

Submitted by: Keith E. Whitfield, Provost

Academic Affairs:

Wayne State University is the only school in Michigan highlighted in a report on best practices to help students pay for college and stay in school.

The Jack Kent Cooke Foundation and its report, “Making College Affordable,” lauds Wayne State for proactively providing financial aid text notifications. It says research suggests that low-cost interventions, such as text reminders, improve students’ completion of the FAFSA and other college-related tasks.

The report notes that students from the bottom socioeconomic quartile are eight times less likely to earn a bachelor’s than students from the top socioeconomic quartile (7.4 percent versus 60 percent). It offers best practices organized into three categories: clarifying financial information, easing the financial burden, and filling in financial aid gaps.

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“To fulfill our mission, we need to provide access to education for all potential graduates, including those students who are at-risk, such as first-generation college students,” said Provost Keith Whitfield. “Helping these students better understand what they can do to make college more affordable has the double benefit of increasing our educated workforce and helping students become productive citizens.”

**In addition to financial aid text notifications, Wayne State offers free financial literacy workshops, such as FAFSA Fridays, to help students navigate financial aid, scholarships and more. With support from President M. Roy Wilson and the Office of the Provost, WSU added 17 additional financial aid positions and invested in more efficient award distribution software to better support students.

Although WSU was recognized in the first category, clarifying financial information, it has strong programs in each of the categories to help low-income students.

Wayne State’s financial aid prioritizes need-based awards, easing financial burden through offerings including the Wayne Access award, which provides free or nearly free tuition to eligible students after a combination of federal, state and other institutional aid. The award was launched in December 2016, and more than 900 freshmen — roughly 34 percent of WSU’s incoming class — had their tuition and fees fully funded for the 2017-18 academic year.

SCHOOLS AND COLLEGES:

Wayne State's College of Nursing is one of only 31 schools of nursing in the country selected to receive a grant to increase the number of nurses holding Ph.D.s. The selected schools comprise the fifth cohort of grantees of the Robert Wood Johnson Foundation Future of Nursing Scholars program, which will provide financial support, mentoring, and leadership development to nurses who commit to earn their Ph.D.s in three years. The college will select two nursing students to receive this prestigious scholarship. The Future of Nursing Scholars program is a multi-funder initiative. In addition to RWJF, Johnson & Johnson, Cincinnati Children's Hospital Medical Center, Sharp HealthCare, and Memorial Sloan Kettering Cancer Center are supporting the Future of Nursing Scholars grants to schools of nursing this year. Wayne State's College of Nursing is receiving its grant from the Robert Wood Johnson Foundation. The college will select two scholars in May and those students will attend a boot camp with the Future of Nursing Scholars program this summer and their Ph.D. studies in the fall. "It is an honor to be selected to participate in the RWJF Future of Nursing Scholars Program for the third consecutive year – and to be awarded two scholars this year, a clear recognition of our success in the past two cohorts," said Laurie M. Lauzon Clabo, Ph.D., RN, Wayne State University College of Nursing dean and professor. "This prestigious award will allow our selected scholars to complete Ph.D. studies in a timely manner and to make substantive contributions to the discipline as leaders and researchers even earlier in their careers. We are fully committed to helping to achieve the Institute of Medicine's goal of increasing the number of doctorally prepared nurses in the United States. We are deeply grateful for the generosity of the Robert Wood Johnson Foundation and for the recognition of our commitment and success in the preparation of nurse researchers at the Wayne State College of Nursing."

EDUCATIONAL OUTREACH AND INTERNATIONAL PROGRAMS:

Transfer Student Success Center

- The Michigan Association of Collegiate Registrars and Admissions Officers (MACRAO) recently awarded the Wayne State University **Transfer Student Success Center** (TSSC) the 2017 Innovation in Transfer Award.

The award recognizes innovative programs, practices, partnerships, policies and activities that improve the ability of an institution to serve transfer students and to recognize those who have created and implemented them.

The TSSC was created in 2014 by Educational Outreach and the Office of the Provost to support transfer students and help them navigate the university. The TSSC advocates on their behalf both internally with academic and student services units, and externally through partnerships with community colleges.

- The **TSSC's** Transfer Student Open House drew 109 students, a 62 percent increase in attendance over the previous year. The team also contacted all Winter 2018 transfer students who were admitted but not registered, offering help to ensure registration.

- The **TSSC** met with academic advisers at Henry Ford College and Jackson College, with whom it also completed a new engineering technology articulation agreement.

The first group of students in Global UGRAD, an undergraduate exchange program sponsored by the U.S. Department of State, administered by World Learning in Washington, D.C., and hosted by the Office of International Programs, arrived at Wayne State in January. The five students hail from Algeria, Georgia, Paraguay, Vietnam and Russia. Global UGRAD provides one-semester scholarships to outstanding undergrads from around the world for non-degree full-time study, combined with community service, professional development and cultural enrichment.

ENROLLMENT MANAGEMENT:

We remain ahead of applications for FTIAC's over this time last year. We have a 12% increase in applications and are up 18% in admitted students. At this time last year, we had 6742 FTIAC admits and we currently have 7983. We believe that the numbers will level out as the final scholarship deadline of February 1 approaches.

Department of Education Resolution

Financial Aid completed the Department of Education Review. While the review focused on 2015, it is worth noting that once a school is reviewed, the likelihood of an additional review increases. The fines leveled were under \$36,000.00 and WSU was only required to pay interest. The factors that contributed to such low fines are:

- 1) Ability to demonstrate heightened attention and system improvement in the OSFA.
- 2) Preemptive correction of processes while under review.
- 3) Responsiveness to questions demonstrating competence and attention to detail.
- 4) Frequent follow-up and transparency by staff to meet guidelines.
- 5) Change in DOE administration

While the level of fines is much smaller than expected, any fines or findings are of concern so we will continue to be diligent in addressing areas for improvement. The implementation of Banner 9 as well as Academic Works for scholarships will assist us in meeting the needs of students more accurately and more quickly.

SLATE

The contract for new CRM (Customer Relationship Management) systems has been approved and sent to the vendor. We have selected SLATE, which is offered by Technolutions. Currently over 700 other higher education institutions utilized this higher education specific software tool to build communications and campaigns to prospective students. They have 100% client retention. We plan to implement over the course of the next six months with undergraduate admissions and then provide the opportunity for graduate, medicine, pharmacy, and law to utilize the system. This will eventually replace all Salesforce instances for undergraduate recruitment and create a more seamless and integrated communication stream for incoming students. Because SLATE is an

enterprise wide solution, it will also save the institution money as Salesforce required individual licenses, which was fiscally limiting.

CHATBOT “W”

We are in the testing phase of AdmitHUB, which is the Artificial Intelligence chatbot that will be utilized to communicate with students when they have questions. During this development and implementation phase, we are building a knowledge base that will continue to grow as students interact with the system. The chatbot known as “W” will respond to students’ inquiries via text message in about 2 seconds. If “W” cannot answer the question, it is immediately referred to a specialist for follow up. Other institutions who have instituted this strategy/system have seen an increase in student satisfaction and retention as well as matriculation. The more students who interact with the system, the larger the database of knowledge grows.

STUDENT LIFE AND STUDENT SERVICES:

The new division of Student Auxiliary Services was formed on October 1 as student life and student services were re-organized under the Provost division. SAS includes Housing & Residential Life, Student Center, WSU Dining, WSU Bookstore, Summer Conference Services, and the McGregor Memorial Conference Center.

The new housing partnership with Corvias Campus Living, LLC was launched on November 30, 2017 with the sale of \$307.5 Million in private placement bonds which are being used to pay off all existing bond indebtedness on campus housing facilities, eliminate the existing deficit housing fund balance, and fund the new construction of the Anthony Wayne Drive Apartments, the demolition of Deroy Apartments, and the renovation of Chatsworth Apartments, all by fall 2020 when campus housing capacity will have increased from 3000 beds to 3750 beds. Corvias and the Corvias Foundation have also pledged to contribute \$1 Million over ten years for direct student aid and for an endowed Corvias Scholarship program. Also in housing, The Thompson opened on September 23, 2017 and is now the home of 55 students in a learning community for the College of Fine Performing and Communication Arts. An open house at The Thompson will be held on April 12, 2018 in conjunction with a meeting of the CFPCA Board of Visitors.

WSU Dining Services began “We Love Weekends” promotions at Mad Anthony’s and the dining halls during fall 2017 with a discount purchase program and special events and themes to support students on campus during weekends. The Grind, a new convenience store in the Undergraduate Library also opened at the beginning of the fall semester. In response to student requests, a new Smoothie Bar was implemented during breakfast each day and remains very popular.

The Student Center continues to function as the “crossroads” of campus, with a 12% increase in reservations and a 10% increase in visitors over fall 2016, continuing the growth trend experienced since the completion of student center renovations in 2015. During fall 2017, just over one million visitors used student center meeting, dining and recreation spaces.

The WSU Bookstore continues to change and grow to support the changing needs of the campus community for course materials, technology, general merchandise and spirit wear. Students saved \$432,178 during fall 2017 by utilizing the used and rental book programs and through using digital products versus buying new course materials. The Low Price Match program saved students an additional \$12,360, a 75% increase over fall 2016. For fall 2017, 78% of textbook titles were eligible to rent and 51.3% of students elected to rent their textbooks when the titles were available. Digital-only books were available for 38% of textbook titles and selected by 10% of students who purchased those titles. General Merchandise sales including spirit wear topped \$305,300 in September 2017, a new monthly record. Online sales for General Merchandise increased by 17% compared to fall 2016.

The WSU Bookstore launched www.shopwaynestate.com, a merchandise only site aimed at parents, alumni and general gift shoppers. The WSU Bookstore App now has 3110 users, 405 of which elected to download our app during the fall 2017 term.

Seven campus events were hosted at or by the WSU Bookstore including Faculty Appreciation Day, Veterans VIP Day, De-Stress Fest and of course, Trade Your T-Shirt Day! This year over 300 spirit T-shirts from other colleges and universities were traded for a new limited edition WSU T-shirt by students. All swapped T-shirts from other schools were donated to the Detroit Rescue Mission.

STUDENT SUCCESS:

Warrior VIP

In Fall 2017, the university launched The Warrior Vision and Impact Program (VIP), which supports the success of incoming first-year students who have been identified as likely to benefit from enhanced academic and college navigation support. Support will be provided each academic year through graduation and works in collaboration with departments across the university to provide comprehensive academic, career, research, financial literacy and mentoring support. The VIP program – in coalition with its members, which include the APEX Scholars Program, the Rising Scholars Program, the Network and RISE learning communities, and many others – has already served more than 500 students, who have received 1,800 advising appointments, participated in more than 10,000 study table/tutoring hours, and received additional faculty performance feedback more than 1700 times.

EAB AdvisingWorks & GUIDE Tools

During 2017, the university launched a new academic advising platform and a new mobile student communication tool from the Educational Advisory Board. The advising tool, (EAB CAMPUS, called AdvisingWorks at WSU), was launched in late March 2017. In the nine months since then, there have been more than 14,000 advising appointments, a significant increase over our previous system. There have been more than 150 advisor initiated campaigns to proactively reach out to students who need advising, making this one of the most successful launches in EAB history. The launch of the student communication platform, GUIDE, has been equally successful, with a 70% adoption rate for first year students.

Career Services

In collaboration with the College of Engineering, Mike Ilitch School of Business, and C&IT, Career Services launched a new campus-wide interactive student/employer career data system; Handshake. Handshake is a state of the art system used by more than 400 colleges and universities throughout the United States. Since our fall 2017 launch, 3,713 new employers registered, 6,681 jobs were posted, and 22% of WSU's enrolled students activated and used their Handshake account. According to Career Services 2016-2017 post-graduation survey, the overall rate of employment for WSU students was 91% (a 2 percentage point increase over 2015-2016 and up 16 percentage points over 2008-2009).

Student Disability Services

Student Disability Services serves more students every year, with increases especially noted for students with anxiety, depression, or serious medical challenges, as well as for students who are deaf or hard of hearing. In Fall 2017, SDS supported 1364 active students – 5% of our total student population. SDS provided 1516 exam accommodations in fall 2017, an increase of 20 percent over last year. Support for deaf and hard of hearing students is especially intensive and complicated, but our results have been strong, with more than half of deaf or hard of hearing students maintaining a GPA greater than 3.5.

A few examples of the success of WSU students served by SDS:

Student A started at WSU Fall 2017, transferring from Oakland University. She had been blind from birth. She is supported by both SDS and Bureau of Services for Blind Persons (BSBP). SDS provided her an electronic copy of her math book, reformatted into what is called Accessible MathType, meaning math equations can be read by a screen reader accurately. We also provided her e-text for her history and biology courses. SDS interviewed and selected a student to serve as a BIO 1510 lab assistant and exam scribe, as well as a student to serve as a MAT 0993 support person and exam scribe. These students were managed by SDS, however were funded through the BSBP. The student received additional support from SDS with exam taking, note taking, and assistance

learning to navigate campus at the start of the semester. The student earned an overall GPA of 3.83 for her first semester as a WSU student.

Student B entered WSU in the Fall of 2017 as a FTIAC. Her Autism diagnosis created challenges for her in transitioning to the college environment and learning to interact both with peers and faculty she was not familiar with. The student has regularly utilized her accommodations for extended testing time, a distraction reduced testing environment, and having her books read to her electronically through Kurzweil. She also has sought SDS support on several occasions for support in communicating concerns appropriately to her instructors. The student earned a 3.66 in her first semester. Additionally, she is very excited, as she has secured a paid summer internship in accounting with Plante Moran at their Southfield headquarters. The student's internship will be rotational, giving her experience in different accounting departments.

Orientation

We offered our first overnight orientation programs for incoming first-year students this past summer. There were two dates offered: one with a pre-med focus and one with an emphasis on academic success. Students had the opportunity to connect with advisors. We had 102 students attend with 100% registration at orientation. This coming summer, we will offer one overnight orientation program with a capacity for 150 first-year students. We will continue to offer many one-day orientation sessions for first-year and transfer students as well as parents and family members.

Student Success Initiatives (UAC)

In 2017 Amanda Horwitz, Academic Advisor in the University Advising Center, and Don Zoella, M2 student at Wayne's medical school, created the Campus-wide Pre-Medical Mentoring (CPM) Program which is committed to providing mentoring to Wayne State University pre-medical undergraduate and post-bachelor's students that are working on applying to medical school. The program partners medical and pre-medical students, and the medical students involved in this program are dedicated to providing support to those interested in pursuing a career as a physician. They provide their own unique perspectives and provide support for pre-medical and post-bachelor's students throughout their journey to applying and being accepted to medical school. Both monthly meetings and coffee talks yield approximately 80-90 pre-med students. It has been a great opportunity for our pre-med students to engage with medical students, meet with physicians as well as develop their own sense of community while pursuing their undergraduate degree.

Through the Advisor Training Academy (ATA), 66 advisors have completed the ATA Training Curriculum for Level 1 certification and 16 advisors have completed it for Level 2 certification. Additionally, Kate Bernas, Associate Director, expanded professional development opportunities to support the needs of advisors across campus. We now offer "Building Advisor Competencies" webinar series, Appreciative Advising Series, Supportive Communication Series, monthly Lunch and Learns, WSU technology training, and one-on-one training for those who want/need additional support.

Student Success Summit

The Provost office hosted the campus community in a Student Success Summit on November 29, 2017. This event was designed and coordinated by Monica Brockmeyer and more than 250 faculty, advisors, staff, and administrators participated. Dr. Nina Lyon Bennett, Director of Member Education and Research Delivery at the Educational Advisory Board offered the lunchtime keynote on the topic of "Promoting Timely Degree Completion." This engaging presentation highlighted the consequences to students when their graduation is delayed beyond four years, including increased student loan debt as well as provided numerous practical ideas to reduce time to degree. A candid conversation with students about their experiences of belonging and support in college was the highlight of the morning. The afternoon breakout sessions covered a variety of topics, including the brain science behind study skills, the launch of the new general education program, and the use of technology for student success. The afternoon sessions also included the debut of *Our World* performed by the Freedom Players under the direction of Billicia Hines. The Freedom Players are a performance group from the Black Theater and Dance Program. The afternoon concluded with a campus-wide conversation about student success, facilitated by Provost Whitfield.