



## Form 4: Justification: Recurring/Ongoing Budget Request 2015-16

**Division: Student Affairs**

**Department/Unit: Office of Admission**

Instructions: One page per item listed on Form 3.

**Each justification MUST link to at least one specific strategic initiative from the WCU Strategic Plan, 2020 Vision: *Focusing our Future*. Justification narrative below must:**

- 1) include a brief statement of how the request advances or fulfills the strategic initiative(s) identified.**
- 2) address outcomes from administrative and/or accreditation review.**

Priority Number	Budget Request	Strategic Initiative(s) Number (e.g. 3.1.2)	Cost
1	Supplemental Funds for a Director of Admission Position	1.1.5; 1.2.1; 1.6.2; 4.1.1; 6.3.2	\$30,000

**Brief Justification:**

*Initiative 6.3.2. Revisit organizational structure for all campus office and functions related to enrollment management to ensure lean, robust, and efficient operations.* A significant portion of the 2020 Vision relates to recruitment and enrollment. Currently, WCU is the only institution within the University of North Carolina that does not have a director of admission position. The Offices of Financial Aid and Orientation both have directors, as do most other units within the university. In order to be efficient, to align the department toward a more traditional organizational structure (internally, externally, professional, and best practice), and to best position the unit to meet strategic initiatives, the Office of Admission would like to create a director of admission position using the base position and salary of the staff coordinator position (vacated by a retirement within the unit). In order to attract an individual who can advance the university's strategic initiatives, and in keeping with Goal 4.1 (Make salary and total compensation packages an institutional priority in order to attract, reward, and retain, the highest quality employees), the Office of Admission is requesting an additional \$30,000 to add to the salary of the existing position to aid in reclassification from staff coordinator to director of admission. The additional funding would bring the position in line with director of admission salary ranges within the UNC system and would be more in line with CUPA levels. Student recruitment continues to get more complex, competitive and costly. High school enrollment is projected to decline in N.C. in coming years; the high school demographics are shifting to student populations that do not traditionally attend college at current rates; and competition among other institutions continues to escalate. The current organizational structure within the Office of Admission is not suited to efficiently and effectively pursue the upward trajectory of enrollment growth, quality, diversity, and access initiatives outlined in the 2020 Vision.

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<b>Priority Number</b>	<b>Budget Request</b>	<b>Strategic Initiative(s) Number (e.g. 3.1.2)</b>	<b>Cost</b>
2	Vendor Cost Increases	1.6.1; 1.6.7; 1.6.8;	\$44,205

**Brief Justification:**

Funding request associated with inflationary and strategic positioning costs (i.e., strategic search name purchases, printing, postage, etc.) associated with building and communicating with the suspect, prospect and applicant pools. The request addresses the contracted increases in expenditures for the 2015-16 recruitment cycle. These collaborations and enrollment strategies have been successful in the record application and admit rates for entering first-year classes and are moving WCU toward enrollment, retention, graduation rate, and diversity goals identified in the 2020 Vision.

## Form 4: Justification: Recurring/Ongoing Budget Request 2015-16

**Division: Student Affairs**

**Department/Unit: Financial Aid**

Instructions: One page per item listed on Form 3.

**Each justification MUST link to at least one specific strategic initiative from the WCU Strategic Plan, 2020**

Priority Number	Budget Request	Strategic Initiative(s) Number (e.g. 3.1.2)	Cost
	Administrative Cost Allowance (ACA)	1.6.2, 1.6.4	\$45,000
<b>Brief Justification:</b>			
<p>Currently, a portion of the Financial Aid salaries and all of the Scholarship Director's salary and operating budget are funded by administrative cost allowance. Administrative cost allowance is taken from WCU's federal allocation for campus-based aid programs: Federal Perkins Loans, Federal Work Study, (FWS) and Federal Supplemental Educational Opportunity Grant (FSEOG). The maximum claim amount permissible is up to five percent of the sum of the loans advanced in Perkins, the total earned in FWS, and the total awards to recipients in FSEOG.</p>			
<p>As it stands, the Federal Perkins Loan program is set to expire September 30, 2015. Without congressional action, 2015-16 is likely the last year WCU can claim administrative cost allowance against Federal Perkins to help fund Financial Aid and Scholarship salaries and budgets. Based on the changes in the political landscape, we are in a wait and see situation. However, the National Association of Student Financial Aid Administrators (NASFAA) is advocating for the continuation of the program.</p>			
<p>For 2015-16, limitations will be imposed on disbursements of the Federal Perkins Loan program and collections are not projected to be sufficient in supporting the Financial Aid Office and Scholarship salaries for the upcoming fiscal year. Without sufficient funds, our ability to sustain student success and deliver a positive impact on enrollment will be adversely impacted. During this time of growth, Financial Aid and Scholarships is dedicated to being a trusted and reliable source of student financial aid and scholarship information while delivering services to our students and their families and making every effort to assist students in affording their education.</p>			