WMU Monthly Recruitment Meeting
July 15, 2014, 3-4:30pm
211 Bernhard Center

Goals
- To share recruitment-related information
- To discuss existing and potential best practices in recruitment
- To discuss and solve recruitment-related problems
- To celebrate recruitment milestones and accomplishments

Welcome to Billy Clayton, Student Recruitment and Outreach Officer for Military Veterans
Welcome to Tammi Smith, Assistant Director of Advising-Recruitment, College of Arts and Sciences

Roundtable Updates (1 minute each) – 30 minutes
Alumni Relations
Arts and Sciences
Aviation
Business
Diversity and Inclusion
Education and Human Development
Engineering and Applied Sciences
Enrollment Management
Extended University Programs
Fine Arts
Graduate College
Health and Human Services
International Admissions
Integrated Marketing Committee
Lee Honors College
Military & Veteran Affairs
Parent and Family Programs
Undergraduate Admissions
University Relations

Strategizing Sessions: July 24 and August 6

Discussion Topics -- 30 minutes
Out of State Student Webpage
- Status update
- Where to link from
Admitted Student Events 2015: Options presented by Scott Hennessy
Master Recruitment Calendar: Scott Hennessy
Texas Recruitment Efforts Update
Inquiries Management
- Incoming Inquiries (new game plan)
- EMAS Training/Access
American Honors: 9/17 visit to
Ivy Tech Community College in Indiana
Next Month: Review Recruitment Publications

Best Practices
No presentation today
Preview of upcoming Best Practice Sessions:
August: Career Parents
September: Minors on Campus
October: Out of State Tuition Update

ALL FUTURE MEETINGS
Strategizing Sessions:
July 24, 2014 – 208 BC, 1-5pm
August 6, 2014 – 208 BC, 1-5pm
Aug. 12, 2014 – 204 BC, 3-4:30pm
Sept. 16, 2014 – 204 BC, 3-4:30pm
Oct. 14, 2014 – 204 BC, 3-4:30pm
YIELD SUMMIT - TBD
Nov. 11, 2014 – 204 BC, 3-4:30pm
Dec. 9, 2014 – 204 BC, 3-4:30pm
July 2014
Monthly Recruitment Meeting Update

Out of State/Non-Michigan Residents Website
- Going live within the next 1-2 weeks
- Where should it link FROM?

Orientation 2014 Final #s (1st 12 Sessions)
2014: 2907 students (down 6% or 191)
2013: 3098 students
2012: 2933 students

Orientation 2014 Summer Melt (as of 7/14/14)
# dropped: 27 (1% thus far)
# below 12 credits: 18

Orientation 2013 Melt Rate: 4.7% (n=155)

Fall 2014 Current Enrollments

Preview of Fall 2015
276 applicants (FTIAC, Transfer, International) as of 7/13/14
159 admits
Use this Cognos report to identify them: Public Folders > 10.20.20 Applied Student Information
Admissions and Registration Summary  
July 11, 2014

### Fall 2014 Headcount

<table>
<thead>
<tr>
<th></th>
<th>61 Days to Census for Fall 2014</th>
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<tbody>
<tr>
<td></td>
<td>Fall 2013</td>
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<tr>
<td>Overall Unduplicated Headcount</td>
<td>21,055</td>
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<td>Main Campus Only</td>
<td>19,598</td>
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<td>1,137</td>
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<td>On-Line Courses Only</td>
<td>3,127</td>
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**Projection for Fall 2014**

24,294 Unduplicated Count at Census Fall 2013  
3,239 Number registering this point forward Fall 2013  
3,702 Number to register this point forward to equal Fall 2013

### Fall 2014 Credit Hours

<table>
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<tr>
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<td>Fall 2013</td>
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<tr>
<td>Overall Credit Hours</td>
<td>164,460</td>
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<td>Main Campus Only</td>
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<td>Regional Sites Only</td>
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<td>On-Line Courses Only</td>
<td>10,443</td>
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**Projection for Fall 2014**

275,959 Credit Hours at Census Fall 2013  
111,499 Credit Hours added this point forward Fall 2013  
115,307 Credit Hours to add this point forward to equal Fall 2013

Note: The last two columns show how we are doing relative to the forecast. For example, we forecast that main campus enrollment would be down 1.27% at census. If current registration exactly matched that, we would have 19,349 currently enrolled on the main campus. We are 260 below the main campus forecast at this time.
Out-of-State Students

Western Michigan University offers services and scholarships to assist out-of-state students with the transition from their home state to WMU. We offer various scholarships specifically geared toward out-of-state students as well as an opportunity to apply for in-state residency after your first year at WMU. If you have additional questions about the links below, contact the Office of Admissions at (269) 387-2000.

In-State Residency Information and Application

The residency policy at WMU allows students from out-of-state to become eligible for Michigan residency after 12 consecutive months of living in Michigan. Students may apply for in-state resident status by completing a residency application. Explore our Residency Policy and Application for more information regarding obtaining in-state residency. For questions, contact wmu-residency@wmich.edu or call (269) 387-2366.

Out-of-State Student Scholarships

Western Michigan University offers various out-of-state merit-based scholarships to both first-year students and transfer students. We invite you to explore these scholarship opportunities listed below.

- Scholarships for Non-Michigan Residents
- Non-Michigan Resident Community College Transfer Scholarships

Legacy Scholarship Program

The Legacy Scholarship was established by the WMU Alumni Association in 1990 to recognize the loyalty of multi-generational Bronco families. Recipients are awarded a non-renewable scholarship of $1,000, and are selected based on the following criteria. Applicants must be:

- The child, stepchild, grandchild, step-grandchild, or sibling of a WMU alumna or alumnus
- Admitted to WMU as a regular undergraduate, degree-seeking student
- Entering WMU for the first time, as a first-year (freshman) or transfer student

For more information, visit the Legacy Scholarship Program website.

Legacy Gold Scholarship

Out-of-state students who meet the criteria for the Legacy Scholarship Program are eligible to be awarded a 15,000 Legacy Gold Scholarship. Visit the Legacy Scholarship Program page for more information regarding the Legacy Gold Scholarship Application.

Washington DC Tuition Assistance Grant

For residents of the District of Columbia only.

Western Michigan University participates in the Washington DC Tuition Assistance Grant Program. DC TAG provides up to $10,000 toward the difference between in-state and out-of-state tuition at WMU. Visit the DC TAG page for more information about this program.

American Honors

Western Michigan University is a member of American Honors one of the most prestigious community college honors programs in the country. Students attending one of a select group of community colleges will complete two years of course work, and then transfer to a participating four-year institution. Visit the WMU American Honors page for more information on this prestigious program.

Out-of-State Military

Western Michigan University will grant in-state tuition to all veterans and their dependents as well as numerous veterans’ support services. In order to take advantage of this program, applicants must indicate past military experience within the admissions application and submit verification of military status to be granted in-state tuition rates. More information can be found by visiting the Veteran’s Services website through the Registrar’s Office.

Find your Admissions representative

- Illinois
- Indiana
- Ohio
- Texas
- Wisconsin
- All other states
Recruitment Strategizing Session

Part 1: July 24, 2014

- Inquiries Management:
  - EMAS
    - *Strategy for EMAS Client Installation*
    - Training and your admissions contact
  - Inquiry Card
    - Review draft of 2014-15 card
    - How to use
    - How to return
    - Your admissions contact
    - Who is paying for printing

- 2013-14 recruitment year statistics

- Review Admissions 2014-15 enrollment goals:
  - Goals for the Office of Admissions
  - Goals by Territory

- Admissions Master Communication Plans:
  - 2015 high school graduates
  - 2016 high school graduates (juniors)

- Recruitment Information:
  - Assistant Director territory assignments and picture page
  - College Fair strategies
  - High School visit policies and procedures
  - National Schedule and WMU representatives (NACAC)
  - Kalamazoo Promise
  - LGBT Targeted Territories

- Scholarship Information for Beginner and Transfer applicants:
  - Out of State
  - In-state
  - Medallion Scholarship Competition (Jan 24 & Jan 31, 2015)
  - Multicultural Leaders Scholarship Competition (Feb 21, 2015)

- What is new for 2014-15 recruitment season:
  - Metro Detroit Plan
  - American Honors
  - Cooley Law School
  - Western Michigan University Homer Stryker M.D. – tour

Publications
Recruitment Strategizing Session  
Part 2: August 6, 2014

CAMPUS-WIDE RECRUITMENT UPDATES  
Activities from September 2014-August 2015 with a primary focus on Fall 2015 enrollment

On August 6, each area outside of Undergraduate Admissions will be given 15 minutes to provide an update on the following information listed below. A handout as part of this update is strongly recommended (bring 25 copies), as well as samples of publications.

Especially for Academic Colleges  
(A&S, Aviation, Business, Education, Engineering, Fine Arts, Graduate, HHS, LHC)  
What are your goals for incoming student enrollments: FTIAC, Transfer, Graduate, International?

For All Offices/Departments  
(includes all academic colleges PLUS EUP, International and Military)  
What new initiatives are you launching this year?  
Describe your communication plan components (with a focus on inquiries, applicants, admits)  
   -This should include print and electronic examples.  
What off-campus events are you attending? (i.e. college fairs)  
What specific transfer recruitment initiatives are you implementing?  
What events are you hosting? (i.e. visit program, open house, tour of your facility)  
   -Include pre-/post event communication efforts  
What outreach are you doing? (i.e. special group visits, presentations off-campus)  
What specific efforts for yield are you planning to do? (i.e. calls, events, campaigns, etc.)

Proposed Timeline:

1:05-1:20  A&S  
1:20-1:45  Aviation  
1:45-2:00  Business  
2:00-2:15  Education & Human Development  
2:15-2:30  Engineering & Applied Sciences  
2:30-2:45  Break  
2:45-3:00  EUP  
3:00-3:15  Fine Arts  
3:15-3:30  Graduate College  
3:30-3:45  Health & Human Services  
3:45-4:00  Break  
4:00-4:15  International  
4:15-4:30  Lee Honors College  
4:30-4:45  Military/Veterans Recruitment  
4:45-5:00  Wrap Up
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<th>Month</th>
<th>Date</th>
<th>Year</th>
<th>Time</th>
<th>Event/Activity</th>
<th>Location</th>
<th>Audience</th>
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<td>9</td>
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<td>Metro Detroit Youth Day</td>
<td>Belle Isle</td>
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<td>26-29</td>
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<td>1</td>
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<td>2-5</td>
<td>2014</td>
<td>8 a.m. - 6 p.m.</td>
<td>Fall extended Admission hours</td>
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<td>Student Ambassador Retreat</td>
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<td>American Honors Transfer Fair</td>
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<td>Art Prize</td>
<td>WMU-Downtown GR</td>
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<td>3</td>
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<td>8 a.m. - 3 p.m.</td>
<td>Fall Open House</td>
<td>Bernhard Center</td>
<td>HS srs/tr. students</td>
<td>Adm. (TBA)/LHC</td>
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<td>Oct</td>
<td>11</td>
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<td>10</td>
<td>2014</td>
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<td>Entrance + scholarship auditions/dance</td>
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<td>12</td>
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<td></td>
<td>Columbus Day - extra tours</td>
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<td>KVCC Fall Onsite</td>
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<td>Family Weekend/Homecoming</td>
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<td>Date</td>
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<td>8:30 a.m.</td>
<td>Band Day</td>
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<td>All day</td>
<td>College Decision Day</td>
<td>Renaissance HS</td>
<td>HS sr/sr. Adm. (A. Gipson)</td>
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<td>2014</td>
<td>6:30 p.m.</td>
<td>WMU 101</td>
<td>Detroit (TBA)</td>
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<td>TALENT</td>
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<td>SAT</td>
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<td>Nov 14</td>
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<td>8 a.m.</td>
<td>Fall Open House</td>
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<td>Nov 27-28</td>
<td>2014</td>
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<td>Thanksgiving recess</td>
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<td>Final exams</td>
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<td>2014</td>
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<td>Spring orientation</td>
<td>Bernhard Center</td>
<td>New students FYE (Booher, Miller)</td>
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<td>2014</td>
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<td>Registrar</td>
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<td>Dec-Jan</td>
<td>Dec 15-Jan 11</td>
<td>2014-15</td>
<td>Winter break for students</td>
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<td>Dec-Jan</td>
<td>Dec 25-Jan 1</td>
<td>2014-15</td>
<td>Winter closure</td>
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<td>Jan 8-9</td>
<td>2015</td>
<td></td>
<td>Spring Advising Days</td>
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<td>2015</td>
<td>5:30-8:30 p.m.</td>
<td>Detroit Metro Scholarship Workshop</td>
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<td>Jan 5-8</td>
<td>2015</td>
<td>10 a.m.-6 p.m.</td>
<td>One Stop</td>
<td>Bernhard Center</td>
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<td>Jan 12</td>
<td>2015</td>
<td></td>
<td>Spring semester begins</td>
<td></td>
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<td>Jan 17</td>
<td>2015</td>
<td>9 a.m.-3 p.m.</td>
<td>MLK Events for KPS and other students</td>
<td>Bernhard Center</td>
<td>Grades 6-12 ODI/Adm. (C. Smith)</td>
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<td>Jan 19</td>
<td>2015</td>
<td>All day</td>
<td>Dr. Martin Luther King Jr. Day</td>
<td>Campus wide</td>
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<td>Jan 24</td>
<td>2015</td>
<td>8 a.m.</td>
<td>SAT/ATYP</td>
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<td>Jan 24</td>
<td>2015</td>
<td>9 a.m.-3 p.m.</td>
<td>Medallion Scholarship Competition</td>
<td>Bernhard Center</td>
<td>HS seniors Adm. (TBA)/LHC</td>
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<tr>
<td>Jan 24</td>
<td>2015</td>
<td>8:30 a.m.</td>
<td>TALENT</td>
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<td>Jan 31</td>
<td>2015</td>
<td>9 a.m.-3 p.m.</td>
<td>Medallion Scholarship Competition</td>
<td>Bernhard Center</td>
<td>HS seniors Adm. (TBA)/LHC</td>
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<tr>
<td>Feb TBD</td>
<td>2015</td>
<td></td>
<td>Math Counts</td>
<td></td>
<td>CEAS (Scott Conant)</td>
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<td>Feb 3</td>
<td>2015</td>
<td>2 p.m.-9 p.m.</td>
<td>Admitted Student Event</td>
<td>Bernhard Center</td>
<td>Admitted freshmen Adm. (A. Carr)</td>
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<td>Feb 5</td>
<td>2015</td>
<td>2 p.m.-11 p.m.</td>
<td>Admitted Student Event</td>
<td>Romulus</td>
<td>Admitted freshmen Adm. (A. Carr)</td>
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<td>Feb 7</td>
<td>2015</td>
<td>8 a.m.</td>
<td>ACT</td>
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<td>Feb 7</td>
<td>2015</td>
<td>8:30 a.m.</td>
<td>LSAT</td>
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<tr>
<td>July</td>
<td>6</td>
<td>2015</td>
<td>Summer II session begins</td>
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<tr>
<td>July</td>
<td>8 (tentative)</td>
<td>2015</td>
<td>All day Metro Detroit Youth Day Belle Isle All youth Adm. (A. Gipson)</td>
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<tr>
<td>Aug</td>
<td>21</td>
<td>2015</td>
<td>Summer II session ends</td>
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Admissions Office closed, as well as most non-essential services.
Admitted Student Event
March 12, 2014

Agenda

8:30-9:30 a.m. Check In

8:30-9:30 a.m. Academic Showcase
South Ballroom, Second Floor Bernhard Center

9:30-11:30 a.m. Program
North Ballroom, Second Floor Bernhard Center
- Welcome
- Discover Kalamazoo
- Financial Aid
- Academic College Presentations
- Residence Life
- First Year Experience
- Parent and Family Programs
- Parent Panel
- Raffle

Events
11:30 a.m.-1:30 p.m. Complimentary Lunch
Meal Tickets available at Check-in

11:30 a.m.-2:30 p.m. Bronco ID Photos – Today only!
Room 109, First Floor Bernhard Center

Financial Aid
East Ballroom - (meet one on one with a Financial Aid Service Specialist)

Campus Tours
President's Dining Room, First Floor Bernhard Center

Residence Hall Tours
Room 105, First Floor Bernhard Center

Registration for Housing and New Student Orientation
Room 105 -107, First floor Bernhard Center

Academic Showcase Representatives

Academic Colleges
Arts and Sciences (269) 387-4366 wnmich.edu/arts-sciences
Aviation (269) 964-6375 wnmich.edu/aviation
Education and Human Development (269) 387-3474 wnmich.edu/education
Engineering and Applied Sciences (269) 276-3270 wnmich.edu/engineer
Fine Arts (269) 387-4672 wnmich.edu/finearts
Haworth College of Business (269) 387-5075 wnmich.edu/business
Health and Human Services (269) 387-2656 wnmich.edu/hhs
Lee Honors College (269) 387-3230 wnmich.edu/honors
Exploratory Advising - Undecided (269) 387-4410 wnmich.edu/unv

Departments
Admissions (269) 387-2000 wnmich.edu/admissions
Alumni Relations (269) 387-8777 wnmich.edu/alumni
Dining Services (269) 387-4844 wnmich.edu/dining
First Year Experience (269) 387-2167 wnmich.edu/fye
Student Activity & Leadership (269) 387-2115 wnmich.edu/activities
Parent and Family Programs (269) 387-4820 wnmich.edu/parents
Residence Life (269) 387-4735 wnmich.edu/housing
ROTC (Military Science) (800) WMU-ROTC wnmich.edu/rotc
Student Financial Aid and Scholarships (269) 387-6000 wnmich.edu/finaid
Study Abroad (269) 387-5890 wnmich.edu/studyabroad

Kalamazoo Area Resource
Discover Kalamazoo (800) 888-0509 discoverkalamazoo.com
Kalamazoo Admitted Student Event Options

Option 1
Continue program as last year with formal presentation including parent and students split
- students visiting academic colleges during split
- parent program featuring university speakers

Option 2
Continue formal program portion but do not split parents and students
- academic colleges in showcase only
- formal program more similar to off campus events

Preferred Choice
Option 3
Eliminate formal program. Families pursue “business” items at their choice
- academic colleges breakout sessions available
- would include sessions to orient families on event options

Option 4
Eliminate formal program. Families pursue “business” items at their choice
- academic colleges in showcase only
- would include sessions to orient families on event options
Revamping of the Online Inquiry Forms for Prospective Students
(and associated University actions)
July 2014

10 Forms were re-built and can now be auto-uploaded to EMAS
   - Removed manual data entry
   - All forms reside at: wmich.edu/admissions/inquiry/ (see sample attached)
   - Graduate form only shows graduate level programs

10 confirmation pages were created to immediately pop-up upon submission (NEW)
   - See sample attached
   - All feature the “Go West” branding/theme
   - Links are customized to the audience

10 different auto-generated emails were written and implemented (NEW)
   - See sample attached
   - Links are customized to the audience

Up next:
   Working on the communication regarding what a student receives in print from WMU
   Explore how academic colleges can obtain names of inquiries
   Comparing all inquiry formats for consistency
     - Online inquiry form
     - Inquiry card
     - Mobile counselor form
Join Our Mailing List

Please read through the student types listed below and select the appropriate one.

Freshmen
If you are a high school student or high school graduate and have not attended college.

Transfer Students
If you have completed one or more semesters at a community college or four-year college.

Graduate Students
If you are interested in master's, specialist, doctoral, or certificate programs.

International Students
If you are not a United States citizen and do not have an I-551 Permanent Resident Card or have asylum or refugee status please follow this link for further information. wmi.edu/international

Guest and Returning Students
If you are an undergraduate student currently enrolled at another college seeking guest student status at WMU.

High School Dual Enrollee
If you are a high school student seeking to take classes at WMU while enrolled in high school.

Second Bachelor's Degree
If you already have a bachelor's degree and wish to obtain a second bachelor's degree.

Initial Teacher Certification
If you already have a bachelor's degree from a four-year accredited college or university and wish to obtain your initial Michigan teacher certificate.

Undergraduate Readmission
If you previously attended WMU or applied within the past two years but never enrolled, or if you were academically dismissed.

Undergraduate Non-Degree
If you are not seeking a degree and only wish to take classes.

Senior Citizen's Opportunity Program in Education (SCOPE)
Persons who are 62 years of age or older and seeking non-degree status.

NOTE: Students who want to register for credit are not eligible for SCOPE. Depending on the level of study you choose to pursue, please refer to:

- The WMU Application
- The WMU Academic Catalog

TOP
Go West.

Thank you for completing the Western Michigan University Freshman Inquiry Form. You will soon receive an email confirming your inquiry to join our mailing list. Below you will find a list of helpful resources for you to explore and discover more information about Western Michigan University.

- **Go Learn:** WMU offers over 250 academic programs. (/academics/undergraduate)

- **Go Figure:** Explore WMU’s affordable cost of attendance and opportunities to earn scholarships. (/admissions/freshmen/cost)

- **Go Apply:** How to become a Bronco. (/admissions/freshmen/criteria)

- **Go Visit:** Campus tours are offered Monday - Saturday. (/admissions/freshmen/visit)

- **Go Connect:** Current and future Broncos are on social media. (/admissions/freshmen/connect)

- **Go Meet:** Get involved in student organizations. (http://wmich.collegiatelink.net/organizations)

- **Go Abroad:** Study in over 70 countries. (http://international.wmich.edu/content/section/7/160)

- **Go Achieve:** Become a Lee Honors College scholar. (/honors)
Hello TremblayTEST,

Thank you for completing the Western Michigan University Transfer Inquiry Form. We are excited for you to discover everything WMU has to offer. There are over 250 academic programs, multiple on-campus living options and more than 350 registered student organizations.

Here is a list of resources that will assist you in exploring WMU. We invite you to learn about our admission requirements, the application process, scholarship opportunities and more.

- Discover WMU
- Academic Programs
- Admission Requirements
- Applying to WMU
- Scholarships
- Living on Campus
- Student Organizations

If the Office of Admissions can be of further assistance, call (269) 387-2000.

Yours for Western,

Penny Bundy
Director of Admissions

Office of Admissions, Western Michigan University, Kalamazoo MI 49008-5211 USA
(269) 387-2000 | ask-wmu@wmich.edu