ONE-STOP SHOP
Board of Trustees Meeting
April 9, 2019
THE ENROLLMENT SERVICES CENTER

Student Success begins here...

ESC will streamline services, optimize staffing & technical resources, reduce wait times and referrals, and support student success through recruiting, retention, persistence, and timely graduation.
Hybrid Model

Integration of virtual and in-person Student Enrollment & Financial Services in one shared location will optimize collaboration to provide highest level of customer service to students
Enrollment Services Center

Areas with ↑ level of daily interaction with students:

- **Undergraduate Admissions**
  - Admissions status
  - Merit Scholarships
  - Transfer services

- **Registration & Records**
  - Class drops/adds
  - Transcripts
  - Residency
  - Excess Hours
  - Veteran services

- **Financial Aid & Scholarships**
  - Financial Aid Advising
  - Bright Futures
  - FAFSA
  - Foundation Scholarships

- **Financial Services**
  - Tuition & Fee payments
  - ID Card services
  - Meal Plans
  - Parking Services
Efficiency & Innovation

Examples

Residency
- Consolidate of FL residency declaration services for all students
  - Currently handled by 2 depts. in separate physical locations

Scholarships
- Consolidate of all scholarship awarding services – admissions merit, foundation scholarships, bright futures, and private scholarships.
  - Currently handled by 2 depts in separate physical locations

Cross-trained expert staff
- ESC “triage-like” staff will be able to efficiently serve students all in one place without sending students to various campus locations
  - Currently students must visit 2 counters in 2 different buildings
Efficiency & Innovation

**Examples**

**Veteran Services**
- Veteran students will now have access to additional financial aid resources and services along with VA services all in one place

**Withdrawals**
- Proposed enhancements to WD process include online withdrawals, eliminating unnecessary signatures, developing workflow between academic advisors and ESC to add/drop students

**Student Holds**
- Placing valuable enrollment information in the hands of Advisors and Enrollment Services Center staff. Hold information will be enhanced and better shared to empower Academic Advisors
Check-in software
• Designed to streamline the student check-in experience by replacing old-fashioned “take-a-number” and “clipboard” models
• Ability to monitor and track services provided by functional area
## Efficiency & Innovation

**Example**

<table>
<thead>
<tr>
<th>Location</th>
<th>Service</th>
<th>Completed</th>
<th>Abandoned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main</td>
<td>Bright Futures</td>
<td>330</td>
<td>0</td>
</tr>
<tr>
<td>Main</td>
<td>FAFSA</td>
<td>2355</td>
<td>3</td>
</tr>
<tr>
<td>Main</td>
<td>Loans</td>
<td>1247</td>
<td>2</td>
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<tr>
<td>Main</td>
<td>Other</td>
<td>599</td>
<td>0</td>
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<tr>
<td>Main</td>
<td>Satisfactory Academic Progress (SAP)</td>
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<td>1</td>
</tr>
<tr>
<td>Main</td>
<td>Scholarships</td>
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<td>1</td>
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<tr>
<td>Main</td>
<td>Student-Athlete</td>
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<td>0</td>
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<tr>
<td>Main</td>
<td>Transient Student</td>
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<td>Main</td>
<td>Verification</td>
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<tr>
<td>Main</td>
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<td>526</td>
<td>2</td>
</tr>
<tr>
<td>Main</td>
<td>Work-study</td>
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<td>0</td>
</tr>
</tbody>
</table>
Virtual - ESC

A centralized online space for prospective and current FGCU students allows independence in problem-solving and saves time and resources for students and staff.

Student Enrollment & Financial Services

- Apply for Admission
- Apply for Financial Aid & Scholarships
- Register for Eagle View Orientation
- Sign up for Housing
- Class registration
- Request Transcripts
- Request Transcripts
- Make Tuition Payments
- Authorize Users
- Sign up for eRefunds
- Sign up for Meal Plans
- Obtain Eagle ID card
- Parking Services
Location
ESC Location

McTarnaghan Hall 1st floor: ~8,689 ft²

~ renovation cost: 1.39M
FLORIDA GULF COAST UNIVERSITY

ESC Design
Howard Hall 1st floor - \(\sim 6752 \text{ft}^2\)
Howard Hall 2nd floor – 8739 ft²
Wellness Center – 5,313 ft²
Cohen Center 1st Floor – 6,878 ft²
Florida Gulf Coast University
Student Success & Enrollment Management
fgcu.edu/studentsuccess
A Member-Supported
Service of Florida
Gulf Coast University
Total Cash Operating Budget
FY 2019

TOTAL REVENUES $6,483,604

- Development, Special Events, Underwriting: $407,447
- Corporation for Public Broadcasting: $217,500
- Florida Gulf Coast University E&G: $630,797
- State of Florida Department of Education: $1,280,485
- Production Grants, Services and Misc.: $3,947,375
Total Cash Operating Budget
FY 2019

TOTAL EXPENDITURES $6,301,267

- Programming & Production: $459,130
- Development & Underwriting: $764,750
- Administration & Finance: $784,550
- Technology & Operations: $1,441,480
- Community Relations & Outreach: $2,851,357
STAFF
40 Full-Time Employees

- Content: 15
- Technology & Operations: 7
- Development & Underwriting: 7
- Administration & Finance: 6
- Community Relations & Outreach: 5
Ranked #1 Public Television Station in the US based on market penetration reaching 83.6% of all local households (452,386 households or over 1 million individuals out of population base of about 1.2 million)

-ranked #2 in the country in market penetration in homes with less than $40K in household income (84.6%)

Suncoast Regional Emmy Award 2018

Co-producing station for Family Pictures USA. This national PBS program premieres in fall 2019.
WGCU-FM

- Weekly cumulative audience of 134,000 listeners
- National Murrow Award – Breaking News Coverage - 2018
- 5 Regional Murrow Awards for Journalistic Excellence - 2018
- Florida Associated Press Station of the Year - 2018
- 9 Associated Press Awards - 2018
- 11 Associated Press Awards - 2019
WGCU was recognized as the Business of the Year for 2018 at the annual People of the Year breakfast celebration.

The ceremony was sponsored by The News-Press and is a tradition of more than 30 years, held to honor the people, organizations and businesses who have made a significant difference in Southwest Florida in the past year.