

WAYNE STATE UNIVERSITY ENROLLMENT MANAGEMENT

Dawn S. Medley

Associate Vice-President



BACKGROUND

20 Years of Enrollment Management Experience in
Marketing, Admissions, and Financial Aid

Missouri S&T, University of Arkansas, Warren Wilson

How did I get to Wayne State?



AREAS OF OVERSIGHT

Undergraduate Admissions

All Financial Aid

Student Service Center/Welcome Center

CRM/Salesforce

Radical Hospitality/Porch Visits



ADMISSIONS

Ericka Matthews Jackson

Territory Revisions/Targeted Recruitment
Communication Cycle

New Tour Program/Routes/Personalization

Revised Open House in Spring

Geo-Demographic Analysis



FINANCIAL AID

Cathy Kay

Prior Year Prior Year FAFSA
Revised Scholarship/Need Based Structure
Increase Staffing Levels
FAFSA Fridays
Respond to DOE Program Review/Scrutiny
Participation Verification



STUDENT SERVICE CENTER

Gayle Reynolds

More Cross-Campus Partnerships i.e. Advising
Opening Triage
Customer Service
Telecounseling Outreach
EAB



FACULTY ASSISTANCE

Tour Groups

Faculty Meetings Recruit and Retain

Professional Connections with Secondary Teachers

Summer Program Connections/Names

Grace

RADICAL HOSPITALITY AND PORCH VISITS

DAWN.MEDLEY@WAYNE.EDU

