



# Richard Bland College

of WILLIAM & MARY

## November 2023 Enrollment Management Report

**Justin May, Chief Enrollment Officer**

Enrollment counselors have completed 427 visits to various high schools, fairs, and panels across Virginia. The target is to reach over 700 visits for the upcoming 23/24 recruitment season. These visits are essential in creating awareness, strengthening relationships with school counselors, and increasing the number of applications received.

RBC Enrollment Services has seen a 43% increase over last year's applications and a 46% increase in admitted students for fall 2024 over fall 2023 numbers. Our goal is to exceed 2,300 applications for fall 2024 (10% increase from Fall 2023) and realize a 5% increase in new student intake for spring 2024. The Free Application for Federal Student Aid (FAFSA) is typically released on October 1, giving students enough time to know their financial package before committing to college. Since the new FAFSA will be released in December or January, Enrollment Services has experienced a slower pace in obtaining commitments from students.

Dual Enrollment has welcomed 1,742 students to RBC this fall, totaling almost 10,000 credits compared to 1,336 in fall 2022. All of these numbers represent historic highs for RBC.

The Financial Aid department is preparing for the FAFSA Simplification while simultaneously packaging students for spring 2024. In the previous year, Financial Aid awarded almost \$300,000 in Foundation Scholarships and processed over 1,700 FAFSA applications.

The first manufacturing tour of the year is scheduled on Friday, November 10th, with several more tours already in the works for 2023-24. To date, Thomas Midgette, Director of Industry Partnerships and Workforce Initiatives, has established 16 industry partnerships and is in talks with a potential 17th industry partner.

As RBC brings international student recruitment and retention in-house, work continues to ensure a smooth transition. For example, the international application is now live on RBC's website, along with an automated email campaign, which will assist international students throughout the admissions process.

Enrollment Management department leaders recently met to discuss strategies and tactics for leveraging each other's resources to maximize our collective effectiveness. My goal is for each department under my area of supervision to work as a flywheel. The most significant topic of discussion was the bottlenecks from last year's recruitment cycle. These "points of frustration" create a bad student experience and increase cancellation rates. The Enrollment Management team is working to streamline the Virginia In-State Tuition process, accepting Financial Aid awards, getting RBC program information to Dual Enrollment students, and simplifying the Admitted Student Checklist. Additionally, several KPIs have been created for evaluating the effectiveness of these processes.