Westfield
STATE UNIVERSITY

Board of Trustees
Enrollment Management and Student Affairs Committee

11:00 AM
February 7, 2023

Nettie Stevens Science and Innovation Center, Room 304

A live stream of the meeting for public viewing will also take place at the following link: https://www.westfield.ma.edu/live

For information about Westfield State's COVID-19 procedures, visit: www.westfield.ma.edu/covid

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1. **Call to Order**   Trustee Reichelt

2. **Items for Information**
   a) Admissions Undergraduate and CGCE Update   Mike Mazeika/Jessica Tansey
   b) Financial Packaging Review   Jasmine Shah
   c) Presence-Online Student Engagement Platform   Maggie Balch/Matt Dellea
   d) MySSP Data   Maggie Balch

Attachment(s):
   a) PowerPoint Admissions/CGCE/Financial Aid/Presence/MySSP

Fall 2023 Funnel – First Year

Fall 2022

- Prospects: 102,290
- Inquiries: 37,415
- Applications: 5,255
- Complete Applications: 4,277
- Accepts: 3,530
- Deposits: 86

Fall 2023

- Prospects: 95,097
- Inquiries: 43,993
- Applications: 4,900
- Complete Applications: 4,156
- Accepts: 3,536
- Deposits: 92

Data as of 2/1/2023

Spring 2023 Funnel – Transfer

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Spring 2022

- Inquiries: 291
- Applications: 208
- Complete Applications: 143
- Accepts: 132
- Deposits: 75

Spring 2023

- Inquiries: 283
- Applications: 204
- Complete Applications: 138
- Accepts: 135
- Deposits: 74

Data as of 2/1/2023

Fall 2023 Funnel
Part-Time Undergraduate/Second Bachelors

Westfield STATE UNIVERSITY

Fall 2022

Inquiries: 185
Applications: 58
Complete Applications: 20
Accepts: 11
Confirmed: 7

Data as of 2/1/2022

Fall 2023

Inquiries: 224
Applications: 92
Complete Applications: 34
Accepts: 23
Confirmed: 19

Data as of 1/30/2023

Accepted Student Initiatives

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Accepted Student Days

- Dates Scheduled
    - February 22nd
    - February 23rd
    - March 23rd (tentative)
    - April 5th
- Highlights
    - Academic Departments will have more time with students
    - Receiving assistance from New Student Orientation
    - Goal is to create a more fun, personalized experience

Additional Events

- Virtual Student Chat
    - February 8th
- Reach to Teach Accepted Student Event
    - February 15th in Springfield
- Education Accepted Student Event
    - March 23rd
- Additional visit opportunities throughout the semester

Anthology
- **New enrollment coaching initiative**
- **Will result in additional phone calls and communications to students, encouraging enrollment**
- **Will launch in late February/early March**

Fall 2023 Funnel
Graduate and Post-Baccalaureate

Westfield STATE UNIVERSITY

Fall 2022

Inquiries: 723

Applications: 318

Complete Applications: 166

Accepts: 6

Deposits: 0

Data as of 2/1/2022

Fall 2023

Inquiries: 759

Applications: 296

Complete Applications: 131

Accepts: 53

Deposits: 45

Data as of 1/30/2023

Spring 2023 Funnel
Graduate and Post-Baccalaureate

Westfield
STATE UNIVERSITY

Spring 2022

Inquiries: 136

Applications: 58

Complete Applications: 37

Accepts: 45

Deposits: 34

*Data as of
2/1/2022*

Spring 2023

Inquiries: 155

Applications: 40

Complete Applications: 35

Accepts: 35

Deposits: 33

*Data as of
1/30/2023*

FAFSA Outreach On-Campus:

Westfield STATE UNIVERSITY

- Postcard reminder sent to all currently enrolled students to remind students and families that is it time to complete the 2023-2024 FAFSA

- Personalized reminders sent to Dependency Override students

- On-Campus pop-up tables across campus twice weekly during the month of February

- Financial Aid Counselors collaborating with other campus offices to provide FAFSA awareness and assistance (examples below):
  - SAIL Club Fair
  - Athletics Session on 2/3
  - TRiO
  - Urban Education

2023-2024 New Students

The Office of Financial Aid has started to award financial aid to new students for the 2023-2024 award year.   We have awarded 1157 Accepted First Year and Transfer students for 2023-2024.

FAFSA Data:

- Of the 3536 Accepted First Year Students 42.9% have filed a FAFSA and 32.4% are awarded
- Of the 92 Paid First Year Students 55.4% have filed a FAFSA and 53.3% are awarded
- We have 310 (8.8%) Incomplete Financial Aid Files for Accepted First Year Students

- Of the 51 Accepted Transfer Students 31.4% have filed a FAFSA & 19.6% are awarded
- Of the 11 Paid Transfer Students 36.4% have filed a FAFSA & 36.4% are awarded
- We have 1 (2%) Incomplete Financial Aid File for Transfer Students

Today's Plan

- Accomplishments since September
- Current Dashboard
- Opening Week Data
- Student Profile Comparison
- Where do we go from here?

Accomplishments

- 38 New Organizations added to Presence
- 109 Events in Fall 2022 Semester with unique attendance of 1036 students
- Fixed internal issue for more inclusive usage
- Merged events data with University Website and App

Current Dashboard

- 115 Organization Pages
- 57 Future Events listed
- 29% of student body active on Presence
- 1084 students added to Organization Pages

Opening Week Data

January 16th – 21st

- 7 events

- 614 attendees reported

  - 80% returning students (attended events prior)

  - 20% new students (not attended events prior)*

  - 63% unique attendees

    *important: Bringing new students into involvement

First Year Student Comparison

Student 1: Involved Student Leader

- 6 Organization Memberships
- 12 Events attended
- 20 Experiences Earned

Student 2: Non-Student Leader

- 1 Organization Membership
- 2 Events attended
- 0 experiences earned

Why do these data points matter?   **RETENTION!**

I'm not worried about Student 1, we need to focus on Student 2.
We can follow-up with Student 2 and invite them to events.
Does Student 2 have other concerns we should be aware of?
Survey Students like Student 2 to ask, "What are we not doing right?" What will bring you into the community?

Where do we go from here?

- Continue collecting data in order to make data informed decisions about student involvement.
- Begin adding University Departments to Presence to see whole picture of the student body.
- Create Incentive Programs, Certificate Programs, and Experiences.
- Attach Learning Outcomes to events.
- New Student Orientation Module and Incoming Student Checklist.
- Increase Marketing of the program to students.

- **Questions?**

My Student Support Program, Westfield State University
My SSP at a Glance

Semester 1 Report

1 August 2022 to 31 December 2022

128 app & web registrations, **25** articles and videos viewed, **63** clinical cases opened by **37** unique users.

70% of clinical cases supported after campus hours and on weekends.
52% of cases were supported without an appointment.

79% of students who were the most concerned, reported the severity of their concerns were reduced after My SSP intervention.

90% of students who were the most concerned, reported their concerns about their issue interfering with their ability to do schoolwork were reduced after My SSP intervention.
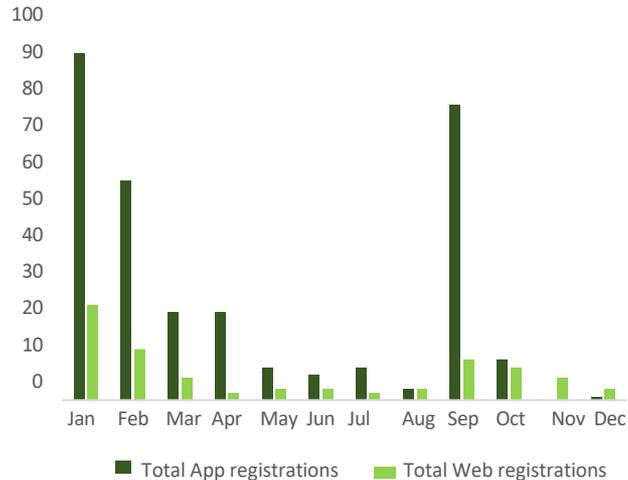
100% of students who were the most concerned, reported their concerns about their ability to stay in school were reduced after My SSP intervention.

90% of students reported **never having sought out mental health support services prior to My SSP.**

My Student Support Program, Westfield State University
Digital Engagement

Digital Engagement by Month & Semester

	S1 (Jan-Apr)	S2 (May-Aug)	S3 (Sep-Dec)	YTD Total
Total App & Web registrations	251	39	122	412

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Total App registrations	95	60	24	24	9	7	9	3	81	11	0	1	324
Total Web registrations	26	14	6	2	3	3	2	3	11	9	6	3	88

My Student Support Program, Westfield State University
Digital Access Patterns

	S1 (Jan-Apr)	S2 (May-Aug)	S3 (Sep-Dec)	YTD Total
Total articles/videos viewed	225	6	22	253

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Total articles/videos viewed - Current year	94	101	26	4	0	3	0	3	13	1	6	2	253

App Content Topics

- 23% ■ Health
- 4% ■ Living Away
- 16% ■ Relationships
- 57% ■ Student Life

(N= 253 Articles/ Videos Viewed YTD)

My Student Support Program, Westfield State University
Clinical Engagement

Clinical engagement by semester

	S1 (Jan-Apr)	S2 (May-Aug)	S3 (Sep-Dec)	YTD Total
Total clinical cases	52	28	61	141

Clinical engagement by month
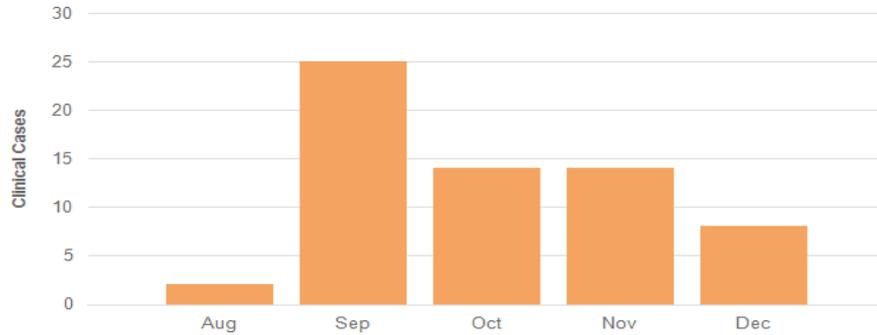
category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Total Cases - Current Year	12	14	15	11	11	7	8	2	25	14	14	8	141

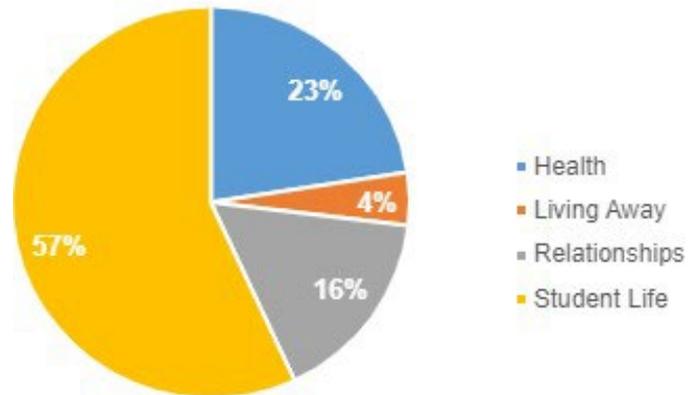# My Student Support Program, Westfield State University
Clinical Access Patterns

	S1 (Jan-Apr)	S2 (May-Aug)	S3 (Sep-Dec)	YTD Total
Real-time Consultation	17	7	19	43
Real-time First Chat	26	11	31	68
In Person	0	2	5	7
Scheduled Tele-Counseling	8	3	2	13
Scheduled Video-Counseling	1	5	4	10
Total cases	**52**	**28**	**61**	**141**

Time of Day Access

- AFTER HOURS & WEEKENDS — 64 %
- DURING CAMPUS HOURS (8:30 am to 5:00 pm) — 36 %
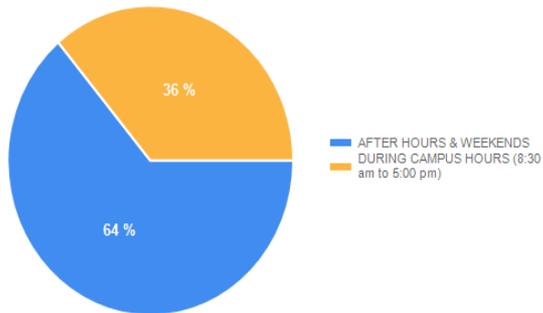
(N= 141 Cases YTD)

Time of day is based on the local time of the institution

Repeat Accesses

- 1 CASE — 63 %
- 2-3 CASES — 27 %
- 4-6 CASES — 6 %
- 7+ CASES — 4 %
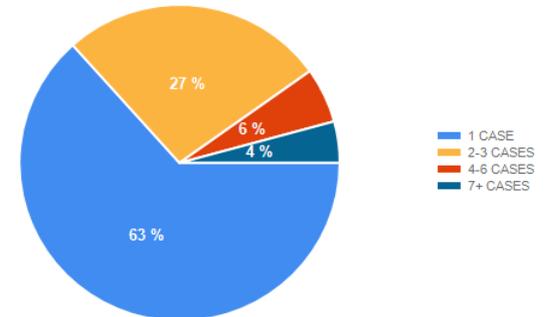
(N= 71 Unique Users YTD)

My Student Support Program, Westfield State University
Primary Presenting Issues

	S1 (Jan-Apr)	S2 (May-Aug)	S3 (Sep-Dec)	YTD		Previous Year	
Academic Issue	**4**	**0**	**0**	**4**	**2.84%**	**0**	**0.00%**
Academic Issue	4	0	0	4	2.84%	0	0.00%
Couple/Relationship	**7**	**5**	**7**	**19**	**13.48%**	**0**	**0.00%**
Communication/Conflict Resolution	2	0	0	2	1.42%	0	0.00%
Relationship - General	3	4	1	8	5.67%	0	0.00%
Relationship Breakdown	2	1	6	9	6.38%	0	0.00%
Family	**0**	**1**	**0**	**1**	**0.71%**	**0**	**0.00%**
Extended Family Relations	0	1	0	1	0.71%	0	0.00%
Personal/Emotional	**41**	**22**	**54**	**117**	**82.98%**	**0**	**0.00%**
Anxiety	6	9	13	28	19.86%	0	0.00%
Depression	6	5	6	17	12.06%	0	0.00%
Eating Disorder	0	0	3	3	2.13%	0	0.00%
Grief	2	0	1	3	2.13%	0	0.00%
Life Stages	2	0	1	3	2.13%	0	0.00%
Mental Health Condition	3	0	1	4	2.84%	0	0.00%
Other	3	5	5	13	9.22%	0	0.00%
Post Trauma	1	2	2	5	3.55%	0	0.00%
Self Esteem	0	0	1	1	0.71%	0	0.00%
Stress - Legal	1	0	0	1	0.71%	0	0.00%
Stress - Medical	0	0	1	1	0.71%	0	0.00%
Stress - Personal	17	1	16	34	24.11%	0	0.00%
Suicidal Risk	0	0	4	4	2.84%	0	0.00%
Total	**52**	**28**	**61**	**141**	**100.00%**	**0**	**0.00%**

Third Party Intervention (Parties Informed of High Risk)	YTD Total		Previous Year	
Police (include badge or ID)	1	100.00%	0	0.00%
Total cases	**1**	**100.00%**	**0**	**0.00%**

My Student Support Program, Westfield State University
User Demographics

	2022 YTD		Aug-Dec	
Client Category	**71**		**37**	
Student	71	100.00%	37	100.00%
Language spoken during call	**71**		**37**	
English	71	100.00%	37	100.00%
Source of Information	**71**		**37**	
Academic Advisor	2	2.82%	0	0.00%
Declined	53	74.65%	37	100.00%
Email promotion	1	1.41%	0	0.00%
My SSP App	2	2.82%	0	0.00%
My SSP Website	1	1.41%	0	0.00%
Other on-campus resource	1	1.41%	0	0.00%
School Website	2	2.82%	0	0.00%
Skipped	2	2.82%	0	0.00%
Unknown	7	9.86%	0	0.00%
What is your primary country of citizenship?	**71**		**37**	
UNITED STATES OF AMERICA	71	100.00%	37	100.00%
Years of study	**71**		**37**	
1	7	9.86%	0	0.00%
2	2	2.82%	0	0.00%
3	5	7.04%	0	0.00%
4	3	4.23%	0	0.00%
5 plus	1	1.41%	0	0.00%
Declined	53	74.65%	37	0.00%

My Student Support Program, Westfield State University
Outcomes – Pre & Post Intervention Survey

79% of students who were the most concerned, reported the severity of their concerns were reduced after My SSP intervention.

(N =14)

90% of students who were the most concerned, reported their concerns about their issue interfering with their ability to do schoolwork were reduced after My SSP intervention

(N =10)

100% of students who were the most concerned, reported their concerns about their ability to stay in school were reduced after My SSP intervention.

(N =5)

45% of students reported never having sought out support services* while in school prior to accessing My SSP.

(N =20)

*Support here includes faculty advisor, international student advisor, student advisor for academic counselling, peer/friends, student health clinic for medical/ physical health care, student health clinic for psychological/ mental health care, other resources.

90% of students reported never having sought out mental health support services** while in school prior to accessing My SSP.

(N =20)

**student health clinic for psychological/ mental health care

Satisfaction survey – Book of Business (N=67)

67% reported satisfaction with My SSP services

66% would recommend My SSP to a friend/peer

70% reported My SSP tools improved their situation