

# ANNUAL REPORT

2020–2021



**DIVISION OF ENROLLMENT AND STUDENT SERVICES**  
Department of Enrollment Services

## Department of Enrollment Services

The Department of Enrollment Services includes the following departments and functional units: Undergraduate Recruitment, Undergraduate Admissions, Financial Aid, Scholarships, Veteran Certifications, First-Year Programs, Transition Support Programs, Pre-College Outreach & Programs, and the Educational Development Program.

Within the department, the offices are responsible for the oversight of the 'Admissions process,' which begins when a person first becomes interested in Fredonia and ends when a person matriculates upon the 15th class day of the semester in which they enroll.

### Offices/Units

1. Office of Admissions
2. Office of Financial Aid
3. Office of New Student and Transition Programs
4. Education Development Program

### Points of Pride - Significant Achievements

1. An increasing focus on Out-of-State students including the launching of the Good Neighbor Scholarship.
2. 93% of new Undergraduate students attended the Virtual Summer Jumps Start programs, the most significant percentage on record.
3. The office had a 96% completion rate of federal verification during 2020-2021.
4. The Educational Development Program supported 112 students total, of which enrolled 30 new students.

## Departmental of Enrollment Services



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### Overview

Throughout 2020-21, the Department of Enrollment Services has focused on increasing overall new student enrollment, adapting to an ever changing landscape due to COVID, and a plan for a return to a new normal.

## Office of Admissions

### *Overview and Scope of Service*

The Office of Admissions seeks to recruit, admit, and enroll students who are academically excellent, accomplished in extracurricular endeavors, and broadly diverse; that will grow educationally and personally making contributions to the University community, the State of New York, and society.

### Points of Pride - Significant Achievements

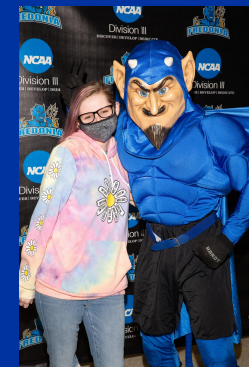
1. First-year census enrollment for Fall 2020 was at 767 students, and Transfers were 223.
2. First-year students attended 358 different high schools, and transfer students attended 93 prior colleges.
3. 27% of our first-year students identify as racially or ethnically diverse.
4. Completed applicants receive their admissions decisions within five days.
5. Two hundred and sixteen students attended our Virtual Go Big Blue Day (Accepted Student Reception on-campus), and 83% enrolled.
6. 49% of the first-year students transferred in advanced credit.
7. 85% of our application pool enrolled in postsecondary education in Fall 2020.
8. The Office of Admissions increased efforts to recruit and enroll out-of-state students by launching the “Good Neighbor Scholarship” to students from Pennsylvania and Ohio. Overall out of state enrollment increased from 20 to 35 for FTFY students and from 5 to 9 for Transfers.

## Office of Admissions



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*Incoming Student with Freddy at a  
Fred-4-Sure Event*

### Fall 2017-2020 Applications, Admissions Rate and Yield

	2017	2018	2019	2020
<b>Applications</b>	6481	7175	7153	6472
<b>Admitted</b>	4157	5120	5350	4594
<b>% of Admission</b>	64%	71%	75%	71%
<b>Enrolled</b>	1437	1502	1245	990
<b>Yield</b>	35%	29%	23%	22%
<b>% Ethnically Diverse</b>	31%	31%	29%	25%

### Spring 2018-2021 Applications, Admissions Rate and Yield

	2018	2019	2020	2021
<b>Applications</b>	464	429	357	301
<b>Admitted</b>	246	219	179	169
<b>% of Admission</b>	53%	51%	50%	56%
<b>Enrolled</b>	135	111	86	82
<b>Yield</b>	55%	51%	48%	49%
<b>% Ethnically Diverse</b>	22%	30%	22%	26%

## FAST FACTS

### First-Year Students

- 65% of our enrolling students received at least one merit scholarship in Fall 2020.
- 52.7% of the incoming class had a high school GPA above a 90.
- Largest growth in enrollment was from Out of State with modest growth from PA; overall 21 states are represented in the first-year class.



### Transfer Students

- 54% of Transfer Students had above a 3.0.
- 25% of Transfer students come from Jamestown Community College.
- 55% of Transfers come in with Junior standing.



## Office of Financial Aid

### *Overview and Scope of Service*

The Financial Aid Office consistently strives to establish administrative routines that minimize barriers and to furnish students with adequate resources to meet both their direct and indirect college expenses. The office is committed to both a consistent and equitable approach to the awarding of federal, state, institutional, and private need-based financial aid sources. All need-based financial aid is awarded based on the Department of Education's Federal Methodology formula, an objective and systematic method of determining the family's ability to meet their educational costs

### **Points of Pride - Significant Achievements**

1. The percentage of total undergraduates with financial aid was 90%.
2. The percentage of full-time undergraduate students receiving at least one grant or scholarship was 79%.
3. The Financial Aid Office went "live" with 2020-2021 packaging and electronic award letters in early December 2020.
4. The Financial Aid Office awarded more than \$45 million in financial aid, and over \$7 million in merit and need-based scholarships to academically qualified students throughout the 2020-2021 aid year.
5. The Financial Aid Office provided monthly outreach across social media to reach students where they are to provide timely updates on process and timeline. Updates were also provided across campus video displays.
6. The Financial Aid Office processed over \$5.5 million in CRRSSA/HEERF II for students.

## Office of Financial Aid

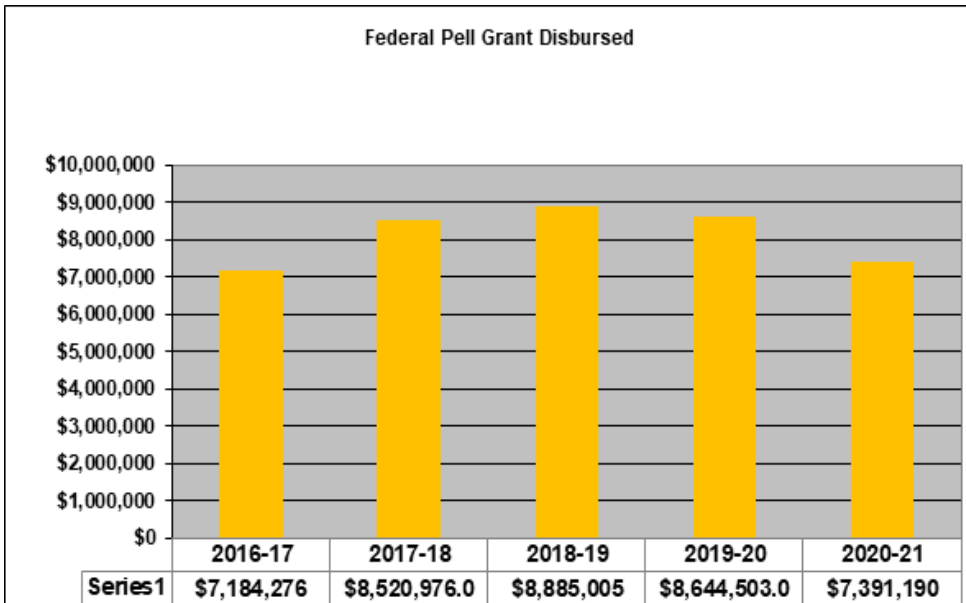
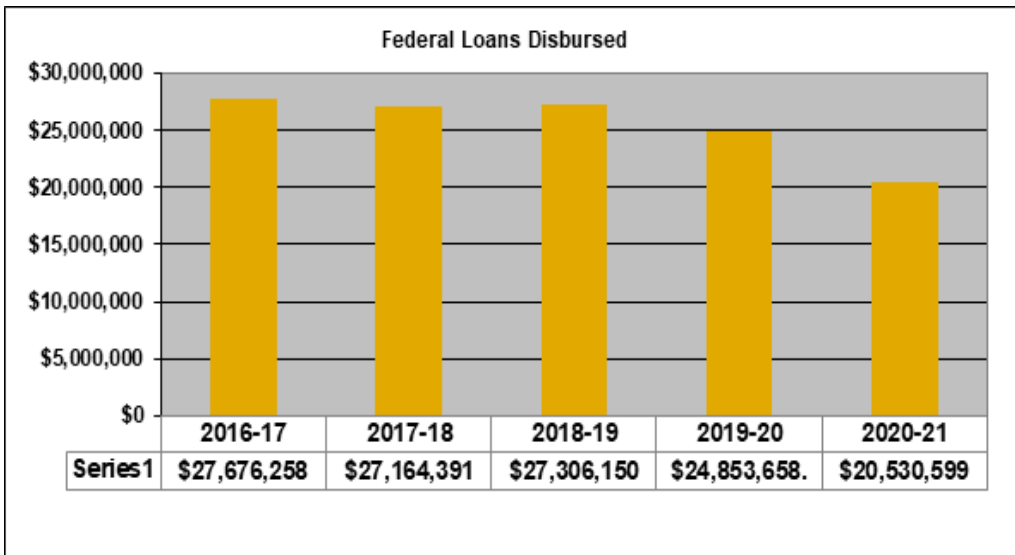


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### **FAST FACTS**

- 43% of Fredonia's undergraduate population are Pell Grant recipients.
- 54% of Fredonia's undergraduate population are NYS TAP Grant recipients.
- Awarded more than \$360,000 in the Federal Teach Grant Program



## Highlights

## New Student and Transition Programs

### New Student and Transition Programs

#### *Overview and Scope of Service*

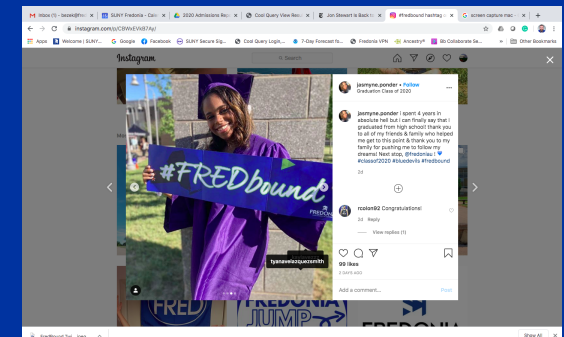
The Office of New Student and Transition Program is committed to helping identify and communicate transformative pathways to post-secondary educational opportunities at Fredonia. We seek to connect new and future first-year or transfer students to resources, programs, and information that promote career readiness and academic confidence. The role of this office is to provide engagement opportunities, enrollment completion activities, and transitional support to students and families from the point of interest in attending college through their first year at Fredonia.

#### **Points of Pride - Significant Achievements**

1. Successfully transitioned new first-year and transfer students through a fully digital two-phased onboarding and orientation program; with the largest percentage of new students 93% completing a summer transition program ever which included 1:1 individual academic advising sessions.
2. Provided all new incoming students with a Summer Transition Mentor to assist with guiding students through enrollment processes and building community through digital experiences.
3. Successfully implemented a new hybrid, 3-day New Student Orientation program with 81% of incoming undergraduate students attending an in-person or virtual Welcome Workshop and Tour.



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**NSTP mailed care packages to all new students in Summer 2020**

## Orientation and Onboarding Programs

This year due to the COVID 19 pandemic our two-phase onboarding/orientation program for incoming first-year and transfer students was transitioned to a fully virtual experience. We required each student to complete an enrollment mini-course in Fredonia's course management system and meet with an Academic Advisor to confirm their course registration via Zoom or phone prior to the semester starting. All incoming students were provided with a peer Transition Mentor to help answer questions about Fredonia and start to build connections with other new students through online social activities, virtual office hours, and social media applications.

Summer Programs Offered	Orientation 2017	Jump Start 2018	Jump Start 2019	Jump Start 2020
First-Year	983	1011	913	759
Transfer	162	178	170	210
Total Completed	1145	1189	1083	969



Rock Painting during New Student Orientation -August 2020



## Educational Development Program



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### FAST FACTS

- The Educational Development Program supported 112 students total, of which enrolled 30 new students.
- 23 students graduated from the EDP program in 2020-21.
- Jewel is a 3.5 week summer program for EDP students that is funded through a grant through the Office of Opportunity Programs at SUNY, this program was conducted virtually in Summer 2021.

## Educational Development Program

### *Overview and Scope of Service*

The Educational Development Program recruits, encourages, and assists individuals who are traditionally underrepresented in postsecondary education because of income, family educational backgrounds, or other relevant federal, state, and/or institutional criteria to enter and complete post-secondary education. The continued focus of program staff and campus administration is the ongoing effort to increase and retain through to graduation the number of students admitted to the college through EDP with the appropriate academic and financial support.

### Points of Pride - Significant Achievements

1. Improvements to the Admissions procedures have significantly decreased time from a complete application to review, first acceptances were mailed in January 2020.
2. The Educational Development Program moved their Summer Jewel Orientation program online and welcomed 30 new students this fall. Fall 2020 to Fall 2021 first-year retention of EDP students was 96%.
3. Provided supplemental instruction for EDP students across disciplines.
4. Provided professional tutoring in calculus and writing, guided study groups in accounting and statistics, averaging over 170 contacts.
5. In 2020-21 EDP, held Resident Assistant positions, interned on campus and in the community, became members of Chi Alpha Epsilon honor society, were members of NCAA Division 3 athletics, and participated in recruitment and volunteer service activities.

To attain a better glimpse of SUNY Fredonia,  
please visit our website and social media  
platforms at:

Twitter: [twitter.com/fredoniau](https://twitter.com/fredoniau)

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