WKU Applications Increase

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More and more college bound students are choosing WKU earlier in the decision making process.

Amy Bingham looks at the reasons why in this week’s View from the Hill.

Ramped up recruiting efforts over the past few years along with a smaller tuition increase than other institutions in Kentucky are just some of the reasons WKU applications are on the rise.

Topper Orientation Program, or T-O-P, is a flurry of activity for an incoming freshman.

“A one day orientation program and very important step in a student’s journey to becoming a Hilltopper.”

“It really gives them a good road map of what to expect.”

Trey Appelbaum from Dayton Ohio is excited to have his student ID and already be registered for classes at his dad’s alma mater.

“I was thinking about going to Community College but my dad pretty much told me how much he loved it down here. :49 We came down to visit in October and completely fell in love with it.”

Applebaum’s not the only one. So far this year applications to attend WKU are on pace to pass last fall’s 21 percent increase.

“We’ve certainly ramped up our recruitment efforts over the last couple of years. Not just in the region but nationally as well.”

Lux calls WKU’s beautiful campus it’s number one recruiting tool and says it also doesn’t hurt that WKU has kept it’s tuition increase at a minimum.

“Most of the institutions in Kentucky are increasing by four or 5 percent. We’ve held our tuition increase to 3% realizing cost is an issue.”

Admissions counselors began recruiting these students last summer.

“There was a period in September where they were in ten states in 30 days and momentum hasn’t slowed down.”

Now’s the time to take that next step and make sure you have a spot at T-O-P.

“Those summer dates are filling up .”

And get ready to join the rest of the class of 2021.

“I’m really excited to get here and get my education.”

The application deadline for Fall 2017 is August 1st. If you have any questions for the Admissions office you can call 270-745 -2551 and to register for T-O-P log onto [www.wku.edu\TOP](http://www.wku.edu\TOP).

With this week’s View from the Hill, I’m Amy Bingham.

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