



GROWING OUR CAMPUS TOGETHER

IMPACT REPORT 2023-24





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IT TAKES GROWTH

With this impact report, we celebrate five years of *change* (2019–20), *perseverance* (2020–21), *progress* (2021–22), and *momentum* (2022–23).

With the 2023–24 report, we showcase *growth*. And, because of that growth, we will transition to presenting impact reports every other year moving forward, to honor the intentional partnerships and collaborations throughout campus in a deeper way.

Throughout this year’s report, you will see the significant successes the Division of Enrollment Management

and the Student Experience team had throughout campus. Our team worked tirelessly to grow programs, create exciting new opportunities for students, and establish synergies to maximize impact. While each department has detailed contributions within, I will highlight significant aspects of growth this year:

- We led efforts throughout campus to grow enrollment in fall and spring. These efforts produced a 6.6 percent increase in new undergraduate students and a 14.2 percent increase in direct-from-high-school admits for fall 2023, as well as a 31 percent increase in international students. For spring 2024, we saw an increase of 22.25 percent in international credit-hour production and a 26.2 percent increase in credit-hour production from domestic, nonresident students.

- The Center for Student Counseling opened, shifting mental-health services in-house for the first time in over a decade. This resulted in nearly 2,000 appointments made and 218 students served on a walk-in or crisis basis.
- In partnership with the Student Government Association, we started the student shuttle program, providing over 30,000 rides to and from student housing, St. Joe Place Apartments, the Arch, Canterbury Green, the Purdue Fort Wayne Holiday Inn, and our campus in its first year.
- We completed the first-ever PFW Strategic Enrollment Management Plan with the assistance of Huron Consulting Group. This plan will guide the next five years of strategy as we continue to grow enrollment.
- We began an outdoor recreation program, putting over 225 kayaks in the water for students, faculty, and staff alike to enjoy our beautiful campus.
- Flo Rida came to campus to entertain 1,500 students, faculty, and staff at the inaugural Spring Beats concert—what a night!
- The incredible efforts to continue to redefine and evolve the Career Development Center produced incredible growth, with an 84 percent increase in student appointments, a 284 percent increase in use of the Career Closet, and growth in all other areas in the center. We can now also boast placing interns in 29 states.
- Student housing continues to grow to never-before-seen numbers of students choosing to live on campus. To accommodate this significant

increase, we master-leased at three neighboring apartment complexes, in addition to two floors at the Purdue Fort Wayne Holiday Inn.

- Dining services moved to the Division of Enrollment Management and the Student Experience to add dining as a critical element of the student experience on campus. After an extensive review process, we chose Fresh Ideas as the new campus dining partner, and they made a tremendous impact beginning the spring 2024 semester.
- Our Disability Access Center’s proactive outreach continues to result in the growth of students receiving accommodations, by 107 percent this year, to be exact.
- We started *What It Takes*, a weekly, just-in-time email sent to the entire student body providing student success tips, communicating important dates, delivering resource information, etc.
- For the Office of Student Conduct and Care, reduction in conduct cases signifies substantial growth as the team continues to evolve from a punitive to proactive developmental approach. This year saw a 14 percent decrease in conduct cases and a 30 percent increase in care cases—exactly what we want to see.
- With a generous contribution from the PFW Foundation, we began the Mastodon Student Relief Fund and Completer Scholarship program, assisting students with surpassing the hurdles keeping them from continuing their education.
- Our enrollment management team secured two Indiana Commission on Higher Education grants and hired college success coaches to assist 21st Century Scholars on campus.

- The Student Activities Board was once again extremely active planning new and exciting engagement opportunities for students, seeing a 26 percent increase in participation over the last two years.
- Our financial aid team had the largest lift of the year, having to respond to continual federal changes in FAFSA requirements, calculations, packaging delays, etc. They did so with grace and perseverance and have now packaged more students than this time last year, even though they experienced a six-month delay in packaging caused by these FAFSA changes.
- The Office of Military Student Services transitioned to the Division of Enrollment Management and the Student Experience team early summer 2024 to align the recruitment of, service to, and support of active military and veteran students.

Whew—what a year. I am so proud of this team, and the impacts above are just a small outline of the work they continue to do on an annual basis. I invite you to visit our new website at pfw.edu/emse for additional information, an archive of the *What It Takes* series, and much more.

It is my hope that as you read the information on the pages that follow, you will be able to identify additional ways to collaborate with our team as we grow the campus together.

On behalf of our team, thank you for being awesome,

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.



DIVISION OF ENROLLMENT MANAGEMENT AND THE STUDENT EXPERIENCE

AREAS

We could not achieve what we do without the dedicated students and staff who represent us. Each of our areas 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



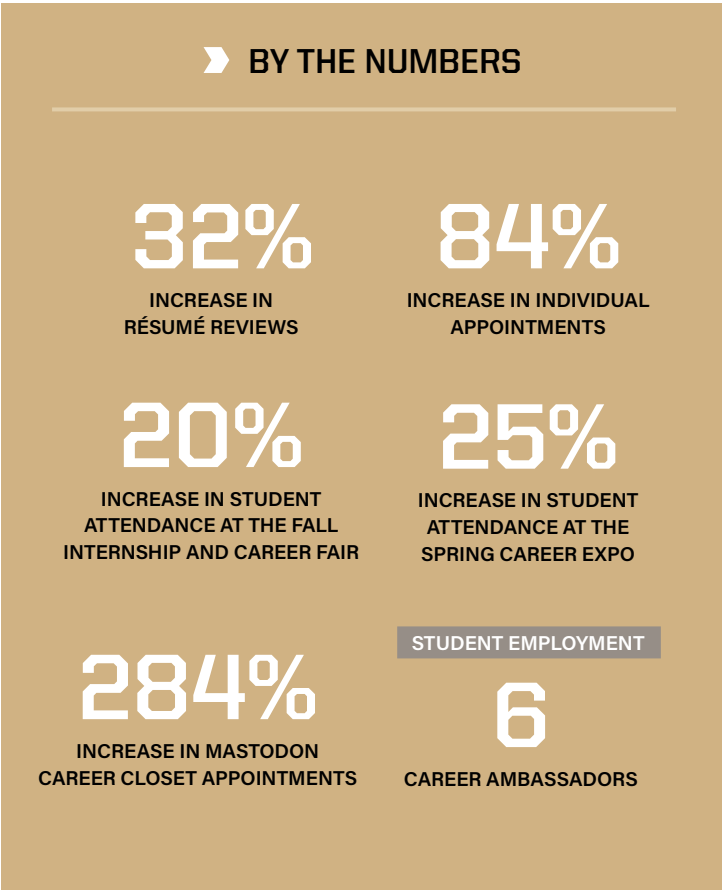
The Career Development Center advances student success and persistence through coaching, education, and career exposure, empowering students to develop as professionals and preparing them to achieve their life and career goals. Our expert, engaging, and energetic team serves as a bridge, connecting Mastodons with regional employers, filling their talent pipeline needs, and supporting their economic-development goals.

STRATEGIC PILLARS

- Enhance the operations of the Career Development Center to achieve industry-leading performance.
- Implement programming and resources that drive student success, meet students where they are, and are focused on quality rather than quantity.
- Deepen our relationship with regional employers and other external stakeholders.

TRIUMPHS

- The Career Development Center has experienced increased student engagement in all areas. The more students that recognize the benefits of using the resources offered through the center, the more successful they will be when entering their professional career.
- Increases in departments across campus creating experiential-learning opportunities, with several creating their own internship/co-op course providing better academic support, building partnerships in the community, and strengthening the experience for students.
- *You never get a second chance for a first impression.* This is particularly true today, where in-person meetings and, likewise, interviews are less frequent than ever before. Our student body increasingly relies on the Mastodon Career Closet to support their need for professional clothing and, just as important, professional advice regarding expectations and appropriateness.



ON THE HORIZON

- We support 700+ student workers and 140+ supervisors who invest in their development. With an updated supervisor handbook and upcoming monthly guidance videos on pertinent subjects, we are on our way to providing more support than ever before to this essential program.
- Breaking out of the past pattern of only offering sponsorship opportunities during fall and spring career fairs, the Career Development Center will be curating a menu of options for employers to gain visibility and center stage with students.
- This area is a high-impact, best-practice function that will grow in the coming years to the benefit of students, academic departments, and community employers seeking high-quality talent.

DINING SERVICES



Dining services strives to deliver a variety of dining options that are fresh, familiar, and global. With quality food options and service to the Purdue Fort Wayne campus community, dining services—run by partner Fresh Ideas—is looking forward to continued growth and service to the university community. The Division of Enrollment Management and the Student Experience is thrilled to partner with a third-party provider that is committed to engaging student dining needs on every level through a truly diverse culinary experience.

STRATEGIC PILLARS

- Create an engaging, tasteful, student-centered, and responsive dining experience on campus, resulting in dining locations as hubs for social engagement.
- Establish a comprehensive, affordable, and desired set of catering offerings, becoming the most utilized vendor for all on-campus programs and events.
- Continually solicit and utilize campus-wide feedback in order to remain responsive to customer needs and concerns.



TRIUMPHS

- Dining services successfully transitioned to a new food service provider at the end of the fall semester.
- Dining services transitioned to become a part of the Division of Enrollment Management and Student Experience at the end of November 2023. The transition has a focus on improving the student experience within dining on campus.

BY THE NUMBERS

65+
CATERED EVENTS IN THE
SPRING SEMESTER

350+
DAILY TRANSACTIONS AT ALL
FOOD LOCATIONS ON CAMPUS

STUDENT EMPLOYMENT

30
STUDENT EMPLOYEES

ON THE HORIZON

- Increasing the food variety and offerings both on and off campus. This includes adding off-campus merchants via the use of Grubhub, for which Don Dollars can be used.
- The ability for students to charge their meal plan and Don Dollar packages to their student account instead of having to prepay with a credit or debit card.
- Working in conjunction with the food pantry on campus to provide additional resources to combat food insecurities.



STUDENT GOVERNMENT ASSOCIATION



The Student Government Association is composed of multiple student leadership opportunities, including serving on the judicial court, being a senator, or running for the executive branch. All these positions contribute to student government’s role to be the voice of and advocate for all students. Additionally, we rent graphing calculators and iPads, allocate funds for student travel, charter new clubs and organizations, operate the gaming lounge and Herd Hideout, and always have free coffee.

► STRATEGIC PILLARS

- In partnership with university administration, respond to student needs in a timely and proactive fashion to continue to build a student-centered culture throughout campus.
- Serve as leaders throughout campus and be the go-to place for student involvement and representation.
- Foster a Student Government Association that represents and effectively advocates for our diverse student body.

► TRIUMPHS

- Increased student engagement and number of voters for officer elections in spring 2024 compared to the previous academic year.
- Student government officers engaged the student senate and their connection to the student body through various public-relations programs. We also implemented a weekly requirement for senators to share feedback from their constituents in an effort to ensure that the officers could address current and real-time issues, either directly or ensure that the issue was passed on to the correct office or person.
- Partnered with the Division of Enrollment Management and the Student Experience to bring Flo Rida to campus for the inaugural Spring Beats concert, which featured student bands as opening acts.
- Put plans together to develop the Herd Hideout, which opened fall 2024 on the first floor of Walb Union.



► BY THE NUMBERS

30

STUDENT SENATORS

11

STUDENT-SERVICE-APPOINTED SENATORS

5

COMPLETED PROJECTS BY OFFICERS, INCLUDING THE INAUGURAL SPRING BEATS CONCERT

16

NEW CHARTERED STUDENT ORGANIZATIONS

30,000

RIDES PROVIDED THROUGH THE STUDENT SHUTTLE PROGRAM

\$580,667

FUNDS ALLOCATED TO 27 INITIATIVES AND DEPARTMENTS

STUDENT EMPLOYMENT

3

EXECUTIVE ASSISTANTS

► ON THE HORIZON

- Update all binding documents and complete the ratification process.
- Implement an online-voting method for Student Government Association elections.

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, housing cultivates a safe, affirming, and equitable environment that empowers students and staff to develop as individuals and to support each other.

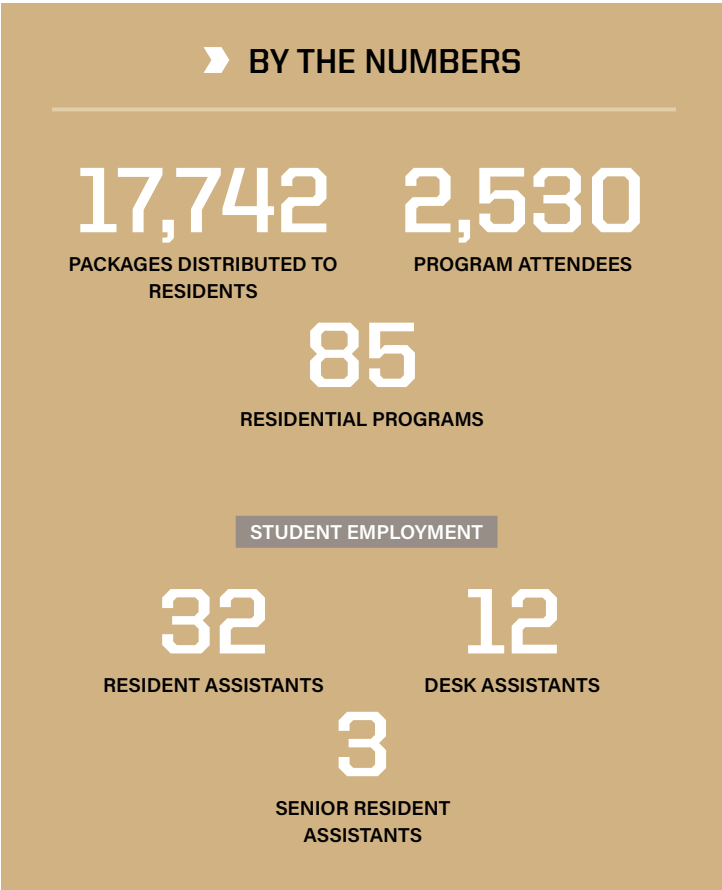
STRATEGIC PILLARS

- Provide a dynamic experience for residents that supports retention, personal development, and belonging.
- Expand development opportunities for professional and student staff.
- Manage resources to enhance opportunities, operations, and reinvestment.



TRIUMPHS

- Student housing has made great strides in reducing expenses and balancing the budget, which impacts the cost for students. This includes outsourcing the custodial services on campus to improve quality of service.
- Student housing continues to refocus on the residential experience of students by creating quality programming and expanding services, including adding additional hours of operation for Cole Clubhouse, which had previously been closed on Sundays.
- Due to our continued growth, we have added additional staff to improve operations and the maintenance response time for residents. New roles include the associate director of student housing, an additional maintenance technician, and an internal HVAC position.



ON THE HORIZON

- We will be creating 12-month contracts for students who need year-round housing.
- Student housing will be creating efficiencies for the student experience in the StarRez Housing Portal, including ease of signing up for room changes, early arrivals, and late stays. We will also be installing parcel lockers for students to be able to quickly retrieve packages.
- Student housing is partnering with a third party to design and build a new apartment complex on the North Campus to ease the supply issue of available housing on campus. This facility will open in the fall of 2026.

STUDENT LEADERSHIP



Engagement with student leadership connects students to themselves, their peers, their university, and their community by exploring and developing their capacity to lead, communicate, and appreciate difference. This engagement produces individuals who are prepared to step into the world as leaders in their careers and communities.

STRATEGIC PILLARS

- Leverage campus and community partnerships to create leadership-development opportunities that advance the career readiness of our students.
- Elevate signature leadership programming as the premier student-development opportunity at Purdue Fort Wayne.

TRIUMPHS

- Student Leadership saw an increase in student engagement at all our on-campus events. Specifically, there was a noticeable increase in IUFW participation, which can be attributed to an intentional partnership with IUFW offices and staff members.
- Student Leadership offered and facilitated CliftonStrengths coaching sessions and group presentations for student employees, departments, and graduate classes.
- Student Leadership also saw increased attendance to the Freshman Leadership Retreat.



BY THE NUMBERS

100%
INCREASE IN STUDENT ATTENDANCE
AT STUDENT LEADERSHIP EVENTS

500+
STUDENTS WHO ATTENDED VARIOUS
STUDENT LEADERSHIP PROGRAMS

\$119,000
STUDENT TRAVEL GRANTS AWARDED
FOR 39 STUDENT TRIPS BY THE STUDENT
TRAVEL FUND COMMITTEE

STUDENT EMPLOYMENT

1
STUDENT LEADERSHIP
PROGRAMMING ASSISTANTS

ON THE HORIZON

- Implementation of community-service-oriented programming.
- Implementation of one new/additional retreat per academic year.
- Creation of PFW Peer Mentor Program.

STUDENT LIFE



Student Life creates and facilitates intentional cocurricular programming designed to engage all students. Prioritizing efficiency, energy, and innovation, expert staff employ a student-centered approach to foster a vibrant campus experience that contributes to retention and long-term success.

STRATEGIC PILLARS

- Elevate programming to increase student engagement each academic year.
- Invest in operations to position Student Life as a model for the university and across higher education.
- Enrich support for student organizations to increase their visibility and success.



TRIUMPHS

- Student Life began the pilot program for fraternity and sorority life by establishing a new national organization on campus, Sigma Phi Epsilon (SigEp), over the course of six months.
- Student Life staff transitioned the equipment rental program from a pen-and-paper format to Ungerboeck—an online platform that produces real-time information. This provides campus partners the ability to view various items that are available for checkout instead of going to the Student Life office to work directly with a staff member.
- The Student Activities Board expanded membership and leadership positions by piloting a new compensation effort for chair positions.

BY THE NUMBERS

10%

INCREASE IN STUDENT ATTENDANCE
AT STUDENT LIFE AND STUDENT
ACTIVITIES BOARD EVENTS

STUDENT EMPLOYMENT

4

STUDENT ACTIVITIES
BOARD CHAIRS

3

STUDENT LIFE
OFFICE ASSISTANTS

ON THE HORIZON

- The SAB All-Stars Incentive Program will provide incentives to the top engaging students for Student Activities Board events (prizes: private event, exclusive gear, etc.).
- Student Life continues to work toward the expansion of fraternity and sorority chapters. The continued momentum will help Student Life staff work to establish another national organization. Additionally, we will make strides in working with the Multicultural Center and other partners to begin the process of establishing a National Pan-Hellenic Council (NPHC / Divine Nine) chapter and solidifying a structured recruitment for all chapters.
- Student Life staff are looking to streamline organization training for all student organization officers. Students will be able to complete their student officer training through the Brightspace platform, and a new advisor training will be made available.



SETTING UP STUDENTS FOR SUCCESS



The enrollment management team comprises New Student Programs, the Office of Military Student Services, 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 closely with campus colleagues, both within and beyond our

division, to develop effective communication and recruitment strategies.

Our close partners include the Office of Communications and Marketing, the First Year Advising Center, deans, department chairs, and student housing, all working together to provide prospective students with 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.

Every day, we engage in various initiatives to enhance the educational experience for students at Purdue Fort Wayne. These efforts include partnering with the Honors Program to increase the number of new honors students; working with Collegiate Connection to promote the benefits of taking college courses during high school; conducting virtual meetings with students worldwide; collaborating with the Office of Development and Alumni Engagement to secure scholarships for incoming students; organizing events to help first-year students find their place on campus; hosting campus-visit events to help prospective students and their families understand

what it means to be a Mastodon; and convening a team of stakeholders to assess and improve the transfer-student experience.

Our team is dedicated to ensuring that all students, regardless of their stage in the admissions process or academic standing, have access to the resources they need to thrive. We are proud of the incredible amount of work that went into increasing student head count and credit-hour production for the 2023–24 academic year, and we look forward to another fantastic year.

NOTEWORTHY STATISTICS

Fall 2023

- Nondual-credit-undergraduate credit-hour production (including IUFW service hours provided by PFW) increased by 1.2 percent.
- Purdue Fort Wayne experienced a 10 percent increase in credit-hour production for international students and a 15.8 percent increase in credit-hour production from domestic nonresident students outside Ohio reciprocity counties.
- First-time, full-time degree-seeking undergraduates (aka IPEDS new-student cohort) fall 2022 to fall 2023 retention rate is 64.3 percent. This is a 1.5 percent increase in fall-to-fall retention rates from the previous fall cohort.
- New-undergraduate-student enrollment increased by 6.6 percent, to 1,870 students, in fall 2023, up from 1,755 in fall 2022.
- Direct-from-high-school admits increased to 1,319 students in fall 2023, up from 1,155 students in fall 2022, resulting in a 14.2 percent year-over-year increase.

Spring 2024

- Nondual-credit-undergraduate credit-hour production (including IUFW service hours provided by PFW) increased by 0.7 percent.
- Purdue Fort Wayne experienced a 22.2 percent increase in credit-hour production for international students and a 26.2 percent increase in credit-hour production from domestic nonresident students outside of Ohio reciprocity counties and other tuition reciprocity states.
- First-time, full-time degree-seeking undergraduates (aka IPEDS new student cohort) fall 2023 to spring 2024 retention rate is 87.5 percent. This is a 1.5 percent increase in fall-to-spring retention rates from the previous fall cohort.

21ST CENTURY SCHOLARS COLLEGE SUCCESS COACHES

In the fall of 2023, Purdue Fort Wayne was awarded a grant by the Indiana Commission for Higher Education (ICHE) to fund two college success coach positions. These positions play an integral role in engaging, supporting, and retaining Purdue Fort Wayne's 21st Century Scholars.

For the 2023–24 academic year, PFW enrolled 552 21st Century Scholars. These students often face challenges in their college journey that can delay them from graduating on time, if at all. The average four-year graduate rate for 21st Century Scholars at PFW is 21.96 percent and the six-year graduation rate is 30.10 percent. These graduation rates are significantly lower than the state average for 21st Century Scholars and nonscholars, 40 percent and 53 percent, respectively.

The college success coach positions are responsible for various initiatives:

- Preadmission support: Assisting with admissions applications, yield management, and connecting students with orientation and transition programs.
- Monitoring academic progress: Addressing account holds, facilitating registration, ensuring full-time enrollment, monitoring credit completion, and maintaining continued good standing for enrollment and financial aid eligibility.
- ScholarTrack accounts: Managing state-aid eligibility, supporting Free Application for Federal Student Aid (FAFSA) filing, and aiding students with state-aid appeals.
- Financial aid and bursar services: Helping with FAFSA, tracking initial course participation and census, administering scholarships, monitoring satisfactory academic progress, and assisting with financial aid appeals.
- Facilitating the college success program and connecting students to career coaching.
- Implementing additional activities to increase college going and persistence, college completion, and the retention of college graduates in Indiana.

Ryan Wooley
Associate Vice Chancellor for Enrollment Management

OFFICE OF ADMISSIONS



The Office of Admissions and New Student Programs are the gateway to Purdue University Fort Wayne, delivering the first impression of the university by collaborating with faculty and staff to educate prospective students about the opportunities that await them. Prioritizing data-driven decision-making, individualized experiences, and dynamic support and guidance for students and their networks, our professional staff and student employees smooth the transition to the university and instill pride in being a Mastodon.

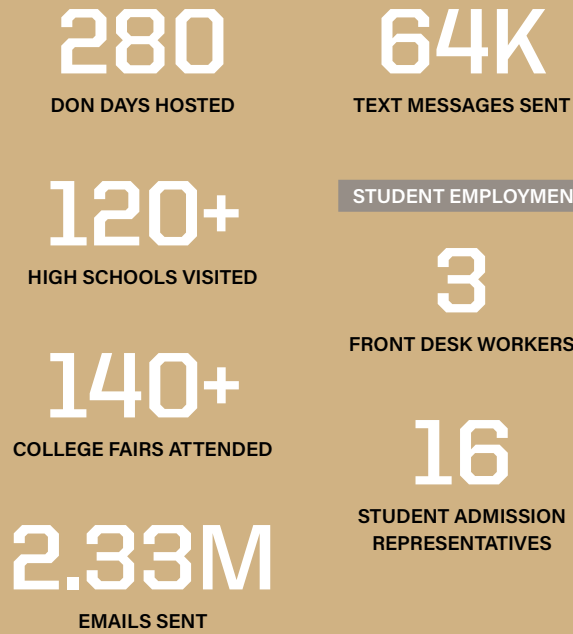
► STRATEGIC PILLARS

- Leverage relationships with regional partners to increase enrollment.
- Grow brand awareness and affinity and recruitment pipelines to increase applications and new student yield.
- Collaborate with campus partners to improve and simplify processes and systems, especially those utilized by prospective and admitted students.
- Enhance operations to retain staff and activate increased faculty and staff support of admissions.

► TRIUMPHS

- Implemented a new direct admissions process for students from Fort Wayne Community Schools and Niche. The goal is to expand access to a Purdue degree by delivering admission decisions to students quickly and seamlessly.
- Alongside the Office of Financial Aid, we navigated a significantly challenging year due to changes with the FAFSA, which caused several delays in the application process and the receipt of student data.
- We received a grant from the Indiana Commission for Higher Education to hire two college success coaches dedicated to assisting in the recruitment and retention of 21st Century Scholars.

► BY THE NUMBERS



► ON THE HORIZON

- We are continuing to expand our market share in other areas, including Indianapolis, Chicago, and beyond, by maintaining and enhancing our partnership with the Office of Communications and Marketing.
- We will continue to enhance our recruitment efforts for Purdue redirects to increase the number of students from outside the region, thereby expanding our reach on a national scale.
- We will continue to strengthen our relationships with students, high school counselors, and community partners in the northeast Indiana region to better recruit local students.

NEW STUDENT PROGRAMS



New Student Programs warmly welcomes new Mastodons to the Herd, ensuring that every student feels at home from the moment they step onto campus. We plan orientation before each academic term, providing essential guidance and resources to help students start strong. At the beginning of each academic year, New Student Programs hosts a variety of events designed to welcome students, making sure that they get acquainted with campus life. Throughout the year, we continue to

support new Mastodons by facilitating programs that help them connect, find their place, and fully embrace their role in the vibrant campus community. With a dedicated focus on fostering a sense of belonging, New Student Programs ensures that every Mastodon feels welcomed and supported throughout their academic journey.

STRATEGIC PILLARS

- Develop a series of programs and services designed to assist students from time of admissions deposit through their first year on campus.
- Provide support and resources throughout the first year, ensuring a smooth and stress-reduced transition to college life.
- Serve as a key collaborator bringing all facets of campus together to execute New Student Orientation for thousands of students and their family members throughout summer and winter sessions.

TRIUMPHS

- Increased the number of students who registered and attended fall New Student Orientation for the fourth consecutive year.
- Introduced CampusESP Parent and Family portal to better engage family members as their students become Mastodons.
- Created and launched a new-and-improved self-guided New Student Orientation online course that allows students to better acclimate themselves to the university.

BY THE NUMBERS

7

NEW STUDENT ORIENTATIONS AND WORKSHOPS HELD IN SPRING OF 2024

26

NEW STUDENT ORIENTATIONS AND WORKSHOPS HELD IN FALL OF 2023

240

STUDENTS WHO ATTENDED NEW STUDENT ORIENTATION OR RETURNING STUDENT WORKSHOP IN SPRING OF 2023

1,876

STUDENTS WHO ATTENDED NEW STUDENT ORIENTATION, TRANSFER STUDENT ORIENTATION, OR RETURNING STUDENT WORKSHOP IN FALL OF 2023

7.8%

INCREASE IN FALL NEW STUDENT ORIENTATION ATTENDANCE FROM 2022 TO 2023

STUDENT EMPLOYMENT

12

STUDENT SUCCESS COACHES

ON THE HORIZON

- Creation of an orientation advisory committee made up of university representatives to reevaluate New Student Orientation and to have broader campus collaboration and input as we plan for future orientations.



OFFICE OF FINANCIAL AID



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

STRATEGIC PILLARS

- Promote efficiency in operations.
- Remain dedicated to high-quality customer service.
- Collaborate to establish a professional, supportive, and inviting work environment.



TRIUMPHS

- Survived 2024–25 FAFSA implementation.
- Increased our offices social media presence.
- Expanded the use of Scholarship Universe.

BY THE NUMBERS

3,500+
WALK-INS SERVED

1,000+
NON-FINANCIAL-AID WALK-INS SERVED

STUDENT EMPLOYMENT

7
FEDERAL WORK-STUDY
FINANCIAL AID REPRESENTATIVES



ON THE HORIZON

- 2025–26 FAFSA implementation and associated changes from the federal government.
- Participation-agreement reauthorization.



OFFICE OF INTERNATIONAL EDUCATION



As trusted university experts and educators, the Office of International Education works efficiently and collaboratively to attract, as well as 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.

STRATEGIC PILLARS

- Build lasting community for international students through intentional efforts to enhance experience, development, and success.
- Invest in the operations of the Office of International Education in order to responsibly increase enrollment of new international students at the undergraduate and graduate levels.
- Promote awareness and understanding of the international student experience and cross-cultural competency on campus and in the community.

TRIUMPHS

- Significantly decreased graduate-credential-evaluation processing time, resulting in much faster admission decisions.
- Launched cultural awareness training in April 2024 for both faculty and staff. This workshop is designed for PFW faculty and staff members who work with students from diverse cultural backgrounds (international students, first- or second-generation immigrants) and/or work with coworkers and faculty members from all over the world. It offers information on cultural differences in beliefs, values, and forms of communication.
- Created a new international student welcome guide to provide incoming students with a tool for preparing to study at Purdue Fort Wayne.



BY THE NUMBERS

31%
INCREASE IN INTERNATIONAL
STUDENT ENROLLMENT

30%
INCREASE IN ENGAGEMENT ACTIVITIES

21%
INCREASE IN STUDENT
ATTENDANCE AT EVENTS

104%
INCREASE IN CURRICULAR PRACTICAL
TRAINING AUTHORIZATIONS

85%
INCREASE IN OPTIONAL
PRACTICAL TRAINING APPLICATIONS

STUDENT EMPLOYMENT

20 1
ORIENTATION LEADERS STUDENT WORKERS

ON THE HORIZON

- Increase programming initiatives.
- Continue to engage in outreach efforts with employers in northeast Indiana to improve career prospects for international students and dispel myths surrounding hiring students on Curricular Practical Training and Optional Practical Training.
- Increase global recruitment campaigns on the ground and through targeted marketing.

OFFICE OF MILITARY STUDENT SERVICES



The Office of Military Student Services is invested in our military-affiliated students and their families. Our office is here to empower our students through advocacy and various support systems within our institution. In the end, we will motivate and encourage our students to be successful in their educational goals so that they can reach graduation and actively move into their desired career.

STRATEGIC PILLARS

- Build a safe place for veterans to connect with each other and staff to enhance experience, development, academics, and success.
- Advocate for veteran students in academics, mental health, conduct, and their transition to college life.
- Promote awareness and understanding of our veteran community's past experiences and challenges transitioning into college, as well as how they benefit on our campus and within community.

TRIUMPHS

- Started a military student services front desk in Kettler Hall.
- Passed our Risk Based Survey audit through Indiana in fall 2023.
- Began accepting Joint Service Transcript (JST) credits for equivalent class credits in fall 2023.



BY THE NUMBERS

184

VA-CERTIFIED STUDENTS
ENROLLED IN FALL 2023

161

VA-CERTIFIED STUDENTS ENROLLED
IN SPRING 2024

1,000

AVERAGE ATTENDANCE AT
OUR FALL 2023 EVENTS

STUDENT EMPLOYMENT

2

WORK-STUDY
STUDENT WORKERS

ON THE HORIZON

- Continue to be a recognized as a military-friendly school.
- Work on creating a lounge space for military-affiliated students on campus.
- Start a chapter of Student Veterans of America (SVA) on campus.
- Begin processes to get grants to support the office and our military-affiliated students.

CARING FOR OUR STUDENTS



To say this past year has been successful and impactful in the well-being unit would be an understatement. We have enjoyed a year of incredible dedication from our staff, innumerable learning and growing experiences with students, and truly awesome accomplishments. The well-being unit is made up of the Office of Student Conduct and Care, the Disability

Access Center, Well-being and Recreation (the fitness center, intramural sports, and the FRIENDS of the University Pantry), and the Center for Student Counseling. All together, we strive to put the holistic health and wellness of our students at the forefront of all we do.

This year saw the grand opening of the Center for Student Counseling in August. At the beginning, no one was quite sure what to expect. We know that mental-health concerns are prevalent for many young people and the rates of mental-health disorder and reported distress are rising; we suspected that might be the case for our students as well. However, we weren't sure how students would respond to the availability of mental-health care on campus, how stigmatized seeking care may be, or how to best market our services to students who may need them.

Within weeks of opening, the center was quickly inundated with students seeking care, support, and mental-health counseling. We were happy to be able to respond with individual counseling appointments, walk-in crisis counseling, group counseling, training seminars, and our Mastodon Relaxation Zone, which

includes relaxing study spaces, a low-sensory space (cosponsored by the Disability Access Center), a satellite FRIENDS of the University Pantry (cosponsored with Well-being and Recreation), a wellness library, an affirmation station, and a free coffee and tea bar (sponsored by the Student Government Association).

The first year for the Center for Student Counseling has been amazing, and we are already looking to expand. Here are a few comments from students who utilized our services that demonstrate how impactful it really is:

- "The Center for Student Counseling isn't just about getting through the semester; it's about learning to thrive despite the challenges we face. Their support has empowered me to take control of my mental health and prioritize self-care. Every student deserves access to this kind of support."
- "Since my counseling sessions began, I have grown in many different areas of my life. My counselor equipped me with several techniques and pieces of advice that I will use for the rest of my life. I have better control of my anxiety and understand the importance of allowing myself time to relax. I am also more confident in myself, my career, and my relationships. My only regret is that I wish I had started counseling before my senior year because I would have been much better equipped to handle different situations throughout my undergraduate career."
- "I never realized how much I needed the Center for Student Counseling until I started struggling with depression. The support and guidance I've received here has been invaluable. It's not just about getting through the semester; it's about feeling like someone cares about your well-being."

We are proud of all the center has accomplished in just one year of operation. And we're proud that our student employees have received several awards for their work, including Supervisor of the Year, Graduate Student Employee of the Year, Award for Service to Students, and Spirit of the Mastodon. We look forward to continuing to grow the services we provide to promote mental health and well-being on campus.

The other wellness units have been no less busy. Reviews of conduct cases are down in the Office of Student Conduct and Care, while referrals to the CARE Team in support of students are up. The Disability Access Center implemented a new note-taking service to assist students in classes. Intramural sports spearheaded the opening of a new cricket field, and the FRIENDS of the University Pantry raised over \$50,000 to combat food insecurity in our area.

The success of our unit and programming is due to one overwhelming force: our incredible staff. I have been deeply honored to work alongside those who I consider to be the backbone of our university. They strive every day to create a culture of care, support, fun, and overall well-being for our students. They are the unsung heroes behind much of our collective success.

Great things are on the horizon for our unit, the Division of Enrollment Management and the Student Experience, and all of us here at Purdue Fort Wayne.

Kerrie Fineran
Associate Vice Chancellor for Student Wellness



CENTER FOR STUDENT COUNSELING



The Center for Student Counseling supports the success of all students by providing accessible and quality mental healthcare within a collaborative framework that values partnerships with university entities and our local community.

STRATEGIC PILLAR

- Establish a culture of health and wellness on our campus to aid in academic success and overall enhanced quality of life among our students.



TRIUMPHS

- The Center for Student Counseling launched a system of quality mental healthcare for all students during its first year.
- Overall, students who sought out our center reported positive outcomes on our feedback form. Overwhelmingly, 96 percent of students reported that they would recommend the center to a friend, and 92 percent of students shared that they strongly agreed counseling was helping them work toward their goals. In addition, 96 percent of students strongly agreed that their counselor was caring, interested, and concerned about their welfare.
- Outreach and collaboration efforts led to the Center for Student Counseling to provide a variety of training and workshop experiences for students and faculty.



BY THE NUMBERS

1,906
SCHEDULED APPOINTMENTS

1,486
TOTAL APPOINTMENTS MADE

190
INTAKE APPOINTMENTS SCHEDULED

218
WALK-IN AND CRISIS SESSIONS CONDUCTED

1,700+
VISITS TO THE RELAXATION ZONE

STUDENT EMPLOYMENT

2
GRADUATE ASSISTANTS

ON THE HORIZON

- Improve our ability to disseminate accurate information about appointment availability and utilization through increased marketing and social media efforts.
- Continue to expand training offerings and build on this year's successful group-therapy experiences to better meet student and campus needs.

DISABILITY ACCESS CENTER



The Disability Access Center advances equitable access for students at Purdue Fort Wayne. Grounded in best practices, with an emphasis on social justice and compliance with federal and state regulations, the expert and compassionate staff educates the university community; empowers students to self-advocate; and champions diversity, equity, and inclusion to promote student success and belonging.

STRATEGIC PILLARS

- Collaborate with university and community partners to enhance the student experience by making Purdue Fort Wayne more accessible and affirming for students with disabilities.
- Educate prospective students, faculty, and staff on the importance of disability awareness and the resources available through the Disability Access Center.
- Enhance operations and financial support with a focus on customer service.



TRIUMPHS

- Increased campus programming, along with hosting Ryan Niemiller and his Cripple Threat of Comedy show.
- Implemented Glean, a study tool, to enhance accessible note-taking skills for students.
- Partnered with the Center for Student Counseling to design and open a second low-sensory space for students to utilize on campus.

BY THE NUMBERS

560
STUDENTS WITH ACCOMMODATIONS
(UP 107% YTD)

1,150
ACCOMMODATED EXAMS
(UP 113% YTD)

275+
FACULTY AND STAFF WHO COMPLETED
DISABILITY ZONE TRAINING

STUDENT EMPLOYMENT

1
OFFICE ASSISTANTS

ON THE HORIZON

- Developing and launching student-centered Disability Zone Training.
- Enhancing the disabled-student transition from K-12 to higher education, and from higher education to employment.
- Updating department and campus-collaborated disability-centered policies.



OFFICE OF STUDENT CONDUCT AND CARE



The Office of Student Conduct and Care is a critical resource for students, faculty, and staff, providing proactive and reactive education and outreach, assisting in conflict resolution, and advancing the holistic development and well-being of students. Caring and supportive professional staff promote accountability, integrity, and respect and provide a safe space where students can be heard.

STRATEGIC PILLARS

- Increase awareness of the Office of Student Conduct and Care and promote relationship development and trust on campus.
- Develop policies, procedures, and programming that enhance the student experience and ensure compliance with relevant regulations.

TRIUMPHS

- Collaborated and partnered with various parties across campus to successfully pass and implement a student-absence policy that covers bereavement, medical leave, military leave, jury duty, and pregnancy-related leave. This policy allows students to focus on the issues and personal crises at hand rather than be concerned about missing class in that moment.
- The Office of Student Conduct and Care took over the late-withdrawal process in summer 2023, and has prompted continued reimagining and streamlining of the process for students, faculty, and staff. In gaining the process, we are able to intertwine our resources to not only help students with withdrawals but also to provide wraparound resources and support.
- Added a coordinator-level position to the office this past year. This position has allowed the office to transition from always working on catching up to finally being able to get ahead and work on new projects and items to serve the campus community. The increase in the office's capacity has been extremely impactful throughout various processes and outreach.



BY THE NUMBERS

30%

INCREASE IN CARE TEAM CASES

14%

DECREASE IN STUDENT CONDUCT CASES

2,388

TOTAL STUDENT CASES FACILITATED

ON THE HORIZON

- Continue to prioritize outreach to the campus community about our policies and procedures. Specifically, we hope to continue to see an increase in the number of CARE referrals for students and in the number of presentations that we do throughout campus.
- Make strides in evaluating policies that may not be updated or streamlined. Specifically, various faculty have expressed a dislike or confusion surrounding the academic-misconduct policy. We hope to benchmark other universities' policies and work with faculty to create and implement something that will serve our faculty and students better.

WELL-BEING AND RECREATION

(FITNESS AND SPORTS)



Well-being and Recreation (WellRec) is a leader at infusing holistic well-being, personal development, and play into the Mastodon experience. WellRec believes in access, collaboration, sustainability, serving others, and building affinity on campus and in Fort Wayne to enhance quality of life for students, employees, and community members.

STRATEGIC PILLARS

- Grow stakeholder awareness of and access to the fitness center, the FRIENDS of the University Pantry, intramurals, student and employee well-being programming, and other WellRec programs and services.
- Advance student participation, engagement, and well-being.
- Invest in WellRec infrastructure and processes to ensure that all participants have a high-quality experience.



TRIUMPHS

- Upgraded intramural-sports-management software to the Fusion Play app, offering a more seamless and engaging experience than ever before.
- Revamped personal-training program tailored to provide direction and motivation for anyone seeking to enhance their fitness routine.
- Addition of new PFW-branded strength-training equipment and accessories.

BY THE NUMBERS

31,000

FITNESS CENTER
CHECK-INS

85%

STUDENT FITNESS
CENTER CHECK-INS

4,407

INTRAMURAL PARTICIPANTS

226

ON-CAMPUS
KAYAKING PARTICIPANTS

STUDENT EMPLOYMENT

16

FITNESS CENTER
STUDENT EMPLOYEES

2

STUDENT
SUPERVISORS

10

INTRAMURAL STUDENT
EMPLOYEES

2

GRADUATE INTERNS

ON THE HORIZON

- Completion of the on-campus cricket pitch.
- Continue fitness center improvements.
- Expand outdoor-recreation opportunities.



WELL-BEING AND RECREATION

[FRIENDS OF THE UNIVERSITY PANTRY]



The Well-being and Recreation (WellRec) unit is a leader at infusing holistic well-being and personal development into the Mastodon experience. 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 PILLARS

- Grow stakeholder awareness of and access to the fitness center, the FRIENDS of the University Pantry, intramurals, student and employee well-being programming, and other WellRec programs and services.
- Expand well-being programming opportunities in collaboration with Human Resources and the Office of Institutional Equity.
- Invest in WellRec infrastructure and processes to ensure that all participants have a high-quality experience.



TRIUMPHS

- Collected 27,814 pounds of food during the annual U Can Crush Hunger campaign.
- Raised \$50,000 to support and sustain the FRIENDS of the University Pantry.
- Thanks to a generous donation from a community partner, WellRec was able to purchase a golf cart to help transport pantry donations around campus.



BY THE NUMBERS

9,317
PANTRY VISITORS

1,300
FIRST-TIME VISITORS

77%
STUDENT VISITORS

55%
INCREASE IN VISITORS FROM LAST YEAR

STUDENT EMPLOYMENT

30
CAMPUS AND COMMUNITY
VOLUNTEERS

1
UNDERGRADUATE
INTERN

8
PANTRY ASSISTANTS

1
GRADUATE INTERN

ON THE HORIZON

- We aim to implement educational programs on healthy eating, cooking, and budgeting.
- Increase volunteer opportunities for students to engage in meaningful work and connect with fellow volunteers through a diverse range of activities and initiatives.
- We are committed to increasing our partnerships with local farms, businesses, and community organizations to ensure long-term food security for all.

DIVISION OF ENROLLMENT MANAGEMENT AND THE STUDENT EXPERIENCE

STRATEGIC PLAN

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., undergraduate, 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 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.

DIVISION OF ENROLLMENT MANAGEMENT AND THE STUDENT EXPERIENCE

TEAM MEMBERS

Division of Enrollment Management and the Student Experience

Krissy Surface
Vice Chancellor for Enrollment Management and the Student Experience
krissysurface@pfw.edu

Lynette Coughlin
Executive Assistant to the Vice Chancellor
coughlil@pfw.edu

Dave Reynolds
Business Manager
reynoldd@pfw.edu

Robert Burton
Account Clerk
burtra02@pfw.edu

Career Development Center

Javon Goshay-Cox
Graduate Intern
goshj01@pfw.edu

Tracey Hanton
Associate Director
thanton@pfw.edu

Aly Kennedy
Programs and Marketing Coordinator
kenne306@pfw.edu

Nicki Kitts
Assistant to the Executive Director
nkitts@pfw.edu

Melissa Lawson
Experiential Learning Coordinator
lawsom@pfw.edu

Melody Monday
Career Counselor
mondml01@pfw.edu

Jackie Stancil
Executive Director
jstancil@pfw.edu

Monika Vyas
Graduate Intern
vyasm01@pfw.edu

Center for Student Counseling

Gia Casaburo
Director
gcasabur@pfw.edu

Shawnya Chase
Graduate Assistant and Intern Counselor
shawyna.koorsen@pfw.edu

Kerrie Fineran
Associate Vice Chancellor for Student Wellness
finerank@pfw.edu

Tim Hill
Lead Counselor
Timothy.Hill@pfw.edu

Jadelyn Johnson
Graduate Assistant and Intern Counselor
johnjn06@pfw.edu

Drake Turner
Counselor
dturner@pfw.edu

Dining Services

April Ousley
Fresh Ideas Assistant Director of Dining Services
aousley@freshideasfood.com

Marcus D. Weemes
Executive Director of Housing and Dining Services
mweemes@pfw.edu

Disability Access Center

Marie Macher
Access Consultant
mmacher@pfw.edu

Ryan McCombs
Director
mccombsr@pfw.edu

Maeghan Mier
Assistant Director
mmier@pfw.edu

Rachel Sponseller
Administrative Assistant / Sign Language Interpreter
rsponsel@pfw.edu

New Student Programs

Ryan Meriwether
Assistant Director of Admissions Events
merir01@pfw.edu

Giang Petroviak
Director of Student Success Initiatives
trangc01@pfw.edu

Office of Admissions

Makenna Adams
Admissions Counselor
adammg03@pfw.edu

Beth Carlin
Associate Director for Transfer and Adult Experience
eacarlin@pfw.edu

Roy Danielian
Assistant Director of Admissions
danielir@pfw.edu

Jordan Giffen
CRM Business Analyst
parrotj@pfw.edu

Hayley Goltare
Admissions Counselor
golthe01@pfw.edu

Hayden Jones
Admissions Counselor
hwjones@pfw.edu

Andrew Kopec
Associate Professor of English and Assistant Director for Ivy Tech Initiatives
andrew.kopec@pfw.edu

Ryan Meriwether
Assistant Director of Admissions Events
merir01@pfw.edu

Angela Morren
Senior CRM Business Analyst
morrena@pfw.edu

Emily Morthorst
Lead Admissions Processor
emorthor@pfw.edu

Gemssy Munoz
Admissions Processor
munoge01@pfw.edu

Giang Petroviak
Director of Student Success Initiatives
trangc01@pfw.edu

April Salazar
Admissions Counselor
salaac01@pfw.edu

Griffen Waltmire
Admissions Counselor
gwaltmir@pfw.edu

Ryan Wooley
Associate Vice Chancellor for Enrollment Management
rwooley@pfw.edu

Jordan Zieg
Admissions Processor
jzieg@pfw.edu

Office of Financial Aid
Juliana Bengs
Financial Aid Support Specialist
bengsj@pfw.edu

Alexis Bennett
Financial Aid Counselor
bennetae@pfw.edu

Donna Chambers
Administrative Clerk
dzchambe@pfw.edu

Kimberly Garber
Clerk
krgarber@pfw.edu

Ron Herrell
Director
rherrell@pfw.edu

Karen Louis
Assistant Director of Financial Aid Athletic Compliance
louiskm@pfw.edu

Stephanie Patrick
Financial Aid Counselor
patrsm03@pfw.edu

Sylvia Ragsdale
Student Financial Services Assistant
clars@pfw.edu

Kari Sherman
Data Processor
sherma47@pfw.edu

Kathryn Snyder
Assistant Director of Financial Aid Loans
snyderk@pfw.edu

David Wilson
Assistant Director of Financial Aid Federal and State Grants
dewilson@pfw.edu

Laura Zeigler
Assistant Director of Financial Aid Enrollment Management and University Scholarships
zeiglerl@pfw.edu

Office of International Education

McKenzie Clem
International Services Coordinator
mlclem@pfw.edu

Kerri Gouty
Assistant Director for International Admissions
goutyk@pfw.edu

Maureen Linvill
Director of International Education
linvillm@pfw.edu

Shelby Mansfield
Assistant Director for International Student Services
batessm@pfw.edu

Office of Military Student Services

Michael Kirchner
Director
kirchnem@pfw.edu

Nicole Welsh
Senior Compliance Officer
welsnr01@pfw.edu

Office of Student Conduct and Care

Abby Blackmon
Director of Student Conduct and Care
Deputy Title IX Coordinator
abby.blackmon@pfw.edu

Lindsay Butcher
Assistant Director of Student Conduct and Care
lindsay.butcher@pfw.edu

Kate Long
Coordinator of Student Conduct and Care
kate.long@pfw.edu

Katherine Yates
Administrative Assistant for the Office of Student Conduct and Care and Well-being and Recreation
kayates@pfw.edu

Student Government Association

Alexandra Backer
Executive Director of Student Engagement
ambacker@pfw.edu

Maleah Boyd
2023-24 Student Body Vice President of Legislation
boydme02@pfw.edu

Mikayla Haggarty
2023-24 Student Body President
haggma02@pfw.edu

Emma Hedrick
2023-24 Student Body Vice President of Finance
hedrer01@pfw.edu

Abbey Wang
Assistant Director of Student Leadership and Student Government Association
wangal@pfw.edu

Student Housing

Aaron Foster
Student Housing Property Manager
fostea@pfw.edu

Ryan Hawkins
Associate Director of Student Housing
rghawkin@pfw.edu

Jason Kaufman
Maintenance Technician
kaufma57@pfw.edu

Christian Manderochio
Maintenance Technician
cjmander@pfw.edu

Conner Miller
Assistant Director for Residential Education
mill3335@pfw.edu

Jenny Mora
Hall Director
mora6@pfw.edu

Lauren Sewell
Assistant Director for Operations
ldsewell@pfw.edu

Marcus D. Weemes
Executive Director of Housing and Dining Services
mweemes@pfw.edu

Student Leadership
Alexandra Backer
Executive Director of Student Engagement
ambacker@pfw.edu

Abbey Wang
Assistant Director of Student Leadership and Student Government Association
wangal@pfw.edu

Student Life
Alexandra Backer
Executive Director of Student Engagement
ambacker@pfw.edu

Jacob Eck
Assistant Director of Student Life
jseck@pfw.edu

David Egolf
Coordinator of Student Housing and Dining Activities
egoldn01@pfw.edu

Gail Lugo
Senior Administrative Assistant
glentzeg@pfw.edu

Well-being and Recreation
Tytus Barthold
Well-being and Recreation Student Intern
barttp01@pfw.edu

Nick Brand
Well-being and Recreation Coordinator
brannj01@pfw.edu

Rachel Hendryx
Well-being and Recreation Graduate Intern
ringrr02@pfw.edu

Eric Manor
Director of Well-being and Recreation
manore@pfw.edu



PURDUE UNIVERSITY®
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