

STUDENTS FIRST

2024-2025 PROGRESS REPORT

GROW ENROLLMENT STRATEGICALLY

ENROLLMENT SUCCESS

For the first time in our history, the University of Mount Union has welcomed back-to-back incoming classes of over 700 students, surpassing 2,300 total students for the first time since 2018.

708
TOTAL
NEW
STUDENTS

2,109
TOTAL
UNDERGRADUATE
STUDENTS

256
TOTAL
GRADUATE
STUDENTS

AFFORDABILITY



\$92,520

raised for the Student
Emergency Fund and
President's Rescue
Fund



65%

off the list price
for fall 2024
first-year
students



\$730,437

raised in cash and
pledges
for endowed
scholarships

BOLSTER STUDENT RETENTION

GO-TO-RAIDERS

The Go-To-Raiders (GTR) program, among other factors, contributed to a successful year of retention. During the summer of 2024, GTRs successfully connected with and scheduled classes for 681 of 732 deposited students, a success rate of 93%.

SUMMER PREVIEW

A new format for Preview was piloted that shortened the event to a single day, and seven sessions were held. This model was continued in 2025 due to the positive feedback and its overwhelming success.

NEW PROGRAMS

WOMEN'S WRESTLING

A successful first season with 16 wrestlers on the roster and four qualifying for the national championships

CENTER FOR DATA SCIENCE AND ARTIFICIAL INTELLIGENCE

Faculty training, community awareness efforts, and a new physical space were part of the center's inaugural year

OCCUPATIONAL THERAPY

Granted candidacy status by the Accreditation Council for Occupational Therapy Education of the American Occupational Therapy Association with 15 students in the inaugural class

FAMILY NURSE

PRACTITIONER CERTIFICATE

Designed for registered and advanced practice nurses with graduate nursing degrees

PROJECTS

- A refreshed Office of Student Affairs suite, Newbold Room, and WRMU studio in the HPCC
- Rebuilt Chapman Hall turrets
- A brand-new Center for Data Science and Artificial Intelligence
- Improved classrooms in several facilities
- A new recruiting office in the MAAC
- Upgrades to Kehres Stadium
- Renovations to King Hall
- New single-use restrooms in the HPCC and Elliott Hall
- Two new pickleball courts between Miller Hall and King Hall
- The acquisition and renovation of the Alpha Xi Delta sorority house
- Network upgrades to improve firewalls and servers

3.5%

ABOVE THE RETENTION
MODEL PREDICTION

Fall 2024 Entering Class

71.5%

OVERALL FALL-TO-FALL
RETENTION RATE

Fall 2024 Entering Class

DEVELOP STRATEGIC PARTNERSHIPS

CITY OF ALLIANCE

A final plan for improvements in the City of Alliance around the perimeter of campus has been successfully presented to both the Mount Union Board of Trustees and Aultman Alliance Community Hospital, marking a key milestone in this collaborative effort. Discussions are actively continuing around exciting development opportunities between the two campuses, with strong potential to enhance both institutional and community impact.



COLLEGE CREDIT PLUS (CCP)

A full-time CCP coordinator was hired to develop relationships with our partners and recruit students, and we have a new partnership with Marlington High School – our seventh partner district. In addition, 75 high school students have participated in CCP-related campus visits.

600
STUDENTS
SERVED

40
COURSES
OFFERED

GRADUATE CREDIT

Exciting progress has been made in forming partnerships with educational institutions. We now offer graduate credit opportunities – creating new revenue streams – through several programs:

- SHAPE America
- The Canton Chamber Educational Bootcamp
- The Bluecoats Band Director Camp
- The Stark County ESC

POSITION THE INSTITUTION FOR DISTINCTION

STRATEGIC MARKETING EFFORTS

The University has made significant progress in integrating our top two Carnegie Dart personas into email communications and have successfully expanded their use across print materials. These personas – built from a blend of demographic and psychographic insights – give Mount Union a powerful tool for connecting with prospective students in more meaningful and personalized ways. Impactful progress has also been made regarding the optimization of our SEO strategy through BrightEdge.



FACILITY GRAPHICS



HPCC



BEECHLY HALL



THE MAAC

ATHLETIC LOGO

The launch of our new family of athletic logos has been met with success. In the two months following the launch, product sales and royalties nearly doubled compared to the same period in 2024.

ENHANCE BELONGING AND WORKPLACE CULTURE

CORE VALUES

A major milestone this year was the Board of Trustees' unanimous approval of our institutional core values – belonging, excellence, and integrity. As part of this effort, we've launched training sessions for faculty, staff, and students that explore what it means to truly "Show Up" and embody our core values through everyday behaviors.

LEADERSHIP

Faculty and staff members took advantage of campus and local leadership development opportunities in 2024-2025.

5
LEADERSHIP
STARK
COUNTY

2
GOODWILL'S
PROJECT
BLUEPRINT

10
LEADERSHIP
MOUNT
UNION

11
DARE TO
LEAD
TRAINING

FACULTY GOVERNANCE

In May, the Faculty Governance Board (FGB) – consisting of seven members – officially replaced the Faculty Senate, and the new committee structure launched on August 1.