

From: [Forster, Daniel B.](#)
To: [University Communications](#)
Subject: Enrollment Update
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Attachments: [image002.png](#)

Westfield State University

Enrollment Management

Dear Campus Community:

In response to a number of inquiries I have received about the funnel and providing some additional context to the numbers, I have included our sister institutions as a comparison. The format is different as you can see, but it does provide the most of the same information provided in our funnel. Unfortunately, we don't have this on a weekly basis, but it does give some point in time numbers. Not all of the institutions provided data. As a reminder, this is still very early in the timeline for deposits, for all colleges and universities. All of the state universities will receive the vast majority of their respective deposits in the 6 weeks before May 1st, the national deadline for decisions.

As some of you will certainly know, Bridgewater and Salem State Universities are the two largest of the state universities, followed by Westfield, Worcester, Fitchburg, Framingham and MCLA. MassArt and Mass Maritime are smaller more specialized institutions and have a very different recruitment and enrollment process. It is important to note that Salem State University and Fitchburg State University are not using the Common Application, and both Worcester State and Westfield State University converted to the Common Application this fall. Please see our department updates below from Mike, Alyssa and Simone.

Report Date: March 11, 2022 Meeting

INSTITUTION	Fall 2022 First-Year Students (Point-in-Time)				Fall 2021 First-Year Students		
	Applications	Accepts	Gross Deposits		Applications	Accepts	Gross Deposits
Bridgewater State	8703	7093	410		8752	7091	376
Fitchburg State	3750	2202	136		4747	2495	156
Framingham State	4261	3081	71		4858	3307	127
Mass Art	3236	1445	37		2820	1798	43
MCLA							
Mass Maritime	1103	605	47				
Salem State	6131	4097	204		6937	4575	223
Westfield State*	6095	4580	173		3785	2953	218
Worcester State*	4480	3477	133		3196	2397	113
*New to Common App							

INSTITUTION	Fall 2022 Transfer Students (Point-in-Time)				Fall 2021 Transfer Students		
	Applications	Accepts	Gross Deposits		Applications	Accepts	Gross Deposits
Bridgewater State	536	294	119		619	314	86
Fitchburg State	291	110	16		320	103	27
Framingham State	245	105	22		277	144	56
Mass Art	242	0	0		237	9	0

MCLA			
Mass Maritime			
Salem State	529	157	28
Westfield State	382	165	36
Worcester State	318	96	16

522	132	29
320	143	32
328	81	9

Admissions

As you can see from the report, our numbers are up in across Applications, and Acceptances for the Fall 2022 semester (in fact, this year will see WSU records!). Where we are lagging is in our deposits, which is where we are going to need to pick up the slack over the next few weeks. Anything departments can do across campus to connect with accepted students is crucial. This can be as simple as sending an email or letter, or inviting students to campus to meet with your department.

We are seeing changes in the marketplace, whether it be a low number of FAFSA filers, underrepresented populations simply not pursuing degrees, or a change in how students prefer to receive their education (this is a really great article on the subject: [The Great Interruption](#)). However, what can ultimately help set us apart from the pack is showing prospective students why Westfield State is a great place to get their education. The small efforts we make now will have greater effect further down the line!

Lastly, I want to share the bittersweet news that our Admission Counselor Christian DeJesus last day was March 4th to take a new position at Springfield Technical Community College. Christian has been a tremendous colleague since he started in 2018, most recently taking on the arduous task of building up our Tour Guide program, as well as working closely with the Urban Education Program on their enrollment efforts. Please join me in wishing Christian all the best in his new role!

Mike Mazeika
Director of Admissions

Marketing

Let's protect our brand together.

I am pleased to announce the release of our new [Visual Brand Guidelines](#).

Consistency in our message, the way we speak, and the way we look determine the impression we make on others. It is the purpose of this document to make sure that all elements work together in harmony to emanate a compelling narrative about Westfield State. Use this guide to help make informed decisions as you support the University's brand purpose and story. Remember that there is always logical reasoning behind all images and words spanning across every medium. Our brand's development process is reflected within this document, and in it, you will find proper guidance for making it successful.

Materials intended for an external audience need to be reviewed, designed, and approved by Marketing before they can be printed, produced, posted, or distributed. This extends to all mediums, including print, digital, video, and web. To help us better serve you, please read our [Planning Your Project Guidelines](#) before you complete a [Marketing Work Request Form](#).

Alyssa Goodreau
Director of Marketing

Financial Aid - Federal Student Loans - Cohort Default Rate - In Focus

Westfield State University continues to see an overall low cohort default for our federal student loan borrowers. For the federal fiscal year 2018 (FY 2018), our cohort default rate for federal student loans was calculated to be 3.8%.

This cohort includes borrowers who entered repayment in FY 2018 between October 1, 2017, and September 30, 2018. The rate indicates the percentage of borrowers that defaulted on their loan repayment from the cohort during FYs 2018, 2019 or 2020.

The FY 2018 national cohort default rate for all types of institutions inclusive is 7.3%. The FY 2018 default rate for 4yrs (+) public institutions specifically is 5.4%.

source: <https://www2.ed.gov/offices/OSFAP/defaultmanagement/cdr.html>)

We have received a preliminary FY 2019 cohort default rate (which I will share in the future), and there is a decrease in the projected cohort default rate, however, there is a specific reason why. Any guesses? Hint: It has to do with COVID-19 emergency relief that was offered to borrowers.

To learn more about Three-Year Cohort Default Rates, Check out:

<https://www2.ed.gov/offices/OSFAP/defaultmanagement/cdr.html>

[Official Three-year Cohort Default Rates for Postsecondary Schools](#)

Official Cohort Default Rates for Schools. A cohort default rate is the percentage of a school's borrowers who enter repayment on certain Federal Family Education Loan (FFEL) Program or William D. Ford Federal Direct Loan (Direct Loan) Program loans during a particular federal fiscal year (FY), October 1st to September 30th, and default or meet other specified conditions prior to the end of ...

www2.ed.gov

Simone Backstedt

Director Financial Aid

In closing, I want to remind everyone of the two remaining Accepted Student Days (ASD) scheduled for March 24th and March 31st. Our no-show rate for our last event was approximately 20%, as of today we have over 234 registered students for the March 24th event and we still have over a week remaining. This is great news. Also, we sent spirit packs to all of our accepted students this week, a letter from President Thompson, and a parent information night is scheduled for this week. The event will answer questions, and provide perspective and support with parents of current students acting as hosts. Thank you to all of the faculty chairs who have met with the EM team, and for all of your efforts to engage with our prospective students.

Please stay healthy and happy.

Sincerely,
Dan

Daniel Forster (he/him)

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