

IGNITING STUDENT SUCCESS

EVERY STUDENT. EVERY TIME.

DIVISION OF ENROLLMENT & STUDENT AFFAIRS

Impact Report 2025-2026

A LETTER FROM THE VICE PRESIDENT

Student success is not the responsibility of one office. It is the result of an entire university working together with a shared commitment to our students.

Across Enrollment & Student Affairs, our work touches nearly every part of the student journey. We ignite opportunity by expanding access and enrollment, ignite achievement through advising and academic support, ignite engagement by creating connection and belonging, and ignite support by caring for the health, well-being, and development of the whole student.

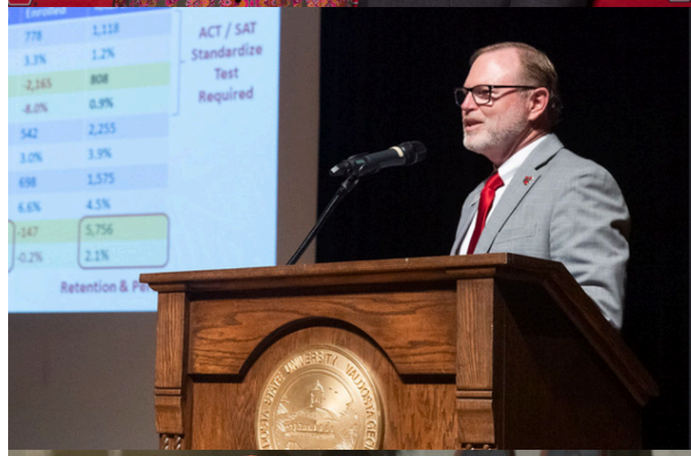
The numbers throughout this report represent significant progress, but more importantly, they represent students. Behind every milestone is someone who found an opportunity, received support, made a connection, or moved one step closer to graduation.

I am proud of what our team accomplished in 2025–2026 and grateful for the staff and partners across VSU who share in this work. Together, we will continue to put students at the center of everything we do.

Every Student. Every Time.

Vincent A. Miller, Ed.D.
Vice President for Enrollment & Student Affairs







IGNITING OPPORTUNITY

ADMISSIONS. FINANCIAL AID. STRATEGIC RESEARCH & ANALYSIS. REGISTRAR.

Every student's journey begins with opportunity. During 2025–2026, Enrollment & Student Affairs strengthened recruitment, expanded access, and streamlined the enrollment experience to help more students choose Valdosta State University.

From implementing the Common Application and expanding transfer pathways to distributing more than $97 million in financial aid and celebrating 2,849 graduates, teams across Admissions, Financial Aid, the Registrar's Office, and Strategic Research & Analysis worked together to remove barriers and improve every step of the student journey.

Together, these efforts created a more connected, efficient enrollment experience from a student's first campus visit to graduation.

Every milestone matters. Every opportunity counts. Every Student. Every Time.



EVERY JOURNEY STARTS HERE

DISCOVER

Campus Tours ↑ 32%
Open House Attendance ↑ 41%
V-State Experience Attendance ↑ 52%
Scholarship Day Attendance ↑ 51%
Off-Campus Recruitment ↑ 9%
Accepted Student Day Attendance ↑ 44%



APPLY

16% increase in applications

ADMIT

New Freshmen ↑ 8.1%
New Transfers ↑ 9.3%
Dual Enrollment ↑ 44%



FINANCIAL AID

Over **$97 Million** Awarded
9,341 Students Served

ORIENTATION

13% increase in attendance



GRADUATION

Conferred **2,849** degrees

IGNITING ACHIEVEMENT

ACCESS & TESTING. STUDENT SUCCESS & RETENTION. UNIVERSITY ADVISING.

Student success extends far beyond the classroom. Throughout the year, Advising, Access & Testing, and Student Success & Retention, worked to provide proactive support, personalized guidance, and timely interventions that empowered students to persist toward graduation.

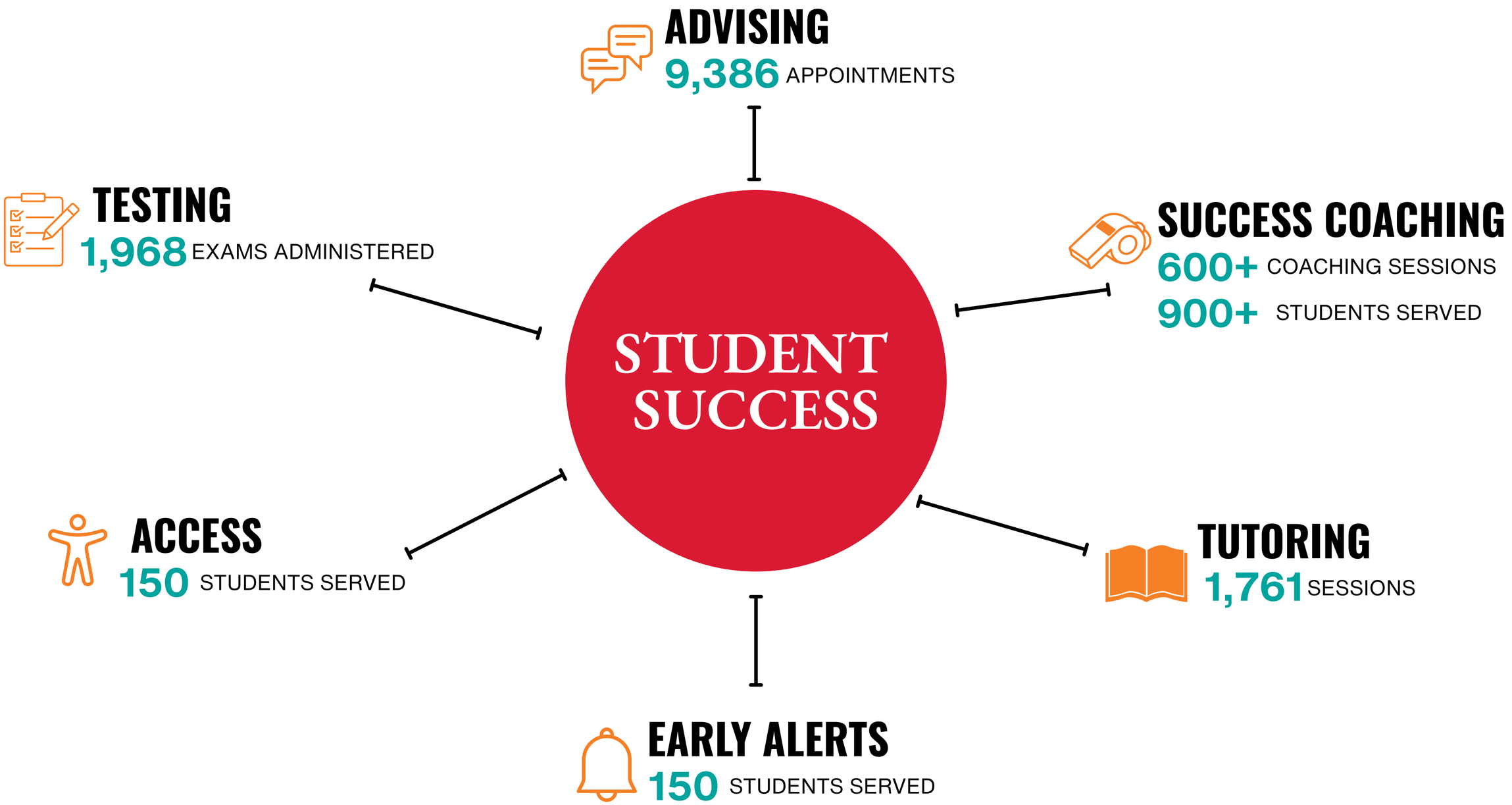
University Advising completed more than 10,700 advising appointments while implementing enhanced KPI tracking and expanding evening advising availability. Student Success & Retention delivered coaching, tutoring, orientation, and family engagement initiatives that strengthened academic confidence and belonging.

Access & Testing expanded testing services, upgraded technology, improved accommodations, and supported both university and community members. Together, these offices created an integrated network of support focused on helping every student succeed academically.

Every student's journey deserves a champion. Every Student. Every Time.



WRAP AROUND SUPPORT



IGNITING ENGAGEMENT

STUDENT LIFE. CAREER OPPORTUNITIES & VOLUNTEER SERVICES. CAMPUS RECREATION. HOUSING & RESIDENCE LIFE. CAMPUS RESERVATIONS & FACILITIES.

Throughout 2025–2026, the Engagement unit reimagined the student experience by expanding opportunities for involvement, strengthening support services, and creating meaningful connections across campus. These efforts contributed to a more than 30% increase in student engagement, reflecting a campus community that is more active, connected, and engaged than ever before.

Housing & Residence Life welcomed its highest occupancy since before Fall 2020, while Living-Learning Communities continued to foster belonging through shared identities, interests, and academic goals. Career Opportunities doubled the number of career programs offered, ensuring students were better prepared to transition from college to career with confidence.

The university also made a significant investment in Fraternity & Sorority Life by expanding professional staffing within the Office of Student Life. This increased support strengthens the fraternity and sorority experience, enhances leadership development, and positions the community for continued growth and success.

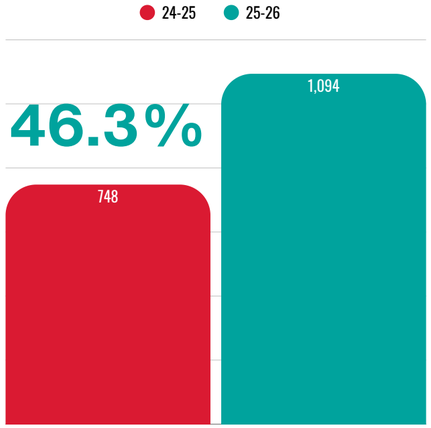
At Valdosta State, engagement is creating connections that inspire students to stay, lead, and thrive.

Every student deserves a place to belong. Every Student. Every Time.



EVERY EXPERIENCE MATTERS

ENGAGEMENT GROWTH



TOTAL PARTICIPATION ↑ 30.3%
54,429 ATTENDEES

PARTICIPATION INCREASES

STUDENT LIFE	5,921 → 8,986	↑ 51.8%
CAREER OPPORTUNITIES & VOLUNTEER SERVICES	1,152 → 5,229	↑ 354.1%
CAMPUS RECREATION	33,863 → 34,447	↑ 1.72%
CAMPUS RESERVATIONS & FACILITIES	1,327 → 1,740	↑ 31.1%
HOUSING & RESIDENCE LIFE	FALL ↑ 279% SPRING ↑ 75.6%	

PROGRAM EXPANSION

STUDENT LIFE ↑ 88%

CAREER OPPORTUNITIES & VOLUNTEER SERVICES ↑ 100%

CAMPUS RECREATION ↑ 25%

ENHANCING ENGAGEMENT

HOUSING & RESIDENCE LIFE

FALL 2025 OCCUPANCY: 2,109 (HIGHEST SINCE FALL 2020)

SPRING 2026 OCCUPANCY: 2,122 (HIGHEST SINCE SPRING 2025)

CAMPUS RESERVATIONS & FACILITIES

UNION VISITORS 295,021 BLAZE APPEARANCES 113

CAREER OPPORTUNITIES & VOLUNTEER SERVICES

RAISED OVER $7,000 FOR THE BLAZER PANTRY

GREEK LIFE

RAISED OVER $56,000 FOR PHILANTHROPIES OVER 9,000 SERVICE HOURS

IGNITING WELLBEING

COUNSELING CENTER. BLAZER WELLNESS. STUDENT HEALTH CENTER. STUDENT CONDUCT & TITLE IX.

Student success depends on more than academics. Throughout the year, departments across Enrollment & Student Affairs worked together to promote physical health, mental wellness, safety, accessibility, and personal responsibility.

The Student Health Center provided more than 4,200 patient encounters while expanding outreach and preventive health initiatives. The Counseling Center increased access through teletherapy and drop-in services, while Blazer Wellness continued educating students through wellness programming and substance misuse prevention.

Student Conduct & Title IX strengthened campus partnerships, expanded educational programming, and updated university policies to support a safe and respectful campus community.

Together, these departments helped ensure students had the resources necessary to thrive personally and academically.

Support for the whole student is paramount to success. Every Student. Every Time.





BLAZER WELLNESS

1,554 STUDENTS SERVED

STUDENT HEALTH

4,292 APPOINTMENTS

1,347 MEDICATIONS DISPENSED

178 IMMUNIZATIONS

STUDENT CONDUCT & TITLE IX

+600 STUDENTS SERVED

279 CASES ADJUDICATED

COUNSELING CENTER

1,871 APPOINTMENTS

IGNITING THE JOURNEY

ENROLLMENT MARKETING

In it’s first year as a dedicated office, Enrollment Marketing expanded VSU’s reach through strategic campaigns, strong social media presence, and student-led story telling.

45 CUSTOM MARKETING CAMPAIGNS

137% INCREASE FROM 24-25

15 CUSTOM LANDING PAGES

200% INCREASE FROM 24-25

OVER 9 MILLION IMPRESSIONS

2.86% CLICK THROUGH RATE



LAUNCHED BLAZER CREATOR PROGRAM

INSTAGRAM

78% INCREASE IN FOLLOWERS

67x INCREASE IN MONTHLY VIEWS

136% INCREASE IN CONTENT POSTED

TIKTOK

108% INCREASE IN FOLLOWERS

2.8M TOTAL VIEWS

LOOKING AHEAD

The Division of Enrollment & Student Affairs remains committed to advancing student success through innovation, collaboration, and service.

In the coming year, priorities include:

- Expanding student success dashboards and data-informed decision making.
- Increasing proactive advising and success coaching.
- Enhancing family engagement and transition programming.
- Growing leadership development opportunities.
- Expanding health and wellness outreach.
- Strengthening career readiness and employer partnerships.
- Modernizing technology to create seamless student experiences.
- Continuing to build a campus culture where every student belongs.



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EVERY TIME.

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