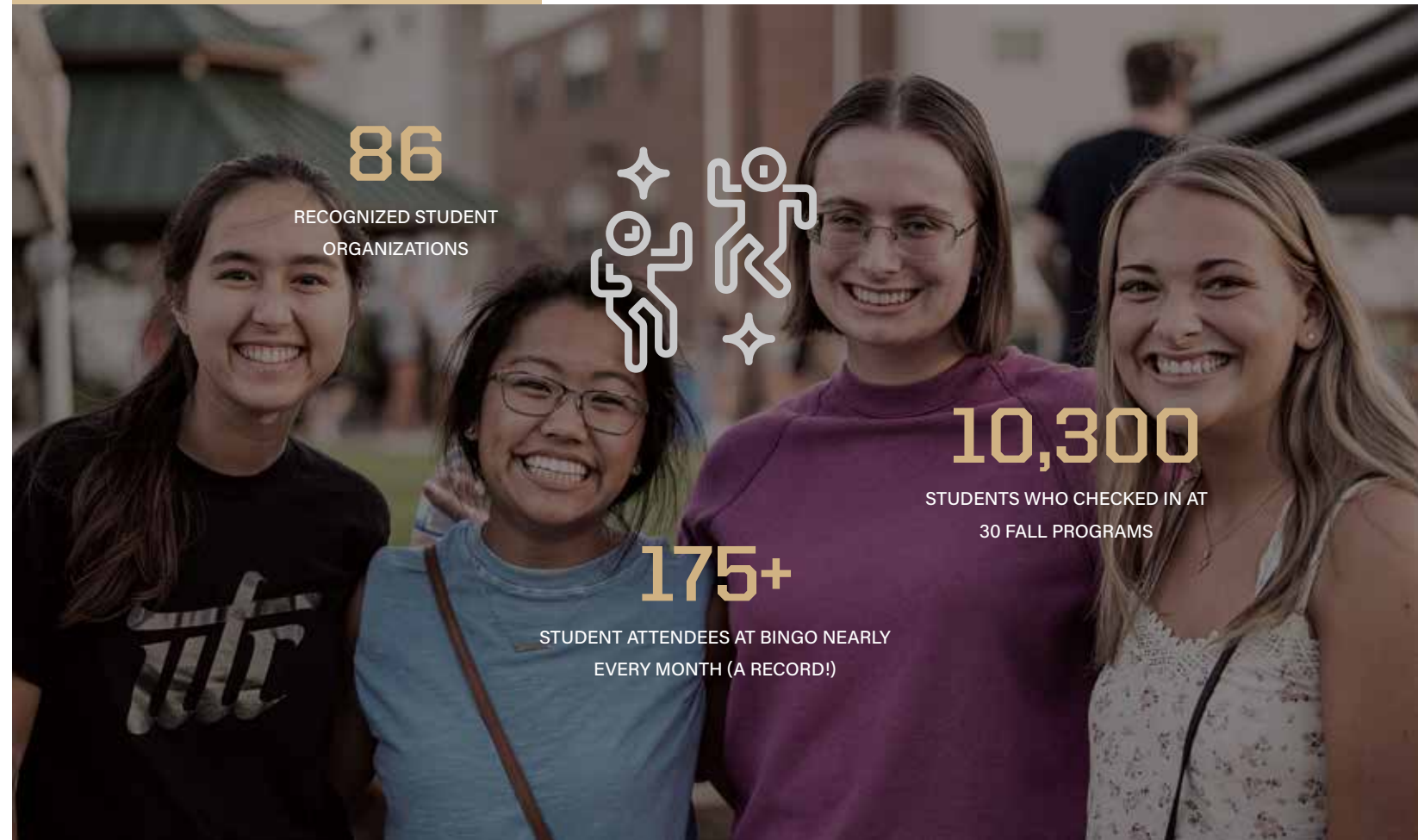


10,300

STUDENTS WHO CHECKED IN AT 30 FALL PROGRAMS

175+

STUDENT ATTENDEES AT BINGO NEARLY EVERY MONTH (A RECORD!)



RYAN WOOLEY  
ASSOCIATE VICE CHANCELLOR FOR ENROLLMENT MANAGEMENT

## REMARKS



The enrollment management team comprises New Student Programs, the Office of Admissions, the Office of Financial Aid, and the Office of International Education. These areas collaborate to attract, retain, and support students through graduation. We work in close partnership with campus colleagues, within and beyond our division, to establish effective communication and recruitment strategies, ensuring successful student recruitment. The team works closely with various campus partners, including the Office of Communications and Marketing, the First Year Advising Center, deans, department chairs, and student housing, to provide prospective students with all the necessary information to make an informed college selection. Once students decide to enroll at PFW, we strive to facilitate a seamless transition into college life.

Throughout any given day, we engage in a variety of initiatives to enhance the educational experience for students at Purdue Fort Wayne. An example of some of these efforts include, but are not limited to, partnering with the Honors Program to bolster the number of new students enrolled as honors; working with Collegiate Connection to convey the benefits of taking college courses during high school; conducting virtual meetings with students from all across the globe; collaborating with the Office of Development and Alumni Engagement to secure scholarships for incoming students; organizing events to assist first-year students in finding their place on campus; hosting a series of campus-visit events to help prospective student and their families truly understand what it means to be a Mastodon; and convening a team of stakeholders from across campus to assess and improve the transfer-student experience. Our team is devoted to ensuring that our students, regardless of where they are in the admissions process or their academic standing, have access to the resources necessary to thrive.



## NEW STUDENT PROGRAMS



New Student Programs offers a welcoming environment for students and families as they begin their journey at Purdue Fort Wayne. From the time a student accepts their offer to attend the university and throughout the student's first year, we offer programming and resources to ensure a smooth transition. Through New Student Orientation, students are introduced to campus resources and programs where they have the opportunity to meet with faculty, staff, and current students. Events throughout the university, such as Mastodon Immersions and the College Pride Picnic, are hosted to help students transition and find a sense of belonging. Additionally, the Parent and Family Association is committed to providing current and future Mastodon families with important information to help them stay connected throughout their student's journey.

### DEPARTMENT STAFF

**Giang Petroviak**, Director of New Student Programs

**Ryan Meriwether**, Assistant Director of Admissions Events

**Jenny Bower**, Administrative Assistant

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### TRIUMPHS

- Improved attendance at Mastodon Immersions after making programmatic changes.
- Reestablished the Parent and Family Association newsletter.
- Successfully executed 31 orientations and workshops to accommodate all student admit types.

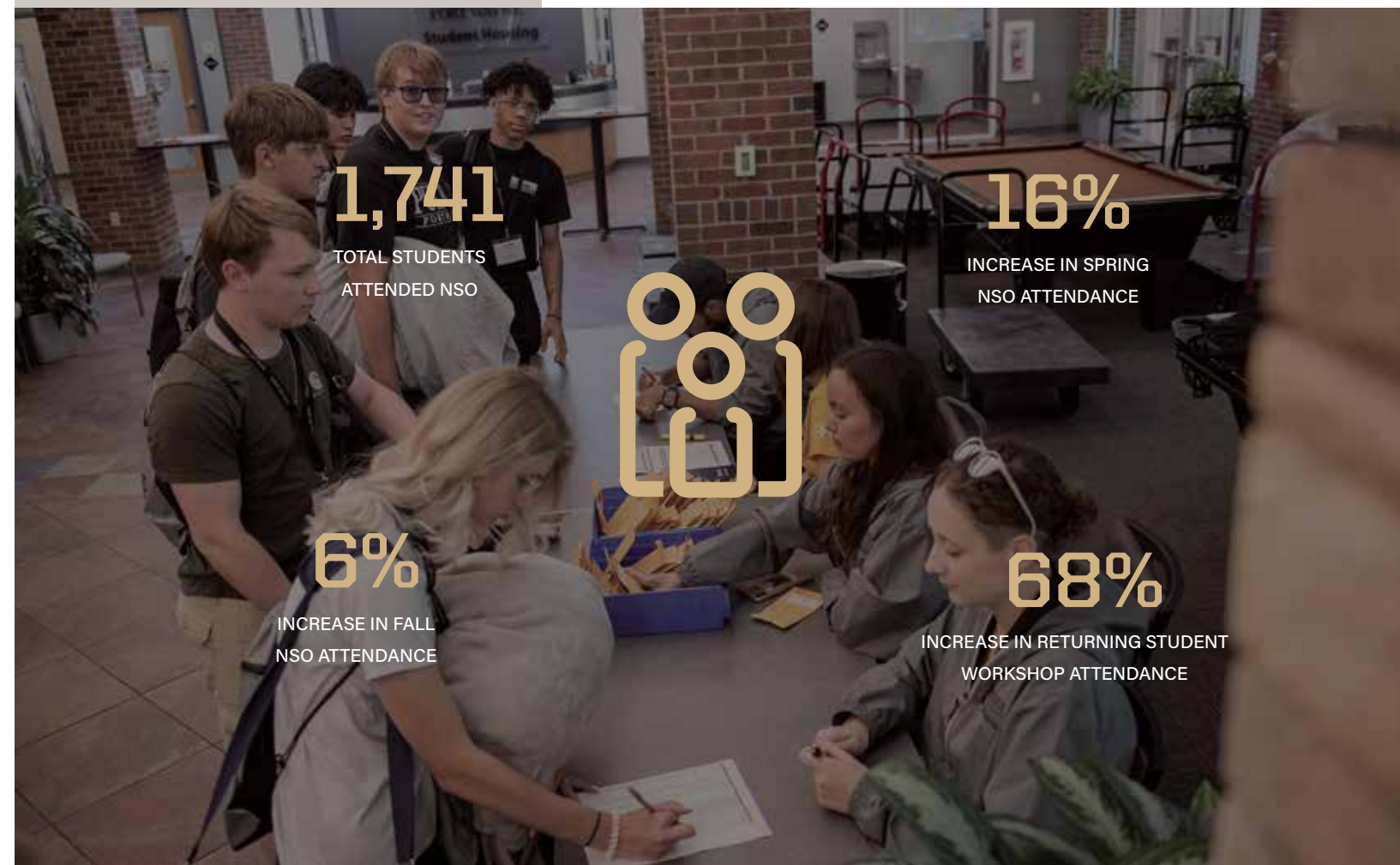


My time as a student **success coach** has not only immersed me in the campus community but has also given me the opportunity to mentor other students. As someone who struggled to transition from high school to college, helping other students with that transition has been one of the most fulfilling aspects of my college experience!

—Sydney Coyne

### STRATEGIC PRIORITIES AND IMPLEMENTATION

- **Utilize on-campus, on-site, and virtual Office of Admissions and New Student Programs events to create unique and streamlined experiences for students and to increase the yield rate for students who have been admitted to the university.** Online and international students were offered a virtual orientation and were able to register for classes without having to travel to an in-person orientation.
- **Enhance responsive student communications in collaboration with other university departments.** We introduced a new orientation format that allowed students to have individual academic advising sessions, financial aid counseling, and the opportunity to connect with the bursar during New Student Orientation.
- **Enhance the experience of prospective and admitted students with the technologies and applications with which they interact.** This past year, we eliminated the Enrollment Intake Form. As a result, we saw an increase in orientation registration numbers, while still collecting essential information.



1,741

TOTAL STUDENTS ATTENDED NSO

16%

INCREASE IN SPRING NSO ATTENDANCE



6%

INCREASE IN FALL NSO ATTENDANCE

68%

INCREASE IN RETURNING STUDENT WORKSHOP ATTENDANCE

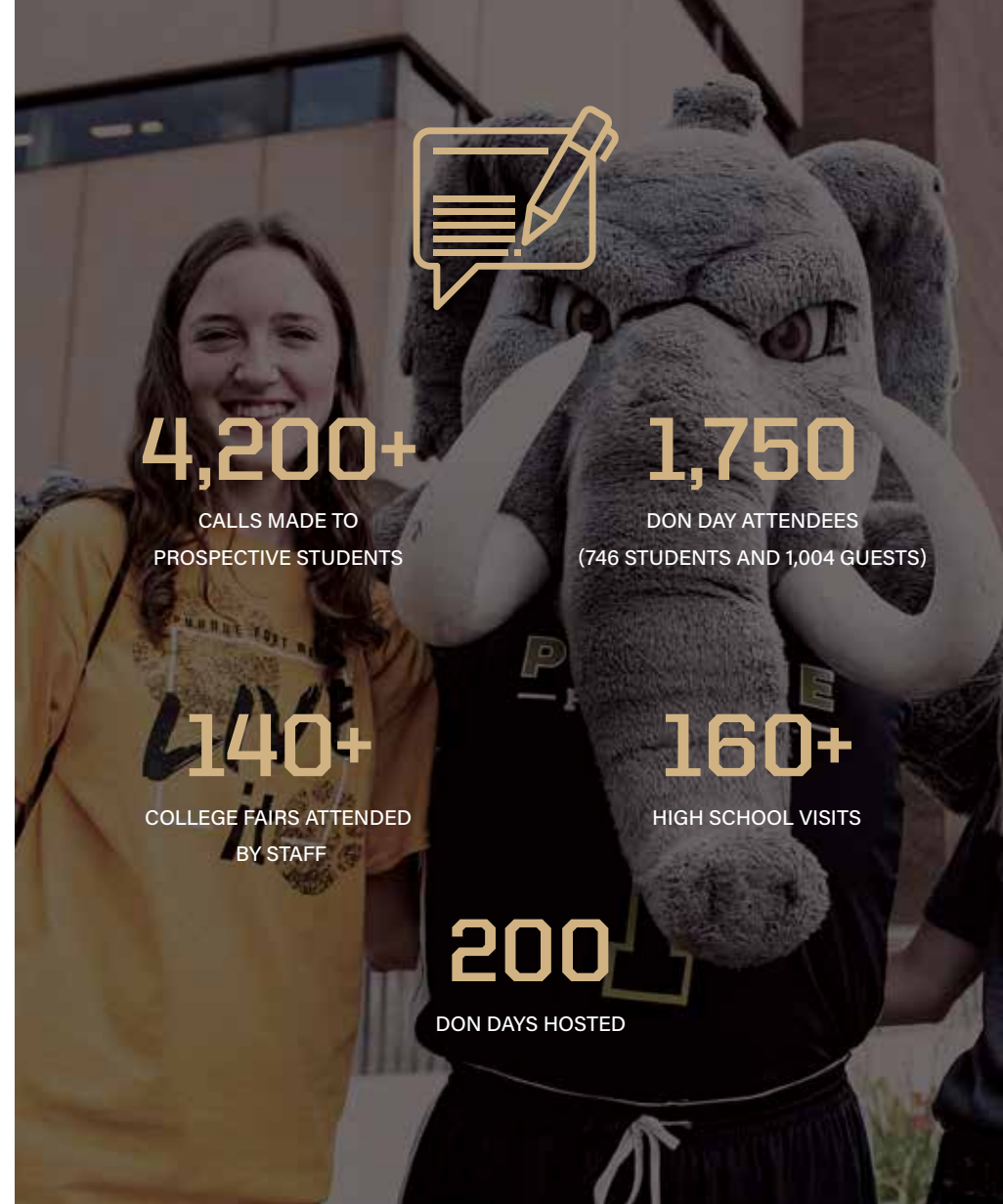
## OFFICE OF ADMISSIONS



We strive to empower prospective students and their networks to make informed decisions and achieve success through personalized guidance and support throughout the college-choice journey. We visit high schools and attend college fairs; provide on-campus tours to give prospective students an immersive experience of our campus and facilities; offer a variety of campus-visit opportunities; collaborate with community partners to recruit a diverse pool of prospective students; support initiatives that foster college readiness and access for underrepresented groups; and work closely with new students to ensure a smooth transition from high school to college. We offer a range of dynamic support services, including academic advising, orientation programs, and cocurricular activities, to help students thrive in their academic and personal pursuits.

### ► STRATEGIC PRIORITIES AND IMPLEMENTATION

- **Establish and maintain partnerships with Allen County school corporations, with the goal of supporting a successful transition from K-12 to college.** We have admissions counselors dedicated to the Fort Wayne and northeast Indiana region. They work to actively recruit students, reduce barriers to application, and assist students through the admissions funnel.
- **Enhance the relationship with Ivy Tech Community College to support the Titan to Mastodon program, TSAP agreements, and other transfer opportunities.** We have established the Transfer Advisory Group, tasked with reviewing the transfer experience and making improvements.
- **Enhance partnerships with Purdue University to grow undergraduate redirect enrollment and with Indiana University Fort Wayne to mutually support recruitment and outreach efforts.** We have worked with Purdue to identify ways we can communicate to students who are redirected from the main campus more quickly, resulting in a more effective pathway to our campus.



### ► TRIUMPHS

- We redesigned our Admitted Student Portal. It's branded with campus colors, fonts, photos, and other identity elements and provides students with a highly personalized experience that walks them through their next steps (i.e., accepting an offer, paying a deposit, and signing up for orientation).
- We reestablished the Fort Wayne College Fair. This is the only large regional college fair event. We hosted over 65 college and university representatives and more than 200 students and their guests.

### DEPARTMENT STAFF

- Ryan Wooley**, Associate Vice Chancellor for Enrollment Management
- Roy Danielian**, Assistant Director for Admissions (Recruitment Territory: Northern Indiana)
- Giang Petroviak**, Director of New Student Programs
- Angela Morren**, Senior CRM Business Analyst
- Jordan Giffen**, CRM Business Analyst
- Andrew Kopec**, Associate Professor of English and Assistant Director for Ivy Tech Initiatives
- Beth Carlin**, Associate Director for Transfer and Adult Experience
- Ryan Meriwether**, Assistant Director of Admissions Events
- Noah Williams**, Admissions Specialist
- Jacob "Jake" Furge**, Admissions Counselor (Recruitment Territory: Chicago Region)
- Hayley Goltare**, Admissions Counselor (Recruitment Territory: Purdue Redirects; West Central and Southwest Indiana)
- Griffen Waltmire**, Admissions Counselor (Recruitment Territory: Ohio Reciprocity Counties)
- April Salazar**, Admissions Counselor (Recruitment Territory: Fort Wayne and Northeast Indiana Region)
- Jenny Bower**, Administrative Assistant
- Terrance Williams**, Operations Clerk
- Emily Morthorst**, Lead Admissions Processor

### CONTACT INFORMATION

ask@pfw.edu  
260-481-6812  
pfw.edu/admissions  
Walb Union, Room 121



## OFFICE OF FINANCIAL AID



The Office of Financial Aid delivers expert, compassionate service that supports and empowers students to confidently navigate their financial futures. By providing streamlined and accessible processes, accurate and timely information, and financial literacy education and resources, the financial aid team helps to make college attainable for our students.

### ► STRATEGIC PRIORITIES AND IMPLEMENTATION

- **Engage all students in learning about the Office of Financial Aid and encourage one-on-one meetings to discuss individual aid eligibility and financial literacy.** We meet with students regularly, answer questions, and have increased our social media presence to reach more students in ways that best meet their needs.
- **Improve policies and procedures to promote student success.** We purchased a policy and procedure tool kit from the National Association of Student Financial Aid Administrators and are currently working to update policies and procedures to exceed industry standards.
- **Refine and automate processes to reduce inefficient manual tasks.** We redesigned the summer aid packaging process to more effectively utilize technology and enhance productivity.



### DEPARTMENT STAFF

- Ron Herrell**, Director of Financial Aid
- Laura Zeigler**, Assistant Director of Enrollment Management and University Scholarships
- Karen Louis**, Assistant Director Athletics
- David Wilson**, Assistant Director of Federal and State Grants
- Kathryn Snyder**, Assistant Director of Student Loans
- Alexis Bennett**, Financial Aid Counselor
- Stephanie Patrick**, Financial Aid Counselor
- Juliana Bengs**, Financial Aid Support Specialist
- Sylvia Ragsdale**, Student Financial Services Assistant
- Elvira Delira**, Affiliate Staff (21st Century Scholars Specialist, Scholar-Corp/ Ameri-Corp)
- Kari Sherman**, Data Processor
- Kimberly Garber**, Financial Aid Clerk
- Donna Chambers**, Administrative Clerk

### CONTACT INFORMATION

finaid@pfw.edu  
 260-481-6820  
 pfw.edu/financial-aid  
 Kettler Hall, Room 102



### ► TRIUMPHS

- Fully staffed office as of September 2022.
- Ron Herrell passed the Certified Financial Aid Administrator Certification exam.
- Implemented fixes to the degree-discrepancy process that have been ongoing challenges.

We help students put together a financial aid package that will make their dreams of earning a college degree become reality.



6%

INCREASE IN FAFSA FILING FROM PREVIOUS YEAR



2-3

HOUR STATE AID CLAIMING PROCESS (REDUCED FROM FOUR TO FIVE DAYS)

3,446

WALK-IN VISITORS TO THE OFFICE

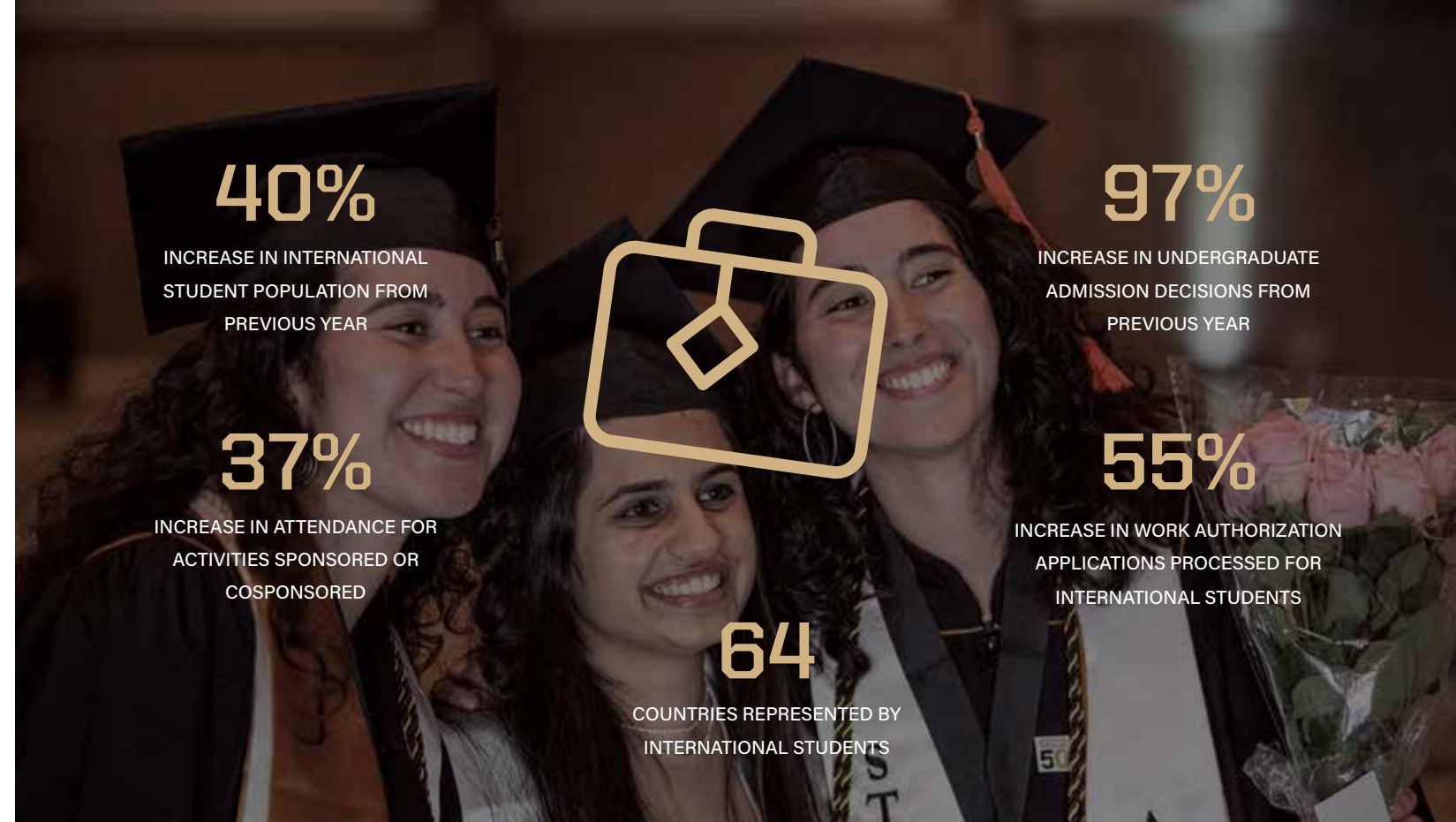
## OFFICE OF INTERNATIONAL EDUCATION



The Office of International Education works to attract, support, and advocate for international students at Purdue Fort Wayne. Through professional and innovative leadership, promotion of cross-cultural competency, and demonstration of empathy for each student's individual experience, the office cultivates a dynamic and successful international student body. The office oversees the creation and implementation of an international recruitment strategy to increase international student enrollment and assists students and parents with all required documentation. The office organizes an international orientation and cosponsors various trips, activities, and campus cultural celebrations.

### ► STRATEGIC PRIORITIES AND IMPLEMENTATION

- **Collaborate with Career Development Center to grow professional development and career opportunities for international students.** We presented information to employers at the Spring Career Expo regarding the employability of international students and provided training to increase awareness and resources regarding international student employment in northeast Indiana.
- **Elevate current challenges faced by international students so that they receive more dedicated university attention.** We worked with the Career Development Center to streamline the Curricular Practical Training process.
- **Individually and in collaboration with other units, sponsor events and programming to promote cross-cultural competency and increase the visibility of international students.** We hosted an on-campus simulation experience called A Day in the Life, advocating for awareness of the challenges that international students face in their journey to study in the United States.



40%

INCREASE IN INTERNATIONAL STUDENT POPULATION FROM PREVIOUS YEAR

97%

INCREASE IN UNDERGRADUATE ADMISSION DECISIONS FROM PREVIOUS YEAR

37%

INCREASE IN ATTENDANCE FOR ACTIVITIES SPONSORED OR COSPONSORED

55%

INCREASE IN WORK AUTHORIZATION APPLICATIONS PROCESSED FOR INTERNATIONAL STUDENTS

64

COUNTRIES REPRESENTED BY INTERNATIONAL STUDENTS

#### DEPARTMENT STAFF

- TBA**, Director of International Education
- Maureen Linvill**, Assistant Director for International Education
- Kerri Gouty**, Assistant Director for International Admissions
- Shelby Mansfield**, International Services Coordinator

#### CONTACT INFORMATION

iss@pfw.edu  
260-481-6034  
pfw.edu/international  
Walb Union, Room 145



### ► TRIUMPHS

- We welcomed our largest incoming classes ever during the fall 2022 and spring 2023 orientations.
- Student satisfaction rate of 92 percent based on their overall experience of international student orientation.

We emphasize a welcoming environment that builds trust and fosters personal and intellectual growth. We promote cross-cultural awareness and seek to build mutual respect.



KERRIE FINERAN  
INTERIM ASSOCIATE VICE CHANCELLOR FOR STUDENT WELLNESS

## REMARKS

Students find success in many ways during their collegiate experiences. They tackle subjects and course material they have never encountered before, forge relationships with caring professors and staff members who help them take their learning to new heights, develop lifelong friendships, and learn skills to help them navigate postgraduation life. However, none of this can be effectively accomplished if students don't also care for themselves in a holistic sense, with an emphasis on whole-person health, including physical, intellectual, emotional, social, spiritual, and occupational wellness. Halbert Dunn in 1961 defined the term *high-level wellness* as an optimal state of health that includes a sense of meaning and purpose, zest for life, social responsibility, developing habits to maximize personal potential for well-being, and acquiring the skills for adapting to the challenges of an ever-changing environment. Supporting students in accessing this high-level wellness is the mission of our student wellness team.

Our unit is composed of the soon-to-be-launched Center for Student Counseling, the Disability Access Center, the Office of Student Conduct and Care, and Well-being and Recreation. The new Center for Student Counseling will initially focus on providing excellent clinical mental-health care for students, while working to reduce the stigma of seeking services and promoting high-level wellness for all students. As the center grows, we hope to provide mental-health training, advocacy, and wellness services to

the entire university community. The Disability Access Center aids students in seeking and implementing accommodations to ensure equitable access to education. This office also helps faculty and staff to better understand, advocate for, and assist all students, while creating an environment that is accessible for all. The Office of Student Conduct and Care assists students in navigating the experience of being a college student—whether that be connecting them to resources and offices to help, helping them advocate for themselves, or assisting them in taking responsibility for their behaviors through the conduct process. WellRec focuses on physical health, nutrition, and developing healthy habits while having fun. As a unit, we are thrilled to have the opportunity to promote wellness in a variety of ways on campus and we look forward to working together to develop a strategic plan for campus wellness in the upcoming year.



## CENTER FOR STUDENT COUNSELING



The Center for Student Counseling will open in the fall of 2023. Purdue Fort Wayne has been partnering with local providers to provide care for students, but the demand for counseling is outpacing the available resources. Therefore, we will begin self-operating a center where students can receive compassionate, evidence-based, effective mental-health care and support right here on campus. The center will be a welcoming, inclusive, affirming, encouraging environment that will help students to optimize their holistic health, well-being, and success. Both appointment-based counseling and walk-in care will be provided. As the center develops, we hope to provide mental-health and wellness groups, provide training and seminars on mental-health topics, and become a hub that promotes a culture of wellness on our campus.

### ► STRATEGIC PRIORITIES AND IMPLEMENTATION

- Improve access to quality mental-health care for students throughout the calendar year.
- Offer effective, efficient, culturally competent services utilizing evidence-based treatments and theoretically grounded interventions, with a focus on comprehensive wellness.
- Nurture a student-centered wellness philosophy that supports the success of all students and departments on campus by combating stigmatization and providing holistic care.



We promote high-level wellness, personal development, and psychological health for every student on our campus.

#### DEPARTMENT STAFF

**Kerrie Fineran**, Interim Associate Vice Chancellor for Student Wellness and Associate Professor of Counselor Education

**Gianna Casaburo**, Director of Student Counseling

**Tim Hill**, College Counselor / Therapist

**Kaliyat Gamba**, Graduate Intern (Front Desk)

**Drake Turner**, Graduate Assistant (Front Desk) and Graduate Counselor Intern

**Alexis Porter**, Graduate Counselor Intern

#### CONTACT INFORMATION

260-481-6200

Kettler Hall, Room G02



Our services include short-term individual counseling, group counseling, relaxation and low-sensory spaces, walk-in appointments, and referrals to other services.

253

STUDENT ENGAGED IN ONGOING COUNSELING

1,288

COUNSELING SESSIONS PROVIDED



153

STUDENTS SERVED THROUGH WALK-IN SERVICES

Information based on previous provider.

## DISABILITY ACCESS CENTER



The Disability Access Center advances equitable access for students at Purdue University Fort Wayne. We emphasize best practices, social justice, and compliance with federal and state regulations. We focus on facilitating access for students with disabilities by determining reasonable accommodations and services while working with campus partners to create an inclusive university experience and environment. Our office empowers and supports students through advocacy and education.

### ► STRATEGIC PRIORITIES AND IMPLEMENTATION

- **Advocate for a campus-wide commitment to the principles and practices of universal design and the social model of disability in the development of institutional policies, initiatives, and programming.** We led campus-wide efforts to promote awareness and accessibility; ensured that disability and universal design are part of campus policies, procedures, and design; and ensured that disability is viewed as an integral piece of the university's commitment to diversity, equity, and inclusion practices.
- **Deliver an ongoing Disability Zone training program with the intent of enhancing knowledge and understanding of disability as an aspect of inclusion, diversity, equity, and access.** We offered eight Disability Zone trainings for PFW and IUPUI faculty and staff, with many participants reporting significantly increased knowledge of disability awareness.
- **Collaborate with campus and external partners to enhance the disabled student transition from K-12 to higher education and from higher education to career.** We worked with the Office of Admissions and New Student Programs to increase awareness of our services in transitioning from K-12 to the university. We also worked with the Career Development Center on initiatives aimed at the transition from higher education to employment, including offering a low-sensory space during the Career Expo and an employment series for students with disabilities.



#### DEPARTMENT STAFF

- Ryan McCombs**, Director of Disability Access Center
- Maeghan Mier**, Assistant Director of Disability Access Center
- Marie Macher**, Access Consultant
- Dave Egolf**, Administrative Assistant

#### CONTACT INFORMATION

dac@pfw.edu  
 260-481-6657  
 pfw.edu/dac  
 Walb Union, Room 113



### ► TRIUMPHS

- Received an \$83,000 grant from the Anthony Wayne Foundation, resulting in a universally designed remodel of the Disability Access Center and new assistive technology for student access.
- DAC was the 2023 Purdue University Focus Award winner.
- Developed new partnerships with community organizations to assist with disability awareness and programming.
- Designed a low-sensory space that students can utilize to manage anxiety and stress.



The DAC has helped me immensely throughout my college experience. Since becoming a student with the DAC, I feel I can finally be the best I can be, academically. I feel that I can embrace my disability and seek help when I need it. The staff makes the DAC such a welcoming environment for everyone!

—Emmy Kliever

## OFFICE OF STUDENT CONDUCT AND CARE



The Office of Student Conduct and Care is a critical resource for students, faculty, and staff, providing education and outreach, assisting in conflict resolution, and advancing the holistic development and well-being of students. We promote accountability, integrity, and respect and provide a safe space where students can be heard. We also facilitate the student conduct process and the CARE Team, which is designed to allow any member of the campus community to refer a student for assistance. We assist individuals in navigating various situations, policies, and procedures, such as academic and personal misconduct violations, reports of sexual violence, grade appeals, and difficult life circumstances.

### ► STRATEGIC PRIORITIES AND IMPLEMENTATION

- **Launch and maintain an up-to-date website and marketing collateral with consistent information about resources, reporting, and communication channels.** We completed a rebranding, including the new Office of Student Conduct and Care name, handbook, and website. We were also instrumental to the Reporting Pathways Project.
- **Review current and develop new policies and procedures that support students and contribute to their well-being.** We worked to develop updated policies, such as the Purdue University Policy on Weapons, Student Death Policy, and Student Absence Policies. We participated in the creation of the Student Relief Fund and produced an online student resource guide.
- **Annually ensure that policies and procedures comply with relevant federal, state, and local regulations.** We researched immunization compliance policies, advocated for the collection of emergency contact information for each student, and completed requirements related to the Drug-Free Schools and Campuses Regulations of the Drug-Free Schools and Communities Act.



#### DEPARTMENT STAFF

**Abby Blackmon**, Director of Student Conduct and Care and Deputy Title IX Coordinator

**Lindsay Butcher**, Assistant Director of Student Conduct and Care and Title IX Intake Coordinator

**Kate Long**, Coordinator (starting September 1)

**Katherine Yates**, Administrative Assistant

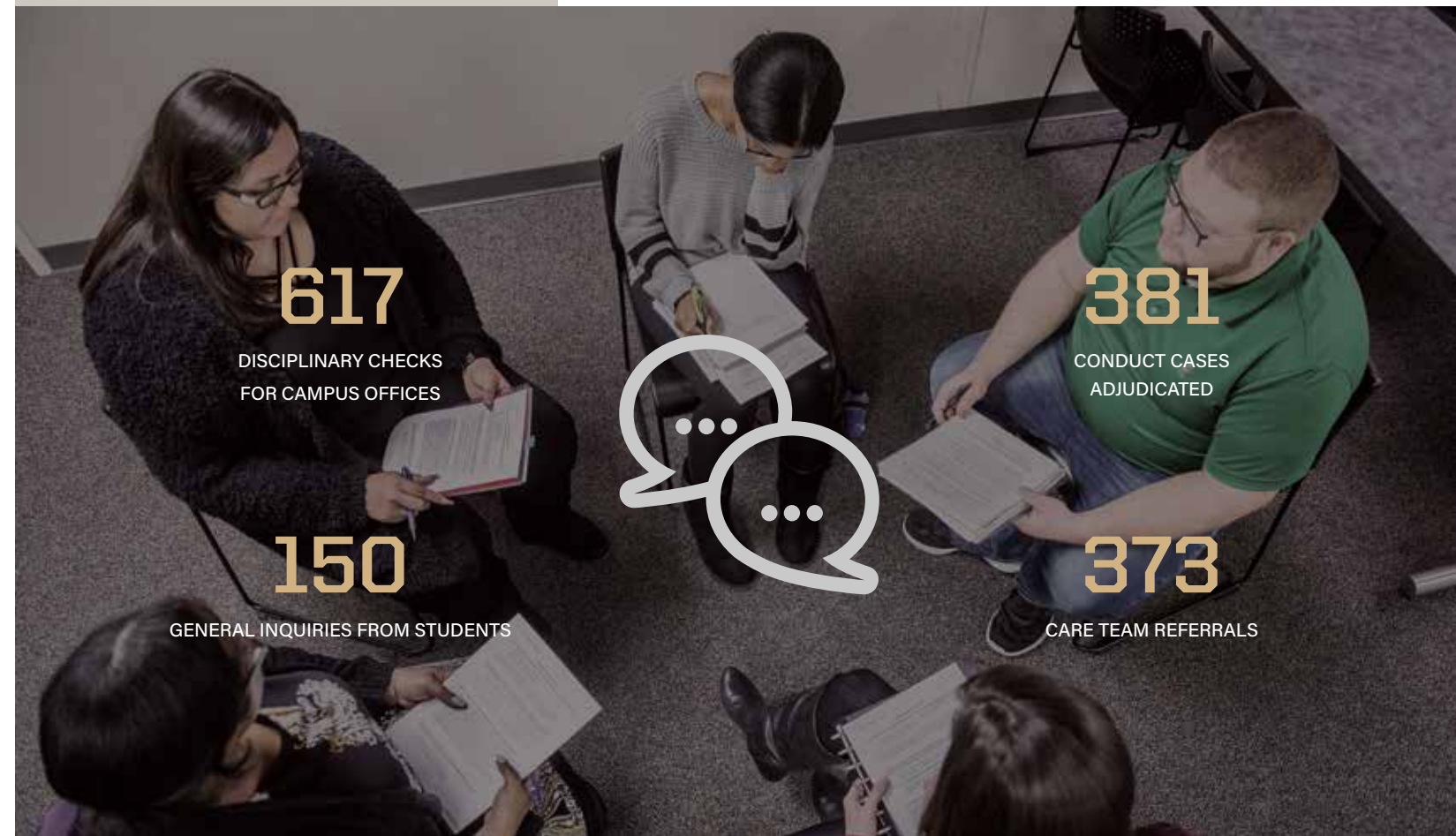
#### CONTACT INFORMATION

scc@pfw.edu  
 260-481-6601  
 pfw.edu/scc  
 Walb Union, Room 111

### ► TRIUMPHS

- The Campus Resources for Students Guide is now easier to access on our website. Don't see your office's resource listed but want it included? Contact the Office of Student Conduct and Care at scc@pfw.edu.
- The Mastodon Student Relief Fund provides financial support to enrolled PFW students who experience an accident, illness, financial hardship, or other situation that may jeopardize their ability to succeed academically.

The Office of Student Conduct and Care promotes responsibility and encourages honesty and integrity through education, compliance through behavioral standards, and support of individual rights.



WELL-BEING AND RECREATION

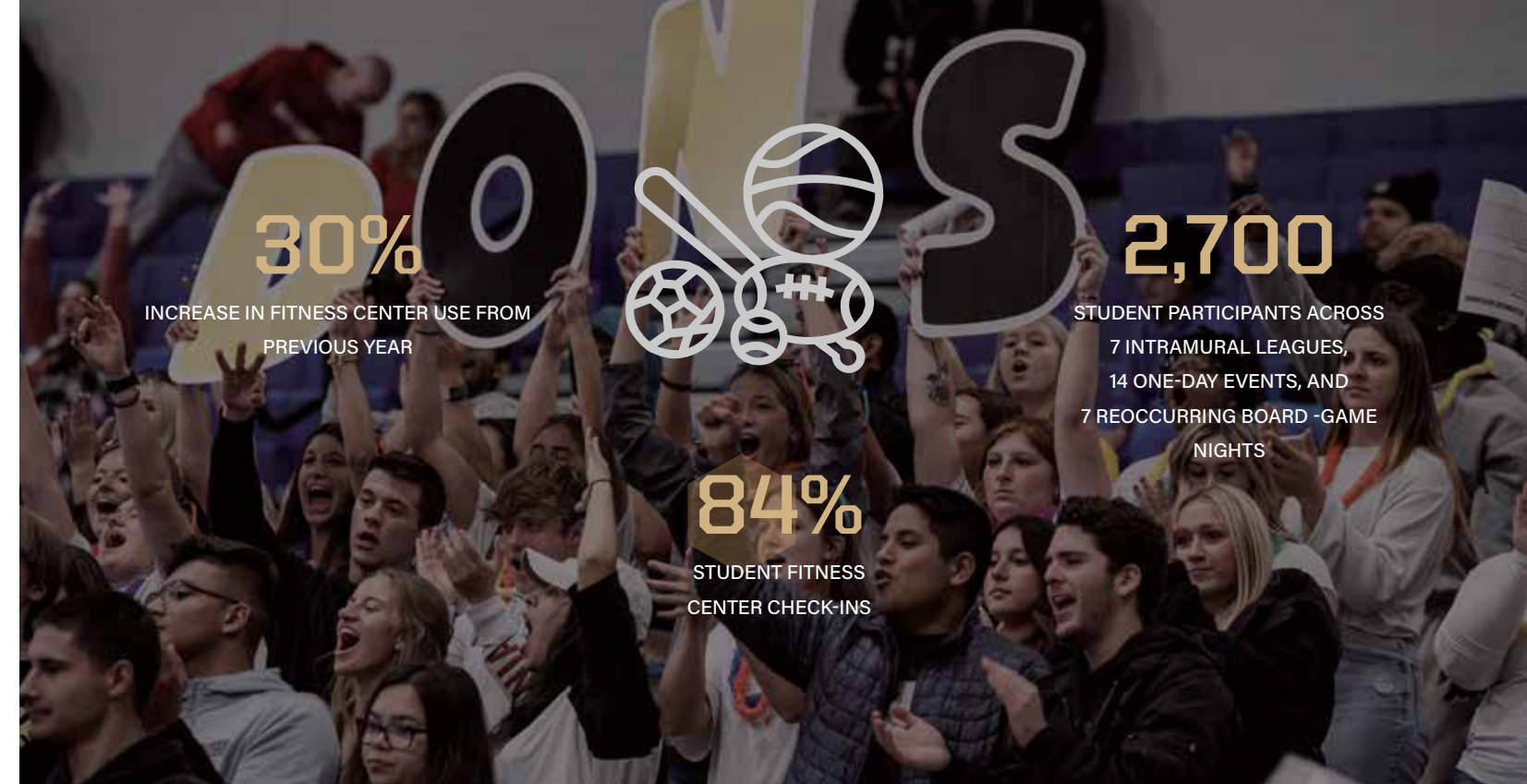
**FITNESS AND SPORTS**



Well-being and Recreation focuses on wellness in a variety of ways, and physical health is one very important aspect of holistic wellness. Through our fitness philosophy, facilities, and programs, we strive to instill the value of health and fitness in all students and members of the university community. All students receive a free fitness center membership and participate in intramural sports programs. Faculty, staff, alumni, and community members can purchase a membership at competitive rates. We offer an excellent outlet for physical activity and leisurely recreation through the use of our upgraded fitness equipment and participation in casual games and group exercise classes.

► **STRATEGIC PRIORITIES AND IMPLEMENTATION**

- **Increase awareness of the fitness center and WellRec programing.** We purchased a software program to improve operations and launched an app that allows members to use their phones to enter the fitness center, stay informed on all WellRec offerings, and receive important notifications.
- **Upgrade the appearance and functionality of the fitness center.** We upgraded our facilities with new paint, mirrors, decals, window decor, LED lighting, new fitness equipment, a digital clock, and a television, all which increased fitness center utilization.
- **Increase awareness of and participation in campus fitness activities.** We sponsored a variety of events, including a kayaking trip, trips to our local parks, and a 5K run. We also facilitated participation in many intramural sports leagues, tournaments, board-game nights, and esports competitions.



**DEPARTMENT STAFF**

- Eric Manor**, Director of Well-being and Recreation
- Nick Brand**, Well-being and Recreation Coordinator
- Rachel Hendryx**, Well-being and Recreation Graduate Intern
- Amber Smith**, Fitness Center Student Supervisor

**CONTACT INFORMATION**

wellrec@pfw.edu  
 260-481-6647  
 pfw.edu/wellrec  
 Walb Union, Room 218



► **TRIUMPHS**

- Successful launch of the WellRec app.
- Offered new group fitness classes.
- Provided space for Mastodon student-athletes to practice and strength-train.
- Launched outdoor recreation programs to reach new and more diverse student populations.



WellRec has been an amazing resource for me to de-stress through working out, a variety of fitness classes, and intramural sports. Not only has WellRec helped me physically, but it has helped my mental health tremendously. WellRec's pantry has also been a great resource to relieve stress by helping me save money on groceries every week. Beyond the physical and mental benefits, WellRec provides a sense of community and belonging, with the opportunity to meet other students who share similar interests and goals. Overall, WellRec is an incredible resource for students and has been an integral part of my college experience.

—Kamryn Heckman

WELL-BEING AND RECREATION

THE FRIENDS OF THE UNIVERSITY PANTRY



The Well-being and Recreation unit is a leader at infusing holistic well-being and personal development into the Mastodon experience. We aim to enhance the quality of life of the Mastodon community. The FRIENDS of the University Pantry at Purdue Fort Wayne is stocked with perishable and nonperishable foods to help nurture members of the university, including students, faculty, staff, and the community. We are committed to being a reliable and stable supplemental food source while providing resources to overcome food insecurity.

► STRATEGIC PRIORITIES AND IMPLEMENTATION

- **The FRIENDS of the University Pantry reduces food insecurity, both on campus and in the Fort Wayne community.** We are now part of the Emergency Food Assistance Program, which provides a variety of food options at no cost, and we collaborate with organizations—such as the School of Education Urban Garden and master gardeners from the Purdue Extension Office—to provide fresh produce.
- **Increase awareness of the pantry and increase donations.** We participated in outreach events to promote pantry services and solicit donations. We also distributed an annual pantry-utilization report to current and potential donors, provided a list of preferred donations, and offered an option for faculty and staff to contribute to the pantry through payroll deduction.
- **Encourage student engagement to foster a sense of community, volunteerism, and services to peers on campus.** We distributed meal kits that included easy-to-follow instructions, the required ingredients, and a sample of the meal.



DEPARTMENT STAFF

- Eric Manor**, Director of Well-being and Recreation
- Nick Brand**, Well-being and Recreation Coordinator
- Rachel Hendryx**, Well-being and Recreation Graduate Intern
- Meseret Tekle-Wold**, Well-being and Recreation Student Intern

CONTACT INFORMATION

pantry@pfw.edu  
 260-481-6647  
 pfw.edu/pantry  
 Walb Union, Room G36  
 Thursday: 10 a.m.–2 p.m.  
 Student Housing, Clubhouse  
 Monday and Tuesday: 4–7 p.m.



► TRIUMPHS

- Collected 18,454 pounds of food during the annual U Can Crush Hunger Campaign.
- Raised \$15,000 to support and sustain the FRIENDS of the University Pantry.
- Relocated the pantry inside the Clubhouse, a space that provides a welcoming atmosphere and is spacious and easy to locate.

Anyone in need in our community is welcome to visit the pantry.



80

PERCENTAGE OF STUDENT VISITORS

569

FIRST-TIME VISITORS SERVED

22%

INCREASE IN VISITORS FROM LAST YEAR

\$3,000

DONATIONS RECEIVED DURING THE 2023 DAY OF GIVING



With the university restructure of enrollment management functions in January 2021, the newly formed Division of Enrollment Management and the Student Experience underwent a review and reworking of our strategic plan in spring 2022. The outcome is a purposeful, powerful, and comprehensive plan that will guide our work for the next three to five years. Following the divisional planning process, each department completed a local plan with aggressive action items and assessment practices. We look forward to engaging our campus constituents in this work as we put students first in all we do from active recruitment through graduation and beyond.

#### OUR VISION

Cultivating a dynamic, accessible, and healthy student experience.

*The Division of Enrollment Management and the Student Experience will be recognized as a trusted leader and a model for diverse enrollment and innovative student services. We empower students to better themselves and their communities as they transform into global citizens. We put students first in all we do, from active recruitment through graduation and beyond.*

#### CORE VALUES

- Students First
- Well-being and Belonging
- Engagement
- Innovative Access and Sustainability

#### ADVANCE STUDENT PERSONAL AND PROFESSIONAL DEVELOPMENT

*We will provide experiential opportunities for personal and professional development that will empower students in pursuit of their endeavors and prepare them for lifelong success.*

- OBJECTIVE 1:** Empower students to utilize campus and community resources to sustain their lifelong journey to holistic personal and professional success.
- OBJECTIVE 2:** Integrate comprehensive wellness throughout the student experience by connecting students to physical and mental-health resources and well-being opportunities.
- OBJECTIVE 3:** Actively identify and implement high-impact services that are inclusive, diverse, equitable, and accessible to enhance each student's personal and professional development.

#### ENGAGE OUR STUDENTS

*We will create inclusive environments and opportunities for students to explore, learn, grow, and persist through engaging programming and services that adapt to our evolving student body.*

- OBJECTIVE 1:** Strengthen the impact of the Division of Enrollment Management and the Student Experience programming through purposeful planning, reflection, and assessment in alignment with professionally recognized standards.
- OBJECTIVE 2:** Improve campus-wide communications to ensure that all students can engage and to encourage university faculty and staff to participate in programs and to make referrals to services.
- OBJECTIVE 3:** Facilitate inclusive opportunities and experiences that develop leadership skills, increase cultural competence, uplift diverse populations, and that allow for peer engagement, growth and exposure, and cross-campus collaborations.
- OBJECTIVE 4:** Strengthen community on campus through empowering students to actively participate in intentional learning and community building.

#### IGNITE CAMPUS PRIDE

*We will create a campus community in which students, faculty, staff, and alumni are proud to be members. We will ensure that Purdue University Fort Wayne and Indiana University Fort Wayne work together to build and sustain traditions that create lifelong memories and develop ambassadors for our campus.*

- OBJECTIVE 1:** Elevate campus traditions to engage students, faculty, staff, alumni, and the community.
- OBJECTIVE 2:** Emphasize each student's unique experience, small-group affinities, and desired ways of engagement with the campus.
- OBJECTIVE 3:** Increase the visibility of university symbols, mascots, and signifiers.
- OBJECTIVE 4:** Establish new and maximize the utilization of current student-centered physical spaces to increase each student's sense of community, belonging, affinity, safety, and campus pride.

#### FOSTER STUDENT SUCCESS AND RESILIENCY

*We will work within our departments, across the division, and with campus partners to strengthen the student experience from our first point of contact to our last.*

- OBJECTIVE 1:** Maintain departmental plans to support students at each stage of development.
- OBJECTIVE 2:** Establish clear channels of communication that encourage cross-department relationships and collaboration with consistency to help students successfully navigate the student life cycle.
- OBJECTIVE 3:** Create and maintain departmental standard operating policies and procedures to provide consistent customer service and measurable outcomes.

## STRATEGIC ENROLLMENT PLAN

This five-year strategic enrollment plan was developed by a steering committee of Purdue Fort Wayne campus leaders with support from Huron Consulting Group. This draft plan was developed over the course of the spring 2023 semester, with input from stakeholders across the institution.

### Strategic Enrollment Plan Statement of Purpose

Purdue Fort Wayne aspires to engage, retain, and graduate a diverse and talented student body by fostering success through intentional services and a supportive experience for students at all stages of their academic careers.

## STRATEGIC PRIORITIES

### 1. The Student Experience

- a. Establish a streamlined, engaging, and holistic student experience for all students by ensuring that university offices, processes, and policies are student-focused and designed with student success as the top priority.

### 2. Regional Public Identity

- a. Position Purdue Fort Wayne as the destination of choice for students in northeast Indiana seeking an undergraduate degree or graduate study, underscoring the university's role as a critical contributor to economic and workforce development in the region.

### 3. The Student Mix

- a. Determine the ideal mix of students (e.g., undergrad, graduate, international, transfer, and returning adults) to align with the student desires, market demand, and PFW's strength as a university.

## STRATEGIC PRIORITY 1: THE STUDENT EXPERIENCE

Establish a streamlined, engaging, and holistic student experience for all students by ensuring that university offices, processes, and policies are student-focused and designed with student success as the top priority.

**Initiative 1.1:** Create additional and strengthen existing support services and interventions for students who are at a higher risk of attrition (stop out) based on historically predictive factors.

**Initiative 1.2:** Strengthen collaboration between and among the First Year Advising Center, academic departments, and the Office of Admissions to streamline the matriculation experience for first-year students.

**Initiative 1.3:** Establish (or enhance) a centralized, comprehensive multichannel current student communication plan.

**Initiative 1.4:** Improve and streamline the transfer process for all students.

## STRATEGIC PRIORITY 2: REGIONAL PUBLIC IDENTITY

Position Purdue Fort Wayne as the destination of choice for students in northeast Indiana seeking an undergraduate degree or graduate study, underscoring the university's role as a critical contributor to economic and workforce development in the region.

**Initiative 2.1:** Strengthen the PFW presence and reputation in regional high schools and K-12 districts to support recruitment and college access broadly in and around Fort Wayne.

**Initiative 2.2:** Identify new opportunities for the PFW enrollment team to support community engagement efforts in Fort Wayne, especially for prospective student and high school aged audiences.

**Initiative 2.3:** Determine and define PFW's role in supporting the Indianapolis market, in consideration of coming changes to Purdue Indianapolis.

**Initiative 2.4:** Conduct a market alignment assessment of PFW's academic portfolio, focused on opportunities for program and overall growth or innovation.

## STRATEGIC PRIORITY 3: THE STUDENT MIX

Determine the ideal mix of students (e.g., undergraduate, graduate, international, transfer, and returning adults) to align with student desires, market demand, and PFW's strengths as a university.

**Initiative 3.1:** Establish, formalize, and socialize a dynamic, future-oriented five-year enrollment model consisting of transparent, data-informed enrollment and retention goals for all student populations, including undergraduate and graduate students.

**Initiative 3.2:** Implement a more strategic and intentional aid strategy designed to leverage every available aid dollar to optimize admitted student yield and retention for current students.

**Initiative 3.3:** Streamline recruitment processes to strengthen the admissions teams' ability to move students through the application, aid, credit evaluation, registration, and matriculation processes seamlessly.

**Initiative 3.4:** Maximize efforts to improve metrics associated with the State of Indiana's updated outcomes-based funding model for public higher education institutions.

ENROLLMENT MANAGEMENT AND THE STUDENT EXPERIENCE

# TEAM MEMBERS

## DIVISION OF ENROLLMENT AND THE STUDENT EXPERIENCE



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## CAREER DEVELOPMENT CENTER



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## OFFICE OF INTERNATIONAL EDUCATION



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**Shelby Mansfield**  
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## CENTER FOR STUDENT COUNSELING



**Kerrie Fineran**  
Interim AVC for Student Wellness and Associate Professor of Counselor Education  
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**Gianna Casaburo**  
Director of Student Counseling  
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260-481-4172



**Tim Hill**  
College Counselor / Therapist  
timothy.hill@pfw.edu

## STUDENT GOVERNMENT ASSOCIATION AND STUDENT LEADERSHIP



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Executive Director of Student Engagement  
ambacker@pfw.edu  
260-481-6598



**Abbey Wang**  
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