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UA3/9/7 Topper Orientation Program (TOP) Sessions

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Topper Orientation Program (TOP) Sessions

Fellow Faculty and Staff:

Attached is a calendar listing of our scheduled Topper Orientation Program (TOP) sessions. Over the course of the next couple of months, we will be bringing to campus all of the applicants who have been accepted and who are prepared to register for fall classes.

These TOP events are exceedingly important for three reasons. First, they are designed to both orient students to WKU and provide the opportunity for them to register for their fall classes. Second, they are important recruitment events for us. Many of these students will register for classes at multiple institutions and will make a final decision following their registration experience at those institutions. Third, it is critical that we achieve a high yield from those students who have applied to WKU and have been accepted. Our applicant pool is up by more than 10 percent over last year, but that means little if we do not achieve an improved yield from that applicant pool. Last year our applicant pool was up as well, but our yield was flat and, consequently, our enrollment was flat. We need to make every effort to matriculate students who we have accepted for admission to WKU.

This message to all of our faculty and staff, therefore, has two purposes. One, to thank all the faculty and staff who will be engaged in these TOP events. Your enthusiastic participation is both important and appreciated. Secondly, I want to remind all faculty and staff how important it is that we receive these perspective students and their families with open arms. Everyone on our campus is part of the recruitment process and a contributor to the yield results which we want to achieve with our incoming class.

By now, I believe that all faculty and staff at WKU are aware that we are moving into an era where our performance in recruitment, retention, and graduation will determine our level of state funding. As we move toward a performance funding model, we will be measured against our previous performance and the performance of other public universities in an effort to earn back a portion of our state funding which will be placed in a performance funding pool. The only way we will earn that money back is to recruit, achieve a high yield of those students which we accept, retain them, and graduate them. That performance measurement process begins with this class.

Thank you in advance for everyone's efforts to position WKU as well as possible in this new era of performance-based funding. Let's enroll the highest performing and largest freshman class as possible. Thank you.

Gary A. Ransdell

Attachment



Dr. Gary A. Ransdell | President