Dawn Medley
Associate Vice President
Enrollment Management
Wayne State University
Detroit, MI

Graduate of Willow Springs High School, University of Missouri, Southeast Missouri State and Lindenwood
Moral Imperative for Institutions

1 in 5 Americans have some college no degree
690,000 in the Detroit metro area and 1.4 million in Michigan

$5-8K is the average student debt when a student drops out

17% loan default rate for college dropouts

Immediate repayment
Added fees
Garnished wages
Damaged credit
Transcripts held hostage

State Funding Continues to Decrease Nationwide

State Funding Remains Below Pre-Recession Levels in Most States

Change in State Spending per Student, 2008-2018
Inflation adjusted

** 2018 data was unavailable for Illinois. The change shown here represented change from 2008-2017
Higher Education Needs to Refocus

Gen Z High School Graduates Won’t Be Enough to Fulfill Growth Goals

Slow Growth of High School Graduates

Source: EAB analysis of WICHE data.

Growth in High School Graduates 2001-2031

Most senior leaders learned their roles during a period of enrollment growth and will have to adapt to the coming decade.
Best ROI in Higher Education

• Keep and Graduate the Students You Already Have
• Keep and Graduate the Students You Already Have
• Keep and Graduate the Students You Already Have
WSU Graduation Rates

Fastest Rate of Improvement in the Nation for Large Public Universities.

2007 33%  
2011 26%  
2017 47%

More Importantly—Able to Do What is Right

Created ACCESS Award—Last Dollar In Gap Award

Zero Out of Pocket for over 40% of the Incoming Class

Emergency Fund

Completion Scholarships

Momentum to Attract and Retain New Students

2018 FTIAC Class Highlights

• Largest full-time freshman cohort in WSU History
• HS GPA 3.38 (2017--3.36)
• ACT 24 (2017--24)  SAT 1113 (2017--1109)
• First Generation Increase 18%  816 to 965  (32%)
• Pell Eligible Increase 13% (48%) (Over 1200+ ACCESS/Promise Eligible)
• Diversity Increases
  • Hispanics of any race – Increase 28%  155 to 198 (6.5%)
  • Black or African American – Increase 13% 429 to 484 (16%)
  • Two or more races – Increase 24% 114 to 141 (4.6%)
  • Doubled Native American from 5 to 10
What About the Students We Left Behind?

74% Didn’t Graduate
Eureka Moment
NPR
Traffic Fines
Library Fines
Forgiveness

Warrior Way Back

• Groundbreaking debt forgiveness program for Wayne State University (WSU) students who have stopped out
  • Reopens pathways toward degree
  • Offers an opportunity for students to “learn” their way out of past due debt owed to WSU
• Provides personalized guidance
Warrior Way Back

• Aligns with MCAN, Lumina Talent Hub and WSU goals of postsecondary credential attainment (and now our Governor)
• Addresses the issue of the inability to use future financial aid for past due balances
• Transcripts no longer held hostage

Warrior Way Back

• Program design
• Qualifications
  • Undergraduates who have stopped out for 2+ years (debt write off at 2 years)
  • Cumulative gap of 2.0 or higher
  • Owe $1,500 or less (why this amount)
  • FAFSA on file
Warrior Way Back

• Program design (continued)
  • Admitted student requirements
    • Minimum grade of a “C” in each class
    • 2.5 semester gpa
    • Continuously enrolled 3 out of 4 semesters
    • Take coursework required for graduation
    • Meet all account balance and financial aid requirements

Warrior Way Back

• Program design-simplified for students

HOW TO JOIN WARRIOR WAY BACK

YOU QUALIFY IF YOU:
- Are a former WSU student who did not obtain a bachelor’s degree
- Haven’t attended WSU in over 2 years

EXPRESS INTEREST
Visit go.wsu.edu/warriorback or email warriorwayback@wsu.edu. We will contact you to let you know if you qualify for the program and what to do next!

FILE YOUR FAFSA
Go to fafsa.gov. If you have difficulty completing your FAFSA, we can help!

COMPLETE A FINANCIAL AGREEMENT
Once we have determined that you qualify for the program, we will send you a financial agreement to sign and return to us.

MEET WITH AN ADVISOR
You can make an appointment via AdvisingWorks. You will decide a major, if you haven’t already, and sign an Advising Agreement.

BALANCE
Make sure your balance is $1,000 or less. You can make payments on your account by contacting Student Accounts Receivable.

GPA
We require that students have a minimum 2.0 Grade Point Average (GPA).
Warrior Way Back

- Outcomes
  - Total enrollment = 131 students
    - 56 students in the fall 2018 inaugural class
    - 38 students joined the winter 2019 cohort
  - 24 graduates by the end of Spring/Summer
  - 9 students graduated in fall 2018-first semester
  - 96 more in the pipeline for fall with 32 already registered
Warrior Way Back

• Outcomes (continued)
  • Return on Investment—Over 360K and counting
    • Tuition and fee revenue – debt forgiven + outstanding balance
      • Fall 2018 Total Enrollment + Winter 2019
        • Net of 161k + 183K and climbing
      • Fall 2018 Graduates – just one semester of enrollment
        • Net of 18k
      • Winter and Spring/Summer 2019 Graduates
        • Net of 26k

Don’t Build the Plane While You Fly It...
Warrior Way Back

• Demographics
  • 83% of WWB students have high or some financial need
  • 85% are people of color
  • 55% are seniors at WSU
  • Average age is 39

They were willing to give WSU another chance
Unexpected Results

• Students pay down debt to become eligible
• Talking to us now
• Working as partners
• Referring others to attend WSU
• Positive press in the community that we could have never “bought”

Warrior Way Back

• Contact Information
  • Dawn Medley
    • dawn.medley@wayne.edu
    • 313-577-1090
  • Amanda Rosales
    • amandarosales@wayne.edu
    • 313-577-9760