
Enrollment & Student Experience



Mission Statement

The Division of Enrollment and Student Experience is a community of learners who exemplify the guiding principles of the profession by creating environments where students:

- Learn about themselves and others;
- Experience meaningful connections; and
- Realize their peak potential.

Organizational and Program Information

Departments reporting directly to the Vice President include the following:

- Office of Sustainability
- The Chief Diversity Officers report to both the Provost and the Vice-President for Enrollment and Student Experience.
- Assistant Vice President for Enrollment Management
- Assistant Vice President for Student Life & Dean of Students
- Assistant Vice President for Student Success
- Assistant Vice President for Student Engagement & Executive Director of Housing & Dining
- Esports

The Assistant Vice President for Enrollment Management will oversee the Office of Admissions, Student Financial Assistance, and College and School Relations.

The Assistant Vice President for Student Life, Dean of Students provides leadership to the Counseling Center, Office of Student Conduct, Student Accessibility Resource Center, and the Intercultural Student Engagement Center and TRIO Programs.

The Assistant Vice President for Student Success oversees the Advising and Career Development Center, Adult Learners, the Transfer Center, and the Student-Athlete Success Center.

The Assistant Vice President for Student Engagement & Executive Director for Housing and Dining oversees the Department of Housing and Residence Life, the WKU Restaurant Group, along with Campus Recreation & Wellness, the ID Center, and Student Activities, Organizations and Leadership.

Goals and Anticipated Program Activities

To accomplish the mission and vision from initial contact through commencement, the Division of Enrollment and Student Experience has the following goals:

- Create and sustain partnerships for learning by demonstrating cross-functional collaborations among divisional staff; creating partnerships with faculty and staff across campus for the purpose of student growth and learning; and creating mutually beneficial collaborations with the community.
- Hold all students to high expectations for engagement and learning in and out of class, and on and off campus, by emphasizing intellectual growth, consistently communicating high expectations, and promoting the principles as stated in the WKU Creed.
- Implement a comprehensive system of safety nets and early warning systems by identifying students in need, determining current resources, developing new strategies where needed, and centralizing interventions.
- Teach new students what it takes to succeed by helping them “begin with the end in mind;” providing opportunities to engage with campus in the first weeks of the semester; and partnering with parents/family and others to provide support and education as they assist their student in making the academic, social, and personal transitions to college.
- Recognize, affirm, and celebrate the educational value of diversity by creating and promoting opportunities for dialogue, learning, and cultural competency; providing opportunities for personal reflection and self-evaluation in the areas of diversity and cultural competency; and establishing that the educational value of diversity is pervasive in all we do.
- Invest in people and programs that demonstrate contributions to student learning and success by assessing programs for the purpose of improvement and change; providing opportunities to develop quality staff; and demonstrating innovation and excellence in service and operations.
- Create environments for learning that provide open, purposeful, and caring learning environments; create physical space to inspire learning; and use digital technology to enhance learning.