



MIDWESTERN STATE UNIVERSITY

**Enrollment  
Management  
Budget  
Proposal  
2019-20**



## Structure Overview

### Office of Enrollment Management

Registrar    Admissions    Financial Aid    Institutional Research

## Enrollment Management Account

Category	2018 – 2019	2019-2020
Travel	\$5,000	\$5,000
M&O	\$5,000	\$5,000
Total	\$10,000	\$10,000

## \*Freshmen Scholarships

Item	2017-18	2018-19
University BG Freshmen Scholarships 24305 4300	\$1,226,933	\$1,467,886
Beginning Freshmen Scholarships 44360 4300	\$210,128	\$251,081
<b>Total</b>	<b>\$1,437,061</b>	<b>\$1,718,967</b>

\*Oversight for the scholarship accounts is Laura Peterson within University Advancement and Public Affairs. These funds include... Academic Merit (BFR, TRANS, renewal), Phi Theta Kappa, Spectrum, Regents, IB, Stars on the Rise, Access, Zavala Hispanic Initiative, Café Con Leche, University Crossroads, Region IX ISD Top 25%, Region IX Val/Sal, Marching Band.

## New Funding Requests

Item	2019-2020
Student Success Collaborative (Retention Platform)	\$187,500
Financial Aid Modeling (EAB)	\$77,500
Dual Credit Position (Including Benefits)	\$32,599 + Benefits = \$43,356
Mobile Messaging System (Artificial Intelligence Platform)	\$40,000
College Recruiter Position (Fain and Prothro Yeager Colleges)	\$32,599 + Benefits = \$43,356 (Fain College of Fine Arts could possibly contribute \$3K to help with salary)



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