



experience: **LIAISON** 

SEATTLE | FEBRUARY 15-16, 2023



Innovation & Sustainable Strategies to Grow Enrollment in Uncertain Times

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SESSION

**Innovation & Sustainable
Strategies to Grow Enrollment in
Uncertain Times**



CHRISTOPHER SMITH, Ph.D.

Executive Director of Enrollment
Management and New Student Engagement
*Kansas State University Salina
Aerospace and Technology Campus*

COVERED TODAY



- Who am I?
- Introduction to consultative approach
- Three-year plan to rebuild, ignite, grow recruitment
- The role financial aid plays in recruitment
- Omni-channel marketing strategy
- Results
- Choosing the right partner
- Q & A



MINDFULLY
FORMULATED

RADICALLY
TRANSPARENT

RESPONSIBLY
SOURCED



Consultative Approach





How do you deliver a highly personal, authentic, and human experience at scale?

- Overcome objections
- Decision-making is guided by emotional connection.
- Communicate frequently & in multiple formats
- The “Why” before the “How” & the “What”
- Create a unique journey



Three-year Plan To Rebuild, Ignite, Grow Recruitment



GEN Z'S



Gen Z is a diverse group of independently-minded young people, but we can observe trends in their attitudes and behaviors. They're focused on outcomes, unafraid to buck trends, and fiercely independent.

They are more sensible, have different expectations of work and studies, are ethically conscious, and are known as advocates for social justice

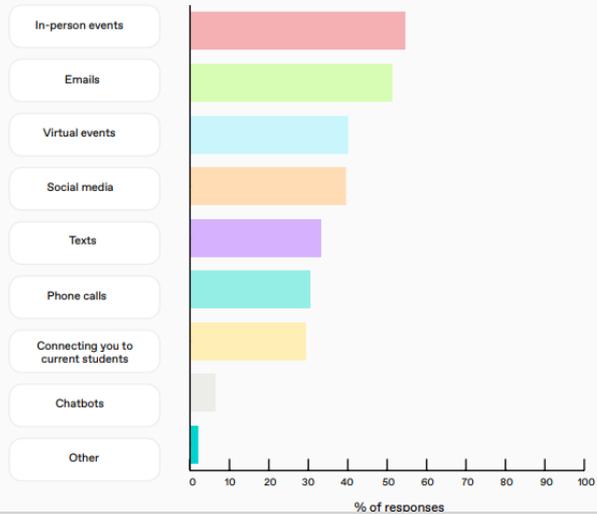
MESSAGING MUST BE PERSONAL AND TAILORED TO THEM.

More than one in three students (37%) say career opportunities is a top-three issue when deciding where to study.

When they want to find information, they don't turn to google. Instead, "almost half" use TikTok and Instagram as search engines

WHAT'S TRENDING?

We asked what the best ways for a school to engage during the search process are. Gen Z respondents said:

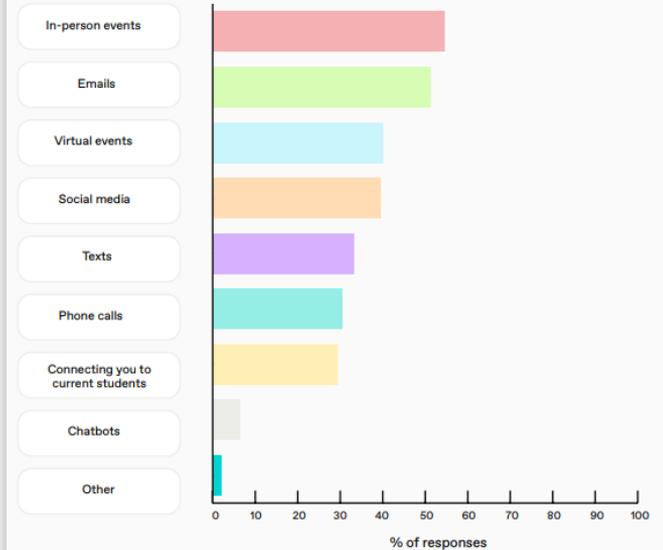


We asked how important the following are when deciding where to study. Gen Z respondents said:

- 
- 1 Financial aid and scholarships
 - 2 Departments/major/courses
 - 3 Location
 - 4 Career opportunities after graduation
 - 5 Quality of facility/teaching
 - 6 Mental health support
 - 7 Sports/clubs/social life
 - 8 School ranking/reputation
 - 9 School values
 - 10 Influence by family and friends

KEY TAKEAWAYS

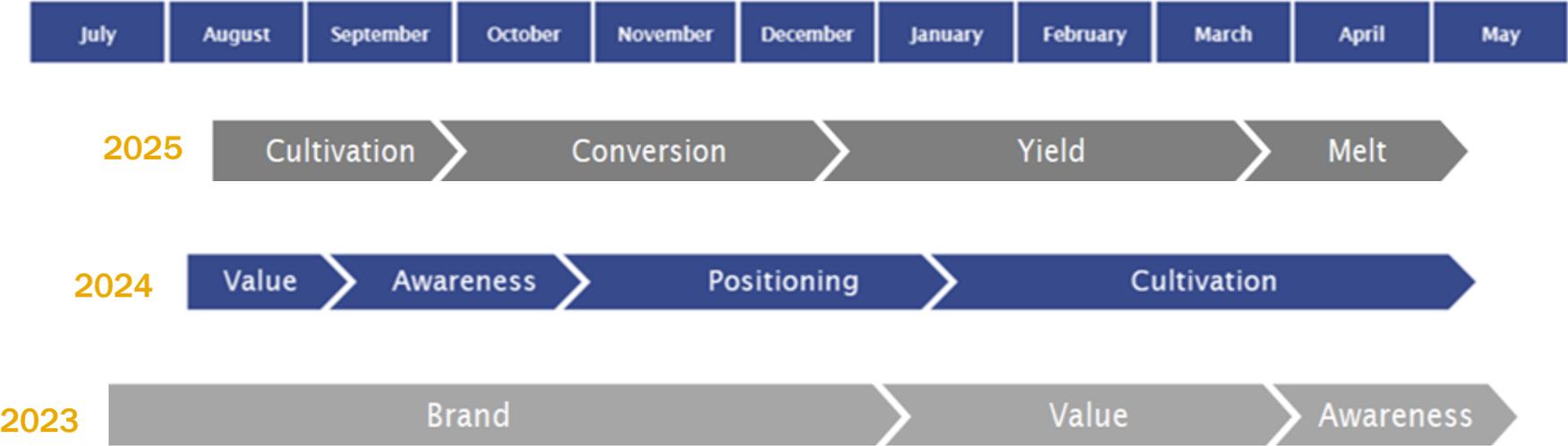
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Rebuild, Grow, Ignite

Three-year Plan To Rebuild, Grow, and Ignite Recruitment

Ug learners targeted sophomores, juniors, and seniors



Rebuild.



Three-year Plan To Rebuild, Grow, and Ignite Recruitment

Targeted sophomores: brand, value, and awareness



Rebuild: Brand, Value, and Awareness



Simon, you're probably thinking, *"I'm not even old enough to get my driver's license, why should I start thinking about college?"*

Our answer: **Because college is all about making lifelong connections.**

Sure, you can wait until the end of junior year to start cramming in campus visits, but why not make your life easier and start now? The earlier you make a connection with a Kansas State Salina admissions representative, the sooner you become a member of our community.

High school goes by in a flash, and college moves even faster! Take your time and enjoy every minute of it, starting with your first campus visit to K-State Salina!

[Schedule Your Campus Tour](#)



Mary King
Admissions Representative
785-826-2661
maryloraking@k-state.edu

#1
LGBTQ
friendly colleges
in kansas

#2
for students
LOVE
these colleges
(Princeton Review 2018)

#1
happiest
students
(Princeton Review 2018)

Rebuild: Brand, Value, and Awareness



K-STATE SALINA
PREVIEW DAY
FRIDAY, MARCH 3 | CHECK IN: 8:30 a.m.

[FIRSTNAME]
DON'T MAKE THE WORLD WAIT
Learn more about our campus at this exclusive event for high school juniors and seniors, and their parents.

KANSAS STATE UNIVERSITY Salina
Aerospace and Technology Campus

CONTACT INFORMATION
Office of Admissions | 785-826-2640 | salinaadmissions@k-state.edu

[FIRSTNAME]
DON'T MAKE THE WORLD WAIT
Friday, March 3, 2023 | Check In: 8:30 a.m.

KANSAS STATE UNIVERSITY Salina
Aerospace and Technology Campus
Office of Admissions
2310 Centennial Road
Salina, KS 67401-8196

Nonprofit Organization
GST REGISTRY
PAID
PLACEHOLDER
Salina, KS 67401

Experience the opportunities that await you!
At this free event, high school juniors and seniors, and their parents, can customize their experience:

- Choosing a major to explore
- Connecting with industry-experienced faculty
- Learning about life on campus as a student
- And more!

• **VIEW THE FULL DETAILS ONLINE**

[Firstname] [Lastname]
[Street Address]
[City], [ST] [Zip Code]

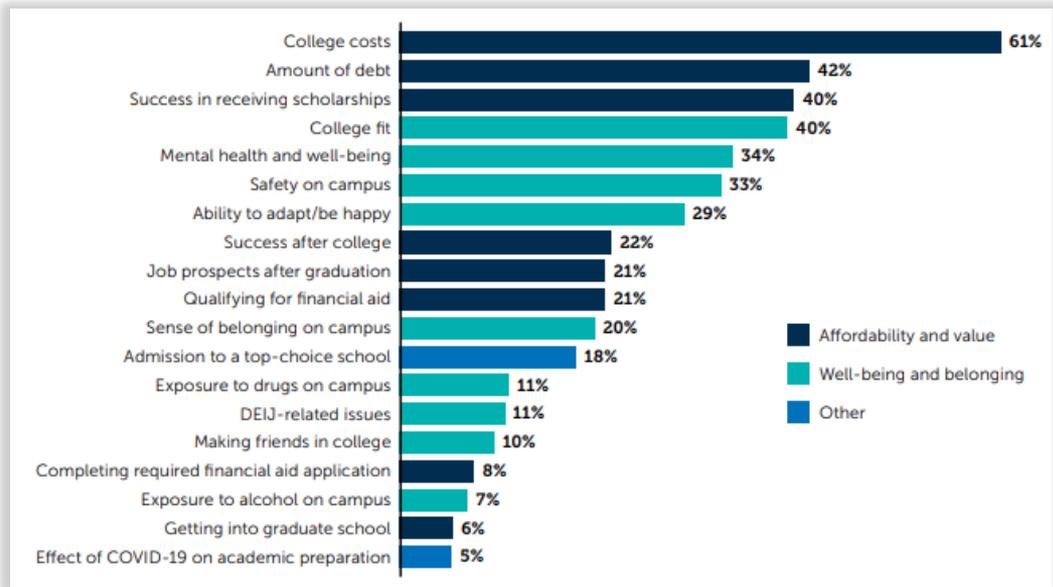
REGISTER BY THURSDAY, FEB. 23 AT NOON
salina.k-state.edu/spring-preview-day

Notice of Privacy Practices: Kansas State University is committed to protecting your privacy. For more information, please visit k-state.edu/privacy. ©2022 Kansas State University. All rights reserved. This document is for informational purposes only. It is not intended to constitute an offer of admission or financial aid. For more information, please contact the Office of Admissions at 785-826-2640.

WHAT'S TRENDING



Addressing parents' concerns about cost and value should be a top goal of communications with parents



Rebuild: Brand, Value, and Awareness



KANSAS STATE UNIVERSITY | Salina
Aerospace and Technology Campus
2310 Centennial Rd | Salina, KS 67401

[Lastname] Family
[StreetAddress]
[City], [ST] [ZipCode]

[Lastname] Family,
encourage [firstname] to schedule a campus visit today!

[my.personalizedexperience.com/\[name\]](https://my.personalizedexperience.com/[name])

[LASTNAME] FAMILY,
YOU'VE PREPARED [FIRSTNAME] TO BE
A LEADER. TAKE THE NEXT STEP.

KANSAS STATE UNIVERSITY | Salina
Aerospace and Technology Campus

THE TIME IS NOW

TURN [FIRSTNAME]'S INTERESTS INTO A CAREER!

Ensuring your student is ready for college requires planning and preparation, and you're a vital piece along the journey. Your guidance and support will help make your student's college experience successful and memorable.

[FIRSTNAME]'S EDUCATION WILL BE EXCEPTIONAL, AND HERE'S HOW WE PROVE IT!

IMPACTFUL SCHOLARSHIPS Our students have been awarded over \$7.5 million in scholarships in 2022.	HANDS-ON LEARNING Our lab centers, 45% of learning space is dedicated to hands-on labs.	YOUR STUDENT IS OUR FOCUS A 1:1 student-to-faculty ratio means that professors know your student by name.	INDUSTRY-EXPERIENCED FACULTY Important research leads to exciting, patent-granting discoveries.	CAREER-READY GRADUATES 91% of recent graduates surveyed are employed or continuing their education.	SET UP FOR SUCCESS 84% of recent average starting salary of our recent graduates.
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Don't take it from just us, see what other parents and families have to say about K-State Salina

EXPLORE EVEN MORE ON THE FAMILY HUB!
The K-State Salina Family Hub is a platform that helps facilitate involvement by providing families with easy access to critical information, resources and tools to assist students through the admissions process. Families can also use the portal to stay current on important deadlines and events.

kstatesalina.campusesp.com

QR CODE PLACEHOLDER

Rebuild: Brand, Value, and Awareness



KANSAS STATE UNIVERSITY Salina
Aerospace and Technology Campus

DON'T MAKE THE WORLD WAIT.

Home Visit Us The K-State Salina Experience Around Town Tuition and Costs Parent Page My KSUP Video

Congratulations on Your Acceptance, Christopher!

Now that you're about to officially become a member of the K-State Polytechnic class of 2020 Fall, remember that this personalized site is your main point for important information, dates, and forms you'll need to complete enrollment.

As you make your final college decision, please let us know if we can be of assistance or help answer any remaining questions that you may have.

Be sure to continue visiting your personalized page to view your next steps. We hope to see you on campus very soon.

Mary King
Admissions Representative
785-826-2661
maryelorking@k-state.edu

kstatesalina
Kansas State University [View profile](#)

"Collect moments, not things."
- Unknown

Kansas State Polytechnic

Kansas State Polytechnic Campus T...
Watch later Share

Watch on YouTube

VISIT CAMPUS

Stay Informed!

Opt in for text messaging here to receive reminders about event dates and important enrollment deadlines.

Primary Phone *

+1 : Canada; United States of America; 1 ▾

7048601568

I'd like to receive text and voice messages to this number and I have read the opt-in policy.

[Submit](#)

#3

GROW.



Three-year Plan To Rebuild, Grow, and Transform Recruitment

Targeted juniors: value, awareness, positioning and cultivation



Grow: Value, Awareness, Positioning, and Cultivation



Hi Simon,

At the Kansas State University Salina Campus, we don't just believe in making the world a better place through aviation, engineering, technology and art — we actually do it.

Our move to our current Salina campus solidifies our promise to provide a small campus atmosphere with a professional learning environment built on theory, cutting-edge research and industry application. As a student, you will bring concepts and theories to life by combining active classroom learning and project-based work.

Join the K-State Salina Family

Did you know? Salina, Kansas has around 50,000 people, a strong arts vibe and over 700 acres of parks!



Mary King
Admissions Representative
785-826-2661
maryeloraking@k-state.edu

\$80K
Vanier Presidential Scholarship,
THE LARGEST
scholarship in Kansas.

98%
placement
rate after
graduation

#3
best quality of life
in the country
(Princeton Review 2018)

Grow: Value, Awareness, Positioning, and Cultivation



**[FIRSTNAME],
SCHEDULE YOUR PERSONALIZED
VISIT TODAY!**
salina.k-state.edu/admissions/visit

KANSAS STATE UNIVERSITY Salina
Division of Student Success

**[FIRSTNAME],
DON'T
MAKE
THE
WORLD
WAIT**

my.personalizedexperience.com/[name]

**MAKE AN
IMPACT**

97%
of recent graduates
surveyed are employed or
continuing their education.

46%
of the student body
is first-generation.

14:1
student-to-faculty
ratio campus-wide.

\$58K
is the average starting
salary of graduates surveyed.

**PURSUE THE
POSSIBILITIES!**

Nonprofit Organization
US POSTAGE
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Permit No. 122
Salina, KS 67401

KANSAS STATE UNIVERSITY Office of Admissions

[FirstName], you could be the next difference-maker.

If you haven't heard by now on our campus, the focus is you. Our mission is to prepare you for success by creating an individualized plan that meets your goals.



We believe in educating not just through theory in a classroom, but through hands-on, real-world experiences.

HELLO



You'll be on a first-name basis with industry-experienced, world-class faculty who provide you with the skills employers want - because they've been there. This is the place where the classroom and the real world collide.



You'll spend as much time in the lab as you do in the classroom, applying the knowledge you're learning. More than half of our campus is comprised of lab space, proving our motto that your experience matters.



We want you here - that's why we have one of the largest scholarships in the state available just for our students.

Last year, we awarded more than \$4.7 million in scholarships to students on our campus.

Follow your path - this is the place where **anything is possible.**

my.personalizedexperience.com/[name]



Dr. Christopher Smith
Associate Director of Student Management & Student Engagement
Senior State University System Academic & Technical Advisor

2310 Centennial Road, Salina, KS 67401 | 785-826-2040 | salinaadmissions@k-state.edu | salina.k-state.edu

GET SOCIAL!
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@KStateSalina



Snapchat
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LinkedIn
K-State Salina



YouTube
youtube.com/KansasState
UniversitySalina

Grow: Value, Awareness, Positioning, and Cultivation



KANSAS STATE UNIVERSITY
Aerospace and Technology

DON'T MAKE THE WORD WAIT.

CREATE YOUR FUTURE

Submit your application now to the online portal and receive your admission decision within 10 business days. [Apply Now](#)

CLAYTON BETTENBROCK

EXPLORE SALINA

Salina is a small town with a big heart. It's a place where you can experience the best of both worlds. Salina is a place where you can experience the best of both worlds. Salina is a place where you can experience the best of both worlds.

[Salina State University](#)

...old, a problem-solver, a difference maker. In a place where state-of-the-art classroom space, students are transformed into in-demand leaders who rise. The Kansas State University Salina Aerospace and Technology Campus is possible. A place where our hands-on learning style takes center stage into a way of learning, a campus culture and an experience that sets

COMMAND THE SKIES

INNOVATIVE LEARNING
Hands-on, real-world experience

REAL-WORLD EXPERIENCE
Hands-on, real-world experience

WHY THIS DEGREE OPTION?

- NO COMMUTE FROM CLASSROOM TO FLIGHTLINE
- LEARN TO FLY ON CONTEMPORARY SIMULATORS AND AIRCRAFT
- FLIGHT HOURS ARE ATTAINABLE WITH OUR FINANCIAL AID AND SCHOLARSHIPS

APPLY TODAY!

APPLY EARLY
Apply early to receive your admission decision within 10 business days. [Apply Now](#)

PROVIDE TRANSCRIPTS
Submit your transcripts to the online portal and receive your admission decision within 10 business days. [Apply Now](#)

ADMISSION REQUIREMENTS
Minimum GPA: 2.5
SAT/ACT scores: 28/24 or 1240/30
SAT/ACT scores: 28/24 or 1240/30

SEND TEST SCORES
Submit your SAT/ACT scores to the online portal and receive your admission decision within 10 business days. [Apply Now](#)

SEND APPLICATION DOCUMENTS TO
Salina State University, 1000 W. 10th St., Salina, KS 67401

HELLO FROM 67401

Salina is a small town with a big heart. It's a place where you can experience the best of both worlds. Salina is a place where you can experience the best of both worlds. Salina is a place where you can experience the best of both worlds.

PROFESSIONAL PILOT

Salina is a small town with a big heart. It's a place where you can experience the best of both worlds. Salina is a place where you can experience the best of both worlds. Salina is a place where you can experience the best of both worlds.

PROFESSIONAL PILOT BACHELOR'S DEGREE CORE COURSES

PHS 100	Introduction to Aviation
PHS 101	Aviation Safety
PHS 102	Aviation Law
PHS 103	Aviation History
PHS 104	Aviation Medicine
PHS 105	Aviation Psychology
PHS 106	Aviation Meteorology
PHS 107	Aviation Navigation
PHS 108	Aviation Communication
PHS 109	Aviation Performance
PHS 110	Aviation Decision Making
PHS 111	Aviation Risk Management
PHS 112	Aviation Human Factors
PHS 113	Aviation Ergonomics
PHS 114	Aviation Acoustics
PHS 115	Aviation Vibration
PHS 116	Aviation Electromagnetic Interference
PHS 117	Aviation Lightning Protection
PHS 118	Aviation Fuel Systems
PHS 119	Aviation Engine Systems
PHS 120	Aviation Propulsion Systems
PHS 121	Aviation Landing Gear Systems
PHS 122	Aviation Flight Deck Systems
PHS 123	Aviation Cabin Systems
PHS 124	Aviation Environmental Control Systems
PHS 125	Aviation Water and Waste Management
PHS 126	Aviation Fire Protection
PHS 127	Aviation Security
PHS 128	Aviation Quality Management
PHS 129	Aviation Maintenance
PHS 130	Aviation Repair
PHS 131	Aviation Inspection
PHS 132	Aviation Certification
PHS 133	Aviation Operations
PHS 134	Aviation Training
PHS 135	Aviation Research
PHS 136	Aviation Innovation
PHS 137	Aviation Entrepreneurship
PHS 138	Aviation Leadership
PHS 139	Aviation Teamwork
PHS 140	Aviation Communication
PHS 141	Aviation Problem Solving
PHS 142	Aviation Decision Making
PHS 143	Aviation Risk Management
PHS 144	Aviation Human Factors
PHS 145	Aviation Ergonomics
PHS 146	Aviation Acoustics
PHS 147	Aviation Vibration
PHS 148	Aviation Electromagnetic Interference
PHS 149	Aviation Lightning Protection
PHS 150	Aviation Fuel Systems
PHS 151	Aviation Engine Systems
PHS 152	Aviation Propulsion Systems
PHS 153	Aviation Landing Gear Systems
PHS 154	Aviation Flight Deck Systems
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PHS 157	Aviation Water and Waste Management
PHS 158	Aviation Fire Protection
PHS 159	Aviation Security
PHS 160	Aviation Quality Management
PHS 161	Aviation Maintenance
PHS 162	Aviation Repair
PHS 163	Aviation Inspection
PHS 164	Aviation Certification
PHS 165	Aviation Operations
PHS 166	Aviation Training
PHS 167	Aviation Research
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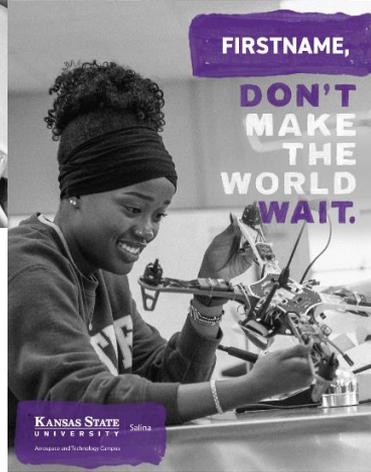
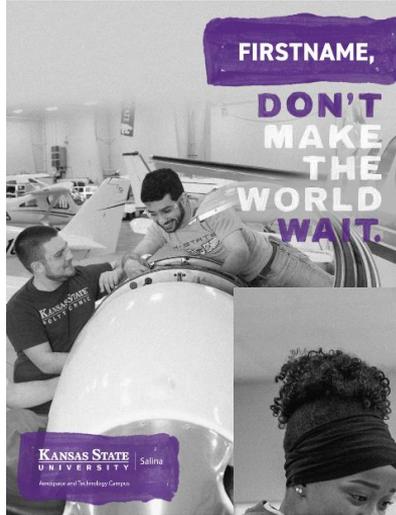
PROFESSIONAL PILOT BACHELOR'S DEGREE

WHY THIS DEGREE OPTION?

- NO COMMUTE FROM CLASSROOM TO FLIGHTLINE
- LEARN TO FLY ON CONTEMPORARY SIMULATORS AND AIRCRAFT
- FLIGHT HOURS ARE ATTAINABLE WITH OUR FINANCIAL AID AND SCHOLARSHIPS

66% of Current Learning Support is Hands-on-Learning

Grow: Value, Awareness, Positioning, and Cultivation



Grow: Value, Awareness, Positioning, and Cultivation



Grow: Value, Awareness, Positioning, and Cultivation



K-STATE SALINA
PREVIEW DAY
FRIDAY, MARCH 3 | CHECK IN: 8:30 a.m.

[FIRSTNAME] DON'T MAKE THE WORLD WAIT
Learn more about our campus at this exclusive event for high school juniors and seniors, and their parents.

KANSAS STATE UNIVERSITY Salina
Aerospace and Technology Campus

CONTACT INFORMATION
Office of Admissions | 785-826-2640 | salinaadmissions@k-state.edu

[FIRSTNAME] DON'T MAKE THE WORLD WAIT
Friday, March 3, 2023 | Check In: 8:30 a.m.

Experience the opportunities that await you!

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- Connecting with industry-experienced faculty
- Learning about life on campus as a student
- And more!

VIEW THE FULL DETAILS ONLINE

[FIRSTNAME] [LASTNAME]
[Street Address]
[City], [ST] [Zip Code]

REGISTER BY THURSDAY, FEB. 23 AT NOON
salina.k-state.edu/spring-preview-day

KANSAS STATE UNIVERSITY Salina
Aerospace and Technology Campus

Office of Admissions
2310 Centennial Road
Salina, KS 67401-8196

Nonprofit Organization
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Salina, KS 67401

Office of Admissions
2310 Centennial Road
Salina, KS 67401-8196
Contact Director of Admissions at Salina, Kansas State University: 1011 E. 14th St., Salina, KS 67401-8196 | Phone: 785-826-2640

IGNITE.



Three-year Plan To Rebuild, Grow, and Transform Recruitment

Targeted seniors: cultivation, conversion, yield and melt



Ignite: Cultivation, Conversion, Yield, and Melt



K-STATE SALINA
PREVIEW DAY
FRIDAY, MARCH 3 | CHECK IN: 8:30 a.m.



KANSAS STATE UNIVERSITY Salina
Aerospace and Technology Campus

CONTACT INFORMATION
Office of Admissions | 785-826-2640 | salinaadmissions@k-state.edu

Ignite: Cultivation, Conversion, Yield, and Melt



Hi Simon,

Expect to graduate career-ready at Kansas State University Salina Campus. You'll learn from industry-experienced faculty and put your newly developed knowledge into practice with hands-on experiences in and out of the classroom.

Get your Start at K-State Salina

Our academic programs are a blend of STEM and aviation, including everything from aviation maintenance and professional pilot to digital media and web development technology. With 13 distinct degrees and a 14:1 student-to-faculty ratio, individualized support and career opportunities are common practice.



Mary King
Admissions Representative
785-826-2661
maryeloraking@k-state.edu

#1
happiest
students
(Princeton Review 2018)

#2
for students
LOVE
these colleges
(Princeton Review 2018)

#1
LGBTQ
friendly colleges
in kansas

Ignite: Cultivation, Conversion, Yield, and Melt



- Home
- Visit Us
- The K-State Salina Experience
- Around Town
- Tuition and Costs
- Parent Page
- My KSUP Video



Mary King
Admissions Representative
785-826-2661
maryeloraking@k-state.edu

kstatesalina
Kansas State Univers [View profile](#)



Congratulations on Your Acceptance, Christopher!

Now that you're about to officially become a member of the K-State Polytechnic class of 2020 Fall, remember that this personalized site is your main point for important information, dates, and forms you'll need to complete enrollment.

As you make your final college decision, please let us know if we can be of assistance or help answer any remaining questions that you may have.

Be sure to continue visiting your personalized page to view your next steps. We hope to see you on campus very soon.



VISIT CAMPUS

Stay Informed!

Opt in for text messaging here to receive reminders about event dates and important enrollment deadlines.

Primary Phone *

+1 : Canada; United States of America, 1

7048601568

I'd like to receive text and voice messages to this number and I have read the opt-in policy.

[Submit](#)

#3

Ignite: Cultivation, Conversion, Yield, and Melt



Ignite: Cultivation, Conversion, Yield, and Melt



THE SUNFLOWER STATE

the experience matters

CLASS of 2023

WILDCATS

BIG DREAM

the polytechnic difference

VICTORIA, FOLLOW YOUR PATH

KANSAS STATE UNIVERSITY
Polytechnic Campus

HOUSING DECISION & DEPOSIT DUE JUNE 1, 2019

MOVE IN & UNUSUAL NEW STUDENT ORIENTATION AUGUST 22-23, 2019

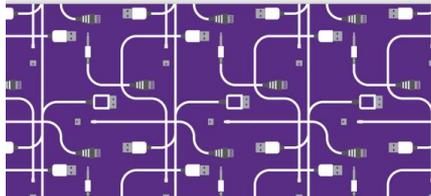
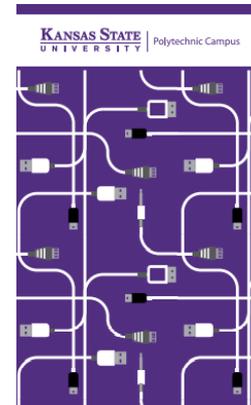
FIRST DAY OF YOUR PROFESSIONAL PILOT CLASSES AUGUST 26, 2019

GRADUATION 2023

Ignite: Cultivation, Conversion, Yield, and Melt



PROFESSI



Rebuild, Grow, Ignite



JOIN US ON FRIDAY, OCT. 7
TRANSFER COORDINATOR DAY
YOU MAKE ALL THE DIFFERENCE!



KANSAS STATE UNIVERSITY | Salina
Aerospace and Technology Campus

CONTACT INFORMATION
Office of Admissions | 785-826-2640 | salinaadmissions@k-state.edu

2022 TRANSFER COORDINATOR DAY
Friday, Oct. 7 | 9 a.m. - 2 p.m.
2310 Centennial Rd. Salina, KS

KANSAS STATE UNIVERSITY | Salina
Aerospace and Technology Campus

Office of Admissions
2310 Centennial Rd.
Salina, KS 67401-8196

Experience the difference our campus has to offer your students!

This free, one-day event is designed to showcase our education model and how it sets students up for success. You'll have the chance to see hands-on classroom activities, network with peers during lunch and meet with administrators, admissions staff and current students.

REGISTER BY NOON ON SEPT. 23
salina.k-state.edu/transfercoordinator

DON'T MISS OUT!
The first **5** guests to register will receive a swag bag!

Photo: © iStock.com/Andriy Hrytsiv

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EDUCATOR DAY
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The first **5** guests to register will receive a swag bag!

Photo: © iStock.com/Andriy Hrytsiv

Rebuild, Grow, Ignite



YOUR FINANCIAL GUIDE

EASY-TO-UNDERSTAND TUITION, COSTS & AWARDS

KANSAS STATE UNIVERSITY | Salina
Aerospace and Technology Campus



KANSAS IN-STATE TUITION*

Fall Semester: **\$4,778** + Spring Semester: **\$4,778** = **\$9,556**

AWARDS	University Scholar Award** (\$10,000-\$20,000) \$5,500/year	Recruiting Purple Scholarship** (\$10,000-\$20,000) \$4,000/year	Wildcat Transitions Scholarship** (\$10,000-\$20,000) \$2,500/year	Livestock Award** (\$10,000-\$20,000) \$1,500/year	1662 Livestock Award** (\$10,000-\$20,000) \$1,000/year
adjusted yearly totals	\$4,056	\$5,556	\$7,056	\$8,056	\$8,556

MISSOURI OUT-OF-STATE TUITION*

Fall Semester: **\$12,317** + Spring Semester: **\$12,317** = **\$24,274**

AWARDS	Missouri Merit** (\$20K-\$30K, Minimum 2.0 GPA/3.000 GPA) 100% discount on non-resident tuition	Heritage Scholarship For Non-Kansas Residents** (\$10K-\$20K) \$12,000/year
adjusted yearly totals	\$9,556	\$12,274

*Students with a 2.0+ GPA and 3.0+ GPA are eligible for scholarships to help offset out-of-state tuition for scholarships to help offset.

OUT-OF-STATE TUITION*

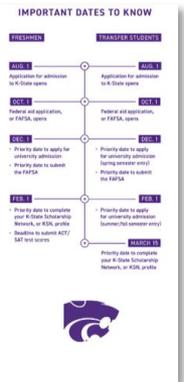
Fall Semester: **\$12,317** + Spring Semester: **\$12,317** = **\$24,274**

AWARDS	Without Non-Resident Award** (\$10K-\$20K) 100% discount on non-resident tuition	Without Non-Resident Award** (\$10K-\$20K) 80% discount on non-resident tuition	Without Non-Resident Award** (\$10K-\$20K) 60% discount on non-resident tuition	Without Non-Resident Award** (\$10K-\$20K) 50% discount on non-resident tuition	Heritage Scholarship For Non-Kansas Residents** (\$10K-\$20K) \$12,000/year
adjusted yearly totals	\$9,556	\$12,500	\$15,443	\$16,915	\$12,274

WHEN IN DOUBT, FOLLOW THE BASICS

When it comes to applying for admission, you can often feel there are a lot of options. But when you follow the basics, you'll know exactly what to do. The 3-step process is your guide to the admission process.

- 1. Apply for admission to K-State**
The admission website features an application review for numerous general admission scholarships and awards. And it also gives you access to other scholarship opportunities. Apply by the priority date that applies to you.
 - Freshman - Dec. 1
 - Transfer Student - Spring - Dec. 1
 - Admitted 2023 - Feb. 1
 Apply online to maximize your award potential: k-state.edu/apply
- 2. Submit the FAFSA**
The Free Application for Student Financial Aid, or FAFSA, opens the door for you to be considered for financial aid based on family assets by the Dec. 1 priority deadline using a Smart FAFSA code, 00000.
k-state.edu/afsa
- 3. Complete additional scholarship applications**
All incoming students will have access to the K-State Scholarship Network, or KSN, after being admitted. This system connects you with a variety of additional scholarship opportunities.
 - Incoming freshmen should submit their applications to KSN.
 - Incoming transfer students should submit their applications to KSN.
 Additionally, incoming freshmen can also apply for both general scholarship and competitive awards, both of which have supplemental applications (see Dec. 1).
 You can view all available scholarship options and see how they fit into your overall admission and awards strategy at k-state.edu/scholarships



Rebuild, Grow, Ignite



ELEVATE YOUR CAREER.

KANSAS STATE UNIVERSITY Salina
Rebuild and Technology Campus

GRADUATE DEGREE OPTIONS:

MASTER OF SCIENCE DEGREE IN AERONAUTICS

For those who wish to gain expertise in the field of aeronautics, the Master of Science Degree in Aeronautics is a two-year, non-thesis program. This degree is designed for students who wish to gain advanced knowledge and skills in the field of aeronautics. The program includes coursework in aerodynamics, aircraft design, and flight mechanics. Students who complete this program will be well-prepared for careers in the aerospace industry or for further study in a doctoral program.

ADMISSIONS

Students must have a Bachelor's degree in Aeronautics or a related field from an accredited institution. A minimum GPA of 3.0 is required. Students must also have completed the following prerequisite courses: AER 300, AER 310, AER 320, AER 330, AER 340, AER 350, AER 360, AER 370, AER 380, AER 390, AER 400, AER 410, AER 420, AER 430, AER 440, AER 450, AER 460, AER 470, AER 480, AER 490, AER 500, AER 510, AER 520, AER 530, AER 540, AER 550, AER 560, AER 570, AER 580, AER 590, AER 600, AER 610, AER 620, AER 630, AER 640, AER 650, AER 660, AER 670, AER 680, AER 690, AER 700, AER 710, AER 720, AER 730, AER 740, AER 750, AER 760, AER 770, AER 780, AER 790, AER 800, AER 810, AER 820, AER 830, AER 840, AER 850, AER 860, AER 870, AER 880, AER 890, AER 900, AER 910, AER 920, AER 930, AER 940, AER 950, AER 960, AER 970, AER 980, AER 990, AER 1000.

PURSUE THE POSSIBILITIES

PREPARE TO LEAD

UNMANNED AIRCRAFT SYSTEMS CERTIFICATE

The Unmanned Aircraft Systems Certificate is a two-year program that prepares students for careers in the drone industry. The program includes coursework in drone operation, maintenance, and safety. Students who complete this program will be well-prepared for careers in the drone industry or for further study in a related field.

CAREERS

Drone Pilot
Drone Instructor
Drone Maintenance Technician
Drone Safety Officer

POTENTIAL EMPLOYERS

Drone Delivery
Drone Inspection
Drone Photography
Drone Racing

ADMISSIONS

Students must have a high school diploma or GED. A minimum GPA of 2.5 is required. Students must also have completed the following prerequisite courses: AER 100, AER 110, AER 120, AER 130, AER 140, AER 150, AER 160, AER 170, AER 180, AER 190, AER 200, AER 210, AER 220, AER 230, AER 240, AER 250, AER 260, AER 270, AER 280, AER 290, AER 300, AER 310, AER 320, AER 330, AER 340, AER 350, AER 360, AER 370, AER 380, AER 390, AER 400, AER 410, AER 420, AER 430, AER 440, AER 450, AER 460, AER 470, AER 480, AER 490, AER 500, AER 510, AER 520, AER 530, AER 540, AER 550, AER 560, AER 570, AER 580, AER 590, AER 600, AER 610, AER 620, AER 630, AER 640, AER 650, AER 660, AER 670, AER 680, AER 690, AER 700, AER 710, AER 720, AER 730, AER 740, AER 750, AER 760, AER 770, AER 780, AER 790, AER 800, AER 810, AER 820, AER 830, AER 840, AER 850, AER 860, AER 870, AER 880, AER 890, AER 900, AER 910, AER 920, AER 930, AER 940, AER 950, AER 960, AER 970, AER 980, AER 990, AER 1000.

COMMIT TO YOUR SUCCESS.

ADMISSIONS

COMPLETE APPLICATION: Submit On-line Admission Application to ksuadmission.com

SUBMIT DOCUMENTS: Unofficial college transcripts, Test scores if representative, Personal statement of interest

ADMISSION DECISION: Program coordinator (located on admission or program page from Graduate School)

COSTS

NUMBER OF CREDITS TO BE EARNED	NUMBER OF CREDITS TO BE EARNED (15 CREDITS)	UNMANNED AIRCRAFT SYSTEMS CERTIFICATE (15 CREDITS)
\$15,150	\$16,160	\$7,575

READY. SET. CAREER.

KANSAS STATE UNIVERSITY Salina
Rebuild and Technology Campus

DON'T WAIT, SCHEDULE A VIRTUAL CAMPUS VISIT!

ksuadmission.com / getsuccesshigh.com

NOTICE OF ADMISSIONS

For more information, visit ksuadmission.com or call 800-447-2343. The information on this page is for informational purposes only and is not intended to constitute an offer of admission. Admission is subject to the review and approval of the Admissions Office. The information on this page is for informational purposes only and is not intended to constitute an offer of admission. Admission is subject to the review and approval of the Admissions Office.

FOR MORE INFORMATION

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KANSAS STATE UNIVERSITY Salina
Rebuild and Technology Campus

1000 W. Main Street
Salina, KS 67401
ksuadmission.com
salina.k-state.edu

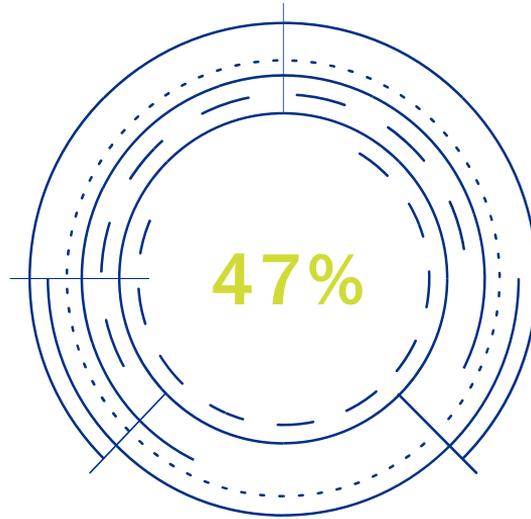


The Role Financial Aid Plays In Recruitment





Parents believe a college degree will result in higher earning potential



Parents are willing to stretch themselves financially to obtain a college education



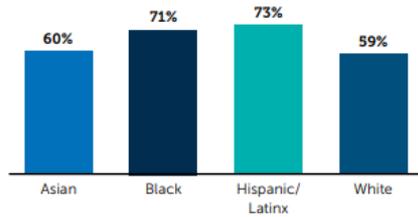
Families eliminated colleges based on perceived cost-before even researching the school

Financial Concerns Are a Top Source of Anxiety

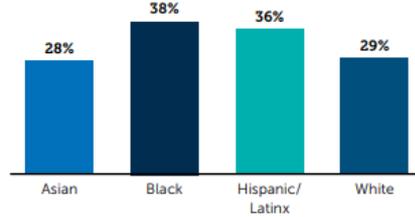


Finances Are a Greater Concern for Parents of Black and Hispanic/Latinx Students than for Parents of Asian and White Students

Financial Cost to Family

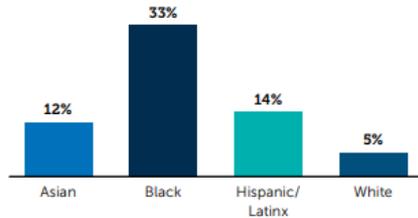


Student Loan Debt



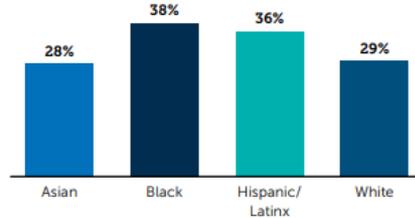
1 in 3 Parents of Black Students Says DEI/J is a Top Factor in College Choice

Diversity, Equity, Inclusion, and Social Justice



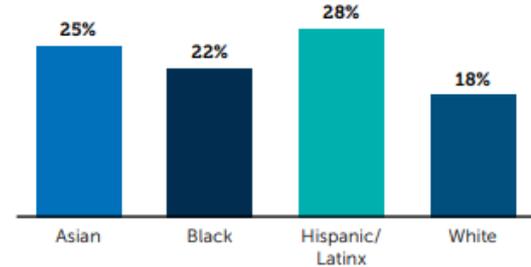
Safety Is of Greater Concern for Parents of Black and Hispanic/Latinx Students

Child's Safety



Families of Color Are More Likely to Prioritize Proximity

Proximity to Home



The Financial Aid Letter of The Past



Award Letter

John Smith
123 Main Street, Boston, MA 02110

Cost of Attendance: \$56,000
Cost of attendance includes tuition, fees, housing, meals, books, supplies, transportation, and other education costs.

Eligibility Factors

Our determination of your eligibility for financial assistance was based in part on the factors listed below:

Enrollment Status: Full-Time Undergrad **Number in Family:** 3
Housing Status: On Campus **Number in College:** 1

A change in any of these factors will affect your eligibility. Please notify our office right away if any of these factors are incorrect or if they change at any time during the academic year.

Financial Aid Award

You are eligible to receive the following assistance:

	Fall	Spring	Total	Check to Accept	Revised Amount
ABC University Grant	17,995	17,995	35,990	<input type="checkbox"/>	_____
Federal SEOG	500	500	1,000	<input type="checkbox"/>	_____
Federal FAFSA Grant	2,969	2,969	5,938	<input type="checkbox"/>	_____
MASSGrant	800	800	1,600	<input type="checkbox"/>	_____
Federal Work-Study Program	750	750	1,500	<input type="checkbox"/>	_____
Federal Direct Subsidized Loan	1,750	1,750	3,500	<input type="checkbox"/>	_____
Federal Direct Unsubsidized Loan	1,000	1,000	2,000	<input type="checkbox"/>	_____
Total	\$25,755	\$25,755	\$51,510		

Outside Scholarships/Resources:

Total outside scholarships and/or other education resources for the academic year, as reported by you:
 \$1,000 Computer Science League Scholarship
 \$500 Boston Karate Scholarship

This letter is for your records and does not need to be returned to us unless you would like to decline any of the aid offered to you. If you do so, you need to accept particular awards, or you would like to accept less than the amount of all awards combined, the revised amount on this line needs to be submitted.

UNIVERSITY FINANCIAL AID AWARD LETTER

Prepared for: _____ for the 2016-2017 Award Year
March 21, 2016

ID: _____

ACCEPT BY: May 1, 2016

The Financial Aid Office is pleased to provide this official offer of financial assistance for the 2016-2017 academic year. Our entire staff looks forward to assisting you during your adjustment at U. Unofficially, to accept or decline these awards, please log into your U Portal, using the login guide entitled "Check to Accept Financial Aid on U Portal" as outlined.

Gift Aid (Rebates/Grants and Credits)

	Fall 2016	Spring 2017	Total
Award Amount	1,000.00	1,000.00	\$2,000.00
Grant - Tuition	2,000.00	2,000.00	\$4,000.00
Financial Aid Grant	2,000.00	2,000.00	\$4,000.00
Total Gift Aid	\$5,000.00	\$5,000.00	\$10,000.00

You are eligible for these Other Aid Programs (Grants and Work) listed to assist in covering your Out of Pocket Cost of Attendance (COA).

	Fall 2016	Spring 2017	Total
Federal Subsidized Loan	1,750.00	1,750.00	\$3,500.00
Federal Unsubsidized Loan	1,000.00	1,000.00	\$2,000.00
Federal PLUS (Parent) Loan	10,075.00	10,075.00	\$20,150.00
Total Loans and Work Assistance	\$12,825.00	\$12,825.00	\$25,650.00

To help you understand how these awards will assist you in paying for your education, please consider the following information. Your Cost of Attendance (COA) consists of the following Direct and Indirect expenses and is based on your specific Residence-related costs that can vary by department or category.

Direct Expenses (Must directly to U)	Indirect Expenses (Estimated personal expenses)
Tuition	Books and Supplies
Fees	Transportation
Room	Personal Expenses
Board (Meal Plan)	Living Allowance
Total Direct Expenses	Total Indirect Expenses
	Total Cost of Attendance

Your Out of Pocket Cost of Attendance minus () Total Gift Aid () \$26,010.00 for the 2016-2017 Academic year. This offer is based on your Reported Family Contribution (RFC) of: Your expected contribution is 0 as we were unable to determine. Additional information, including Estimated Cost of Attendance for additional years can be found at: <https://www.uconn.edu/financial-aid/undergraduate> - The Financial Aid Office (FAO) is located in the Student Center.

Please note: This offer represents any other previously denied for this academic year.

Financial Aid Award Letter
2016-2017 Award Year

February 14, 2016

SEIZE KENT

Financial Aid Awards - Log in to the UConn Web site for award details, acceptance and instructions.

Program	Limit	Summer 2016	Fall 2016	Spring 2017	Total
UConn Campus Scholarship Match	Official	500.00	500.00	\$1,000.00	
Federal Pell Grant Program	Approved	918.00	917.00	\$1,835.00	
Federal Direct Subsidized Loan	Official	1,750.00	1,750.00	\$3,500.00	
Federal Direct Unsubsidized Loan	Official	1,000.00	1,000.00	\$2,000.00	
Federal Work Study	Approved	1,750.00	1,750.00	\$3,500.00	
Total		\$1,418.00	\$1,417.00	\$2,835.00	

The way you receive additional Federal Power Loan: Multiple disbursements \$1,200.00

Key Information Please: Please complete and return this award letter with all any of the documents below apply to you.

I will not be attending UCONN T2016. I will be attending U.

Full Time (12+ hours) Three Quarter Time (9-11 hours) Half Time (6-8 hours) Less Than Half Time (2-5 hours)

I will not attend the CASPPS. I will attend a RESIDENTIAL CASPPS.*

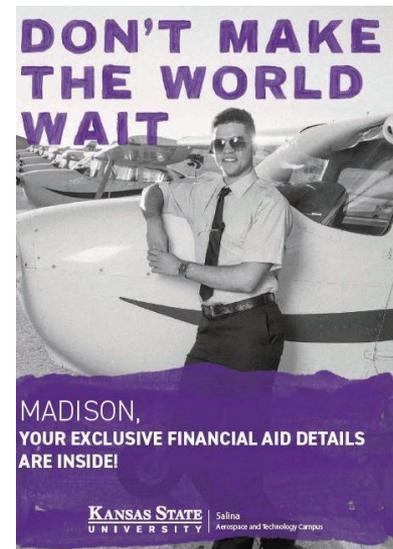
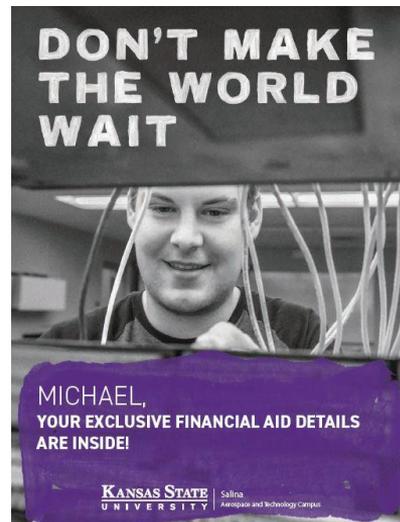
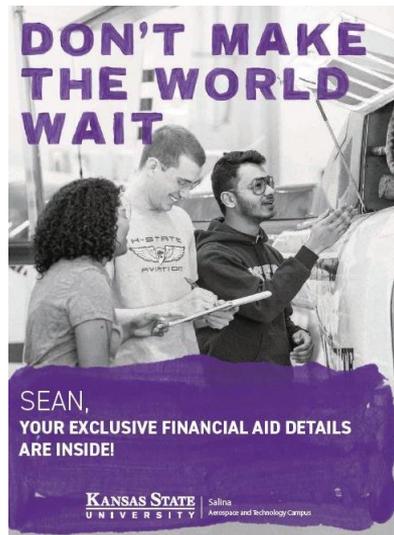
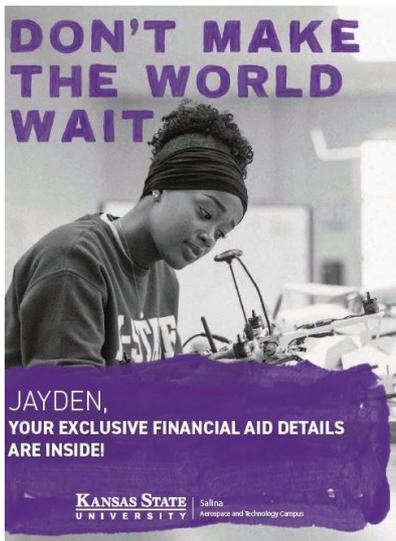
I will not attend _____ University. If checked, the financial aid listed above will be canceled.

*Note: Your financial aid awards may be adjusted based on your changed enrollment status and/or campus.

Please keep the Student Center _____



Channel: Dynamic Print Piece



Personalized Letter from Admissions Representative



YOUR GOALS ARE WITHIN REACH

We are here to support you every step of the way, through the financial aid process. The college journey is a very important decision and we want to make certain you are confident with your choice academically, professionally and financially. I am happy to answer any questions you may have about your future investment in Kansas State University Salina Aerospace and Technology Campus.

**DON'T WANT THE WORLD WAIT...
BECOME A LEADER**

The Applied Business degree option prepares students with business and management principles.



JESSICA JONISON
ADMISSIONS REPRESENTATIVE
785-825-2159
jjonison@ksu.edu



YOUR GOALS ARE WITHIN REACH

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DON'T WANT THE WORLD WAIT...

ADVANCE THE EMERGING DRONE INDUSTRY

The UAS Design and Integration degree option teaches students to learn industry-essential skills by going behind-the-scenes of UAS construction and implementation. No flight ratings required.



ASHLEY HAUGAARD
ADMISSIONS REPRESENTATIVE
785-825-2329
ahaugaar@ksu.edu



YOUR GOALS ARE WITHIN REACH

We are here to support you every step of the way, through the financial aid process. The college journey is a very important decision and we want to make certain you are confident with your choice academically, professionally and financially. I am happy to answer any questions you may have about your future investment in Kansas State University Salina Aerospace and Technology Campus.

DON'T WANT THE WORLD WAIT...

LEAD THE AVIATION INDUSTRY

The Professional Aviation degree option applies your previously earned aviation certificates, ratings, licenses or college credits and is 100% online.



JEREMY BOJIN
ADMISSIONS REPRESENTATIVE
jbojin@ksu.edu



YOUR GOALS ARE WITHIN REACH

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**DON'T WANT THE WORLD WAIT...
KEEP AIRCRAFT FLYING**

The Aviation Maintenance Management degree option prepares students to sit for the FAA's Airframe and Powerplant certification exam, which can be taken right on campus with our FAA-certified mechanic instructor.



WHITNEY HOOD
ADMISSIONS REPRESENTATIVE
785-825-2343
whood222@ksu.edu

Channel: Print

- Inside panel with value statements to emphasize investment
- Financial aid award
- Additional resources & information for families

97% of recent graduates surveyed are employed or continuing their education.

MORE THAN \$4.7 MILLION in scholarships awarded in 2020 on the Aerospace & Technology Campus.

87% of K-State Aerospace & Technology students receive financial aid.

66% of campus learning space is hands-on labs.

\$58K is the average starting salary of graduates surveyed.

TYPES OF AID

SCHOLARSHIPS

- Financial aid awarded on the basis of academic or other various achievements. Scholarships do not need to be repaid.
- Apply for freshman scholarships when you apply for admission. Priority deadline is Dec. 1.

GRANTS

- Grants are available to students who meet financial need requirements and do not have to be repaid.
- Complete the FAFSA as early as Oct. 1. The priority deadline is March 1.

LOANS

- Borrow money for college at low interest rates. Many do not require you to begin repayment until after graduation.
- Complete the FAFSA as early as Oct. 1. The priority deadline is March 1.

WORK STUDY

- Part-time employment, through the work-study program helps you supplement money from home and other assistance.
- Complete the FAFSA as early as Oct. 1. The priority deadline is March 1.

YOUR FINANCIAL AID DETAILS

At the K-State Aerospace and Technology Campus, we offer our students opportunities for many types of institutional financial aid to make a Wildcat education affordable to all. A variety of grants and academic scholarships are available for students who qualify.

Estimated Direct Expenses (Expenses billed to you directly by the University)

TUITION	\$24,394.00
ROOM & BOARD	\$6,840.00
TOOLS	\$500.00
TOTAL	\$31,734.00

Estimated Indirect Expenses (Other educational expenses)

BOOKS	\$600.00
TOTAL	\$600.00

TOTAL ESTIMATED EXPENSES FOR THE YEAR **\$32,334.00**

Financial Aid Offers (Included K-State Polytechnic, State and Federal Funds)

K-STATE RECOGNITION AWARD	\$4,000.00
FEDERAL DIRECT UNSUBSIDIZED LOAN	\$5,500.00
FEDERAL PARENT PLUS LOAN	\$22,836.00
TOTAL	\$32,336.00

TOTAL ESTIMATED NET PRICE FOR THE YEAR **\$0.00**

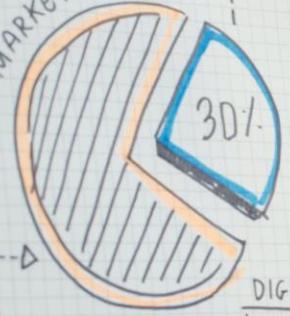
TOTAL AID: \$32,336.00

Values are approximate. Actual award amounts may vary based on individual student characteristics, program and department, flight and completion, contract instructor or instructional supply, campus course load, study, job offers and other resources. For more information, visit www.k-state.edu/financial-aid.

For more information, visit www.k-state.edu/financial-aid.

BIG PROJECT

MARKET SHARE



2 YEAR
PLAN

DIRECTION

What is...
NEXT

DESIGN
WEB.
APP/URL

Q 1
Q 2
Q 3
Q 4

PRODUCT
SERVICE
QUALITY

DIGITAL MEDIA
INNOVATION

PLAN
SEO

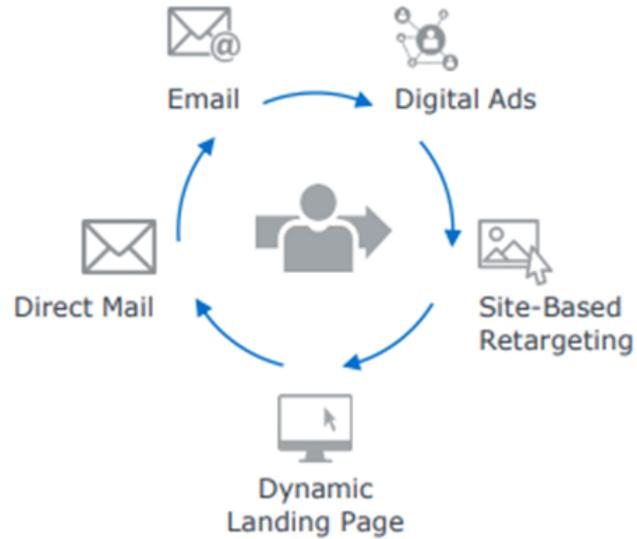
Multi-channel Marketing Strategy



Multi-channel Marketing Drives Results Throughout The Admissions Funnel

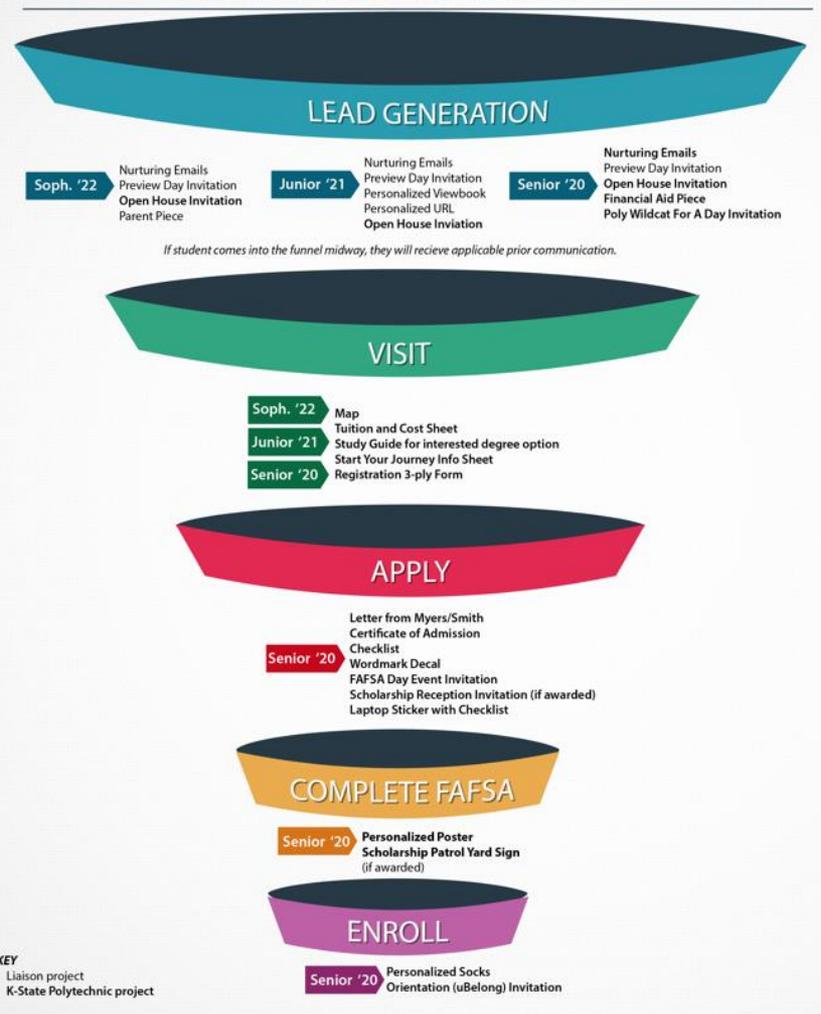


Elements of Integrated Campaigns



- Geo-Target
- Poly-Targeting
- Social Media Ads
- Display Ads
- Retargeting
- PPC
- SEO
- Social Listening
- AI Chat Bot
- Prescriptive Modeling
- Data Analytics
- KPI's
- Conversion Rates

ADMISSIONS FUNNEL





Results



Results



- Total applications increased by +8% over 2021
- Total admitted students +9% over 2021
- Total enrolled is +7.8% over 2021
- First-generation student applications +23% over 2021
- On-Campus living for the fourth year in a row at capacity
- Female enrollment increased by +11% over 2021, with a 16% increase in total applications
- Out-of-State applications are +16%, and in-state +8% over 2021
- Hispanic/Latino +30%, Asian +36%, and Black/African American applications are down -9%
- **Fall enrollment headcounts 1-yr growth +7.5%; 3-yr growth rate +19.8%; 5-yr growth rate +22.3%.**



Choosing The Right Partner

• • • • •

ENROLLMENT
MARKETING | **EM**
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SEATTLE | FEBRUARY 15-16, 2023

THANK YOU



Christopher Smith, Ph.D.
Executive Director, Enrollment Management
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*Kansas State University Salina Aerospace and
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