

**Clayton State University
Miscellaneous Fee Form
Fiscal Year 18**

Name of Fee: Undergraduate Application Fee

Fee Type: Miscellaneous Fee

Office Responsible for the Fee: Office of Recruitment and Admissions

Amount of Fee: \$40

Basis (per term, one time, etc.): per application submitted

Purpose of the fee (explain need or benefit for operations/student): This fee is assessed to help the Office of Recruitment and Admissions to recruit and enroll new students.

Explain use of the fee including major items funded by the fee: This fee funds food, space rental, and supplies for campus recruitment events including but not limited to the Laker Experience, Freshman Preview Day, Majors Monday and Nontrad Tuesday. The fee also covers the purchase of names for students that we recruit, annual contract of student recruitment software and processing tools, advertising, printing, and mailing.

Revenue in FY18: \$221,027

Expenditures in FY 18: \$212,405

Surplus amount and suggested use: \$8,622– Student enrollment marketing solutions that will drive more inquiries, visits and applications. I have identified a company to partner with and these funds would be helpful.

Point of Contact for questions:

Name: Stephen Jenkins

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For more information on how this fee is used and related financial data, please go to: Annual Review of Fee Usage (<http://www.clayton.edu/SFAB/Annual-Review>).

Form Submitted by:  _____

Date: 10/26/18

VP/Dean/Director:  _____

Date: 10-31-18