

Hello Eric –

In response to your request of a summary of the efforts WSU has undertaken to address enrollment declines since 2019, my team has provided the following bullets.

Please let me know if you have any questions.

Thank you,

Saichi

- Launched our partnership with the Common App for first-year domestic and international students during 2022-2023, which resulted in a year-over-year application increase of 33% systemwide (33% to Pullman)
- Eliminated the reapplication fee of \$35 for students returning to WSU.
- Replaced the enrollment deposit and New Cougar Orientation fees with a single New Student Enrollment fee of \$350 (net savings of \$100 minimum to the student/family) which has resulted in significant increases in our confirmation across all domestic categories. NSE fee also factors into overall cost of attendance and can be covered with financial aid.
- WAGAP (Washington Guaranteed Admission Program)<sup>1</sup> has expanded from 18 partner schools and districts in the inaugural year (2021-2022) to over 130 schools and districts this year, which encompasses over 40% of WA state seniors. The WAGAP consortium is also raising awareness among junior-level students at all participating K-12 institutions to increase understanding of how a student can become eligible for the program.
- Shifted our application processing activities into Slate, which allows us to communicate admissions decision faster and with more personalization. Additionally, the student-facing portal in Slate has improved the user experience significantly and has led to increases in our confirmations for 2024-2025.
- Created an Application Governance Committee with systemwide representation to evolve our application instruments with an eye toward making them simpler, quicker, and more user-friendly. Slate application can now be completed in less than 20 minutes, and the WSU-specific section of the Common App can be completed in less than five.
- Added more than 50 instant decision day programs (system effort) to complement changes in admissions – admitted over 500 new Cougs on the spot.
- Created and implemented new College Bound Scholar Campaign increases the number of admitted and confirmed Cougs across the system.
- Reengineered the top-scholar program to include colleges and departments in selection and program benefits, while ensuring access and inclusion were being considered in process.
- Created new Spanish language materials and programming for families.
- Expanded virtual programming to students and families that compliments in-person events and provides broader access.
- Implemented visitation award for Preview events.

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<sup>1</sup> [Washington Guaranteed Admissions Program \(WAGAP\) - Council of Presidents](#)

- Increased capacity for admitted student programs, including new Spring Break Sneak Peak in April 2024 – two full weeks or 4 mini Experience programs per day (40 programs total).
- Offered over 1500 1:1 appointment with future Cougs/recruiters.
- Shifted marketing and search strategies to focused on building inquiries earlier in student search process, resulting in higher yield.
- Overhauled orientation programming – early advising/decoupled approached for 2024.
- Admitted student program attendance has climbed each of the last three years.
- New Cougar Orientation registration is up 100 students as of March 1 (over last year).
- Overall applications (systemwide) have returned to pre-pandemic levels (25,870 for Fall 2024).
- For fall 2024, record numbers of admits from historically underrepresented populations and significant improvement in the transfer market.