# ENROLLMENT DEVELOPMENT AND COLLEGE FUTURES

BOT 10.1 - 10.10

**Date of Last Update:**
January 26, 2026

**Approved By:**

- Board of Trustees

**Responsible Office:**
Office of General Counsel

## POLICY STATEMENT

### 10.1 Admissions

The Admissions Office is responsible for all matters pertaining to dissemination of information to potential students/learners (undergraduate and graduate level), recruitment of students, entrance requirements, promotional visits to secondary schools and community colleges, communications with prospective students and parents, campus visits, and makes recommendations concerning admissions policies and procedures. The President or designee has ultimate responsibility for the establishment of admissions requirements for the institution.

### 10.2 Financial Aid and Scholarships

The student financial aid program brings together many sources of financial assistance and other resources to meet the needs of students in financing their educational costs. An institutional goal is equal access to educational opportunity for every qualified student seeking admission and scholarships, loans, grants, work-study, and other employment opportunities from federal and private funding sources shall be allocated based upon a sound institutional packaging philosophy. The Office of Financial Aid and Scholarships provides software, materials, and workshops to help students develop money management skills and assist them in becoming financially literate.

### 10.3 Orientation

Based upon the premise that the transition from high school or community college into Grand Valley State University is an on-going developmental process, orientation services affecting new students from the point of admissions through at least their first term at the

University shall be provided. Coordination of information flow, individual new-student needs assessment, liaison with the University divisions, coordination of academic advising, and orientation programs are considered to be essential elements of the University orientation program.

### 10.4 Retention of Students

Various units, and appropriate administrators, have additional responsibility for the coordination of the University's retention efforts. On a periodic basis, the President and Senior Leadership Team shall review the retention efforts and graduation rates and evaluate whether any action should be taken.

### 10.5 Institutional Analysis

The Office of Institutional Analysis conducts research about the University's resources, processes and outcomes. Office staff provides decision support for the Enrollment Development Division to support the University's strategic plan with outcomes and data analysis. The office serves the broader University community in its role as a repository of data about the University and its students, faculty and staff.

### 10.6 Records and Registration

The primary responsibilities of the records and registration function are the processing of admission applications, registration of all students, the maintenance of student academic records, the administration of transcript evaluations, residency reclassification, enrollment certifications, teacher certification, the production of management reports and enrollment statistics, graduation audits, and the protection of student rights relative to the release of personally identified information. This office is responsible for the implementation of the Family Educational Rights and Privacy Act, as amended. This office will administer the policy regarding residency requirements for in-state tuition and such policy be approved by the President.

### 10.7 Student Employment

Through the University work-student and regular employment programs, opportunities are provided to qualified students admitted to the University to work while enrolled in courses and through the summer months. It is the policy of the university to assure all qualified students the opportunity for part-time employment. The Student Employee Policy and Rate Schedule is approved by the President and published by the Office of Financial Aid and Scholarships.

### 10.8 Office of Diverse Student Populations and Retention Initiatives

The Office of Diverse Student Populations and Retention Initiatives is designed to provide

direct access and comprehensive, specialized services to increase retention for learners from racially minoritized backgrounds, scholarship and support programs such as the Thompsons Scholars and Oliver Wilson Scholars. These supports are provided through a holistic student development approach that includes intrusive and intentional mentoring, academic advising, leadership and career development, supplemental instruction, tracking and monitoring and addressing basic needs, while creating a sense of belonging. Additionally, the Office of Diverse Student Populations and Retention Initiatives facilitates pre-college programming and outreach to prepare and inspire students from underrepresented and marginalized backgrounds to aspire to higher education and see the University as a viable college choice. These programs and initiatives are intended to assist students in developing college knowledge and removing barriers to allow for successful college entry by connecting them to campus and community resources.

### 10.9 Federal TRIO Programs and McNair Scholars

The Federal TRIO Programs (TRIO) are federally-funded outreach and student services programs and include: Education Talent Search, Upward Bound, Veterans Upward Bound, Student Support Services (Classic, STEM-Health Sciences, Teacher Preparation), and McNair Scholars.