



News Release

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WESTERN'S UNIQUE WEBSITE MAKES IT EASY FOR PROSPECTIVE STUDENTS

St. Joseph, Mo. —Jan. 3, 2007— Last fall, 85 - 90 percent of prospective students who applied for admission at Missouri Western State University applied online, a 25 percent increase from two years ago. With those figures in mind, Western is continually working to make the online process easier and better, according to Tyson Schank, admissions communication and web coordinator.

In fall 2006, the admissions office streamlined the admissions and financial aid application processes when they introduced ONE STOP, a website that combines the application for admission and the application for scholarships. Schank said the website is unique; most colleges and universities don't offer all the functions and access on one site, as Western's ONE STOP does.

ONE STOP can be found at www.missouriwestern.edu/apply. Once students create a username and password, they can fill out an admission application and then track the status of their admissions file, seeing what materials they need to submit. For example, when Western receives a student's high school transcript or financial aid information, a check mark will appear next to that line on the site.

But there's more. Students can also apply for scholarships, request letters of reference for scholarships (references reply to the email and the letters are included in the student application), submit essays for scholarships, access housing applications and forms, and access the Honors Program application, all at the one site.

Schank said the scholarship application aspect of ONE STOP is the most popular, and what makes the site unique. Previously, prospective students were required to request scholarship applications from several departments or fill out several applications. Now, with a few exceptions, they fill out one application online. Students answer a short survey

as part of the scholarship application, and their application is included in the scholarships where they meet the criteria. “Now, if they qualify for a scholarship, they will automatically be considered,” said Schank.

Western received 700 more applications by Dec. 1, 2006 than they received by Dec. 1, 2005. Schank said that tells him prospective students like the easier process.

Admissions and financial aid also recently added a Cost, Scholarship and Financial Aid Estimator on the ONE STOP website. Schank said only about 14 percent of colleges and universities offer the estimator tools on their website, but in a recent national survey, more than 80 percent of students said they would like to be able to complete financial aid estimator and tuition cost calculator forms online.

When students input their information into the estimator, they can see a snapshot of their total cost, total financial aid (based on their estimates), automatic scholarships they would be awarded through Western, and additional loans for which they may be qualified.

He said admissions also improved the format of its visit days for prospective students. Now called Open House Days, the format, which began in November, allows prospective students to choose which information sessions to attend. Thirteen 20-minute sessions are offered, and the visiting students choose up to four. He said many students and parents choose different sessions in order to maximize the amount of information they can get in one day. “They are designed to be an on-demand visit experience,” Schank said of the Open House Days.

Prospective students are also given the opportunity to tour campus, eat in the cafeteria, and visit with representatives from academic departments. The next three open houses are scheduled for Jan. 19, Feb. 3 and March 2.

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Missouri Western State University is a four-year public institution providing a blend of traditional liberal arts and professional degree programs. The university offers student-centered, high quality instruction that focuses on experience-based learning, community service, and state-of-the-art technology. Western is located in St. Joseph, Mo. and is committed to the educational, economic, cultural and social development of the region it serves.

