

2009-2010 Annual Report

Office of Student Recruitment & High School Services

**Office of Student Recruitment and High School Services
Annual Report 2009-2010**

Mission Statement

Program Mission:

The office of Student Recruitment and High School Services provides information to future students and others who are critical to the college decision-making process. Our goal is to provide future students with enough information to make an informed college choice. Toward that end, we have developed the following mission statement:

The mission of the Office of Student Recruitment and High School Services is to promote the University of Utah and higher education in a positive, honest, informed, and personalized manner. We strive to recruit a diverse undergraduate student body that reflects the University's standard of excellence in all disciplines.

Program Objectives:

- Educate future undergraduate students about the opportunities available through higher education and at the University of Utah. Specific target groups include in-state and out-of-state freshmen and transfer students, ethnically diverse students, underrepresented students, academically talented students, non-traditional students, and international students.
- Guide, support, and advocate for future students throughout the inquiry to enrolled process.
- Provide future student groups and their families academically enriching experiences and programs on campus.
- Provide specific programs that inform and cultivate relationships with key constituencies who influence the college decision-making process, including but not limited to, high school and college counselors, teachers, families, and alumni.
- Develop collaborative initiatives with colleges, departments, faculty, alumni, and members of the larger community to enhance the overall recruitment efforts of the University.
- Provide meaningful experiences to our professional staff and student employees for their long-range career and personal development.

2009-2010 Highlights

- The Latina/o Outreach Center was added to the Student Recruitment organizational structure.
- Increased recruitment efforts in Texas by participating in district and regional college fairs during the fall.
- Partnered with University Neighborhood Partners to do a combined Open House and CommUnity Day event in November, which over 1,000 attendees from all age groups and backgrounds attended.
- During the summer of 2010 implemented a significant reorganization within the office that will help better focus on key areas within our recruitment efforts.
- In partnership with University College and Academic Outreach, began the Transfer Coordinating Council with participants from all over campus.

Service Delivery

Program Objective 1: The Office of Student Recruitment and High School Services works to educate admissible students about the opportunities available at the University of Utah through off-campus activities and on-campus programs.

Off-Campus Activities (ex: school visits, college fairs and invited presentations)

We continued to conduct our off-campus recruitment visits (high school visits, college visits, college and educational fairs, and invited presentations) in Utah, California, Colorado, Idaho, Nevada, and Washington DC. However, due to budget cuts we stopped traveling to Arizona, Washington, Montana, and Oregon. We continued to develop our partnership with the Alumni Association by participating in chapter events and inviting prospective students to participate. We also participated in an Advancement event in Washington DC where local prospective students were invited to attend.

We continued our transfer recruitment efforts at community and junior colleges with visits at different times of the day. We continued to collaborate with the Associate Vice President for Academic Outreach and the advisors at Salt Lake Community College to offer a transfer day at Salt Lake Community College in the fall and a follow-up day on the U's campus in the spring.

In addition to visits made by our Admissions Counselors, the 6 Student Ambassadors made weekly visits to several high schools (Kearns, Granger, Granite, Highland, Hunter, East, and West). The Ambassador Program is set up to work with students from low income, first generation, and underrepresented populations, encouraging them to pursue higher education and to helping them through the search, selection, application, and enrollment process.

On-Campus Programs

The Office of Student Recruitment and High School Services host, either alone or in collaboration with other campus departments, a number of events designed to help prospective students experience campus and learn more about life at the University. Some of these activities target specific segments of students, including transfer students, high achieving students, and students from underrepresented populations.

Our **Daily Campus Visit Program** is open to all prospective students and their families. Our guests attend an information session with an Admissions Counselor where we discuss admissions, scholarships, and opportunities available at the U. Prospective students also have the option of touring campus with one of our student assistants and touring the residence halls with one of the student hosts in Housing and Residential Education. We also facilitate visits with other areas of campus or arrange a classroom visit. While most of our visits are for prospective first-year and transfer students, we also provide visits for a variety of different groups including elementary and middle school classes, youth groups, and University donors and other VIP's.

The **U-Night Program** provides an opportunity for prospective first-year students currently in their senior year of high school to have a more extensive visit experience. In addition to the activities we offer during daily visits, U-Night participants eat in the Heritage Center, attend an evening campus activity, and stay overnight in the residence halls with a current student. This program is a partnership with Housing and Residential Education, who provide the student leaders to act as overnight hosts to the prospective student. This year the Student Host position was eliminated, and all the student leaders in the halls (RA's, Academic Mentors, etc.) served as hosts. We had fewer U-Night offerings, but we were able to have more participants per event.

Due to budget cuts, we offered only two **Open Houses** in the 2009-2010 academic year. We held our annual Fall Open House in November, and a Spring Open House in April. During the open house, students met with campus representatives and attended workshops on admissions, scholarships and financial aid, getting involved, learning communities, and living on campus. We opened each of these new events to all ages of students and their families, adding workshops and activities that targeted specific types of students and specific ages. For the Fall Open House we partnered with University Neighborhood Partners to create a combined **Open House/CommUnity Day** event. This change was made because we had been hosting our two separate events on the same day for the past three years and we felt if we partnered in one event we could provide a better experience to the people we were trying to serve. As a result of our partnership, over 1,000 people attended the event.

During the **Honors Days**, students with an index of 120+ and their parents are invited to campus to attend an honors class, eat in the Heritage Dining Center, learn about the Honors Program, tour the Honors House and meet with an academic advisor. **Honors U-Nights** incorporate the same activities as Honors Days with the addition of an evening activity and overnight stay in the residence halls with current honors students.

As part of the Ambassador Program, we hosted **College Student for a Day** - an event to providing underrepresented high school students from the six Ambassador schools to visit the University of Utah campus. While on campus, they learn more about financial aid & scholarships, the advantages of continuing their education, how to choose a major, the methods of transitioning from high school to college, and the importance of being involved outside of the classroom.

The **Success through Academic Access and Motivation** program is run out of the Latina/o Outreach Center. This program is a partnership established at Murray High School targeting primarily Latina/o students as well as first-generation and low-income students, to provide college awareness and preparation.

Program Objective 2: Provide specific programs that inform and cultivate relationships with key constituencies which influence the college decision-making process, including but not limited to, high school and college counselors, teachers, parents and others.

While we do work with parents and teachers throughout the year, our primary efforts are with high school and community/jr. college counselors. Each fall, we host the **Utah High School Counselor Conference** on campus. This event provides counselors the opportunity to visit campus and get pertinent updates on admissions and financial aid/scholarships, as well as learn more about different offices and colleges on campus. This one-day event was recorded, allowing us to provide podcasts of the sessions online for those who could not attend.

We also provide online resources through our **Counselor Webpage** on the Student Recruitment Website. Here we place links to various resources that counselors can utilize when working with their students including the **Counselor Handbook**, which has a variety of information including phone numbers for key people on campus. In addition, each month an electronic newsletter that has information about upcoming events, and campus updates is posed online for counselors to share with their students.

Program Objective 3: Provide an early academic enrichment experience for pre-college student groups and their parents.

The Student Recruitment Office has hosted the **Intermountain Junior Science and Humanities Symposium (IJSHS)** for the past several years. This symposium is an opportunity for high school students from Idaho, Montana, Utah, Wyoming, and Nevada to submit original research they have conducted for review by faculty and staff at the University. Students whose research is selected present in both oral and poster competitions. During the symposium the students tour labs on campus, hear presentations from U researchers, and attend the research presentations.

The **High School University Program (HSUP)** is also run out of the Student Recruitment Office. This program provides an opportunity for area high school students to begin taking University of Utah classes while still in high school. Typically students take classes that they are not able to take at their high school.

Program Objective 4: Develop collaborative initiatives with colleges, departments, faculty and alumni to enhance our recruitment efforts.

The Office of Student Recruitment works in collaboration with several entities across campus by providing support through data reports, mailing lists, recruitment materials, and financial support.

In addition to our new Open House/Community Day collaboration with University Neighborhood Partners mentioned above, we continued our efforts at the **Heartland Youth Center** sending Admissions Counselors out weekly to talk about college with the youth and parents. This year we developed an enhanced curriculum that provides exposure to other areas of campus. We also continued as a presence at each of the **Partners in the Park** events held throughout the summer.

We continued the **My U Decision program** which helps provide a better sense of who will enroll in the fall, enhancing it to encourage students to inform us of their plans for all start

terms. We mailed postcards to all incoming first-year students who were admitted but had not yet enrolled or registered for orientation. The students were directed to a website where they indicated their plans for the fall and this information was then provided to admissions, orientation, financial aid, and housing. Starting with spring semester, postcards and mailings ceased because program information is provided in a new brochure sent with a student's acceptance letter. Our current hope is to embed the My U Decision response survey within CIS, automating the delivery of responses.

In collaboration with Admissions, University College, and Orientation, we continued the **Late Admission Petition Program (LAPP)** for fall 2010. This program focuses on assisting students who want to apply for fall semester after the August 1 deadline move through the application to enrollment process in a more informed and streamlined manner. These students were met with an Admissions Counselor to determine: 1) if the student needed to start this fall; 2) ensure the student understood everything necessary to get into classes in a timely fashion; 3) ensure the student had funding available to pay for tuition; and 4) assist the student in completing the admission application.

We continued support of the **High School Conferences** organized by CESA student groups by covering some of the expenses, providing some of the marketing, managing the registration, providing packets, and presenting workshops during the events.

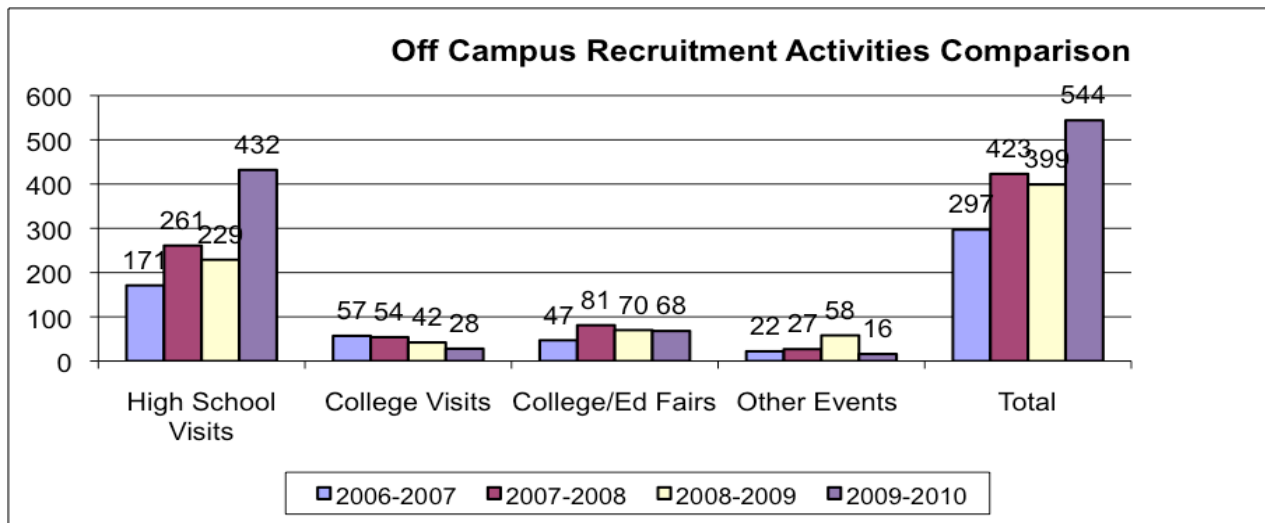
Assessment

Program Objective 1: The Office of Student Recruitment and High School Services works to educate admissible students about the opportunities available at the University of Utah through off-campus activities, on-campus programs, and outgoing communication efforts.

Off-Campus Activities (ex: school visits, college fairs and invited presentations)

High school and college visits, fairs, presentations, and receptions/alumni events

Off-campus activities include visits by Admissions Counselors and Student Ambassadors to high schools (432), community and jr. colleges (28), college and education fairs (68), and other events (16). The Admissions Counselors and student ambassadors through these multiple off campus events saw approximately 28,164 people. The increase in our off-campus activities was a result of readjusting our budget to allow for these types of activities.



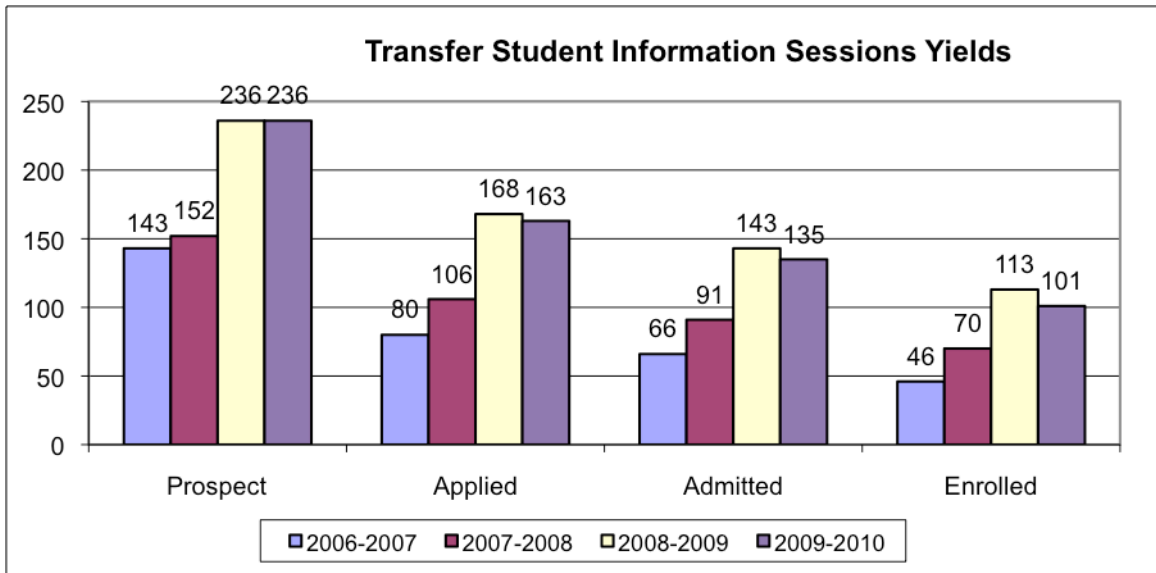
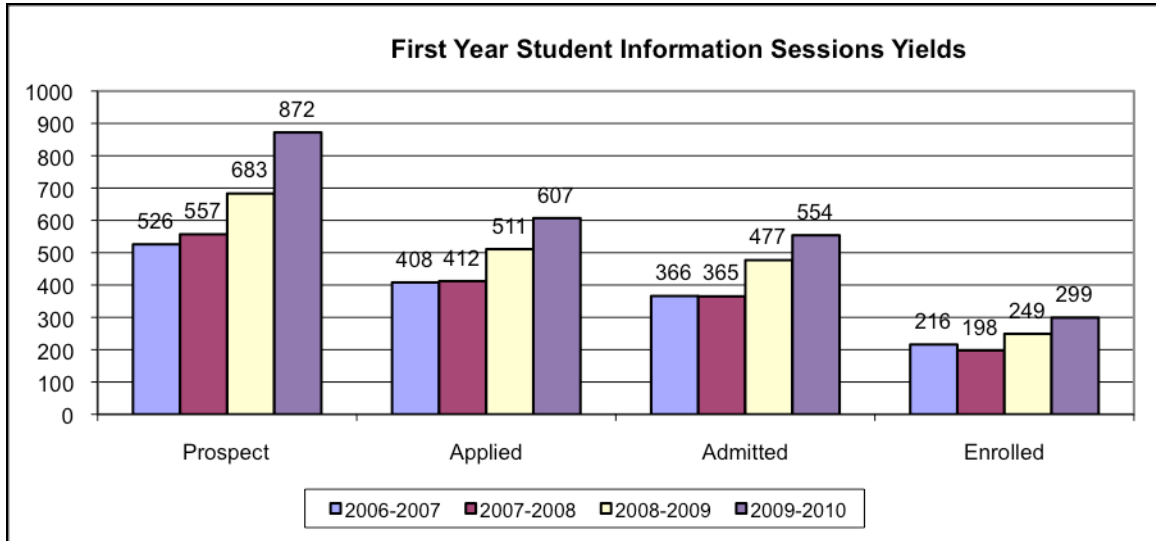
On-Campus Programs

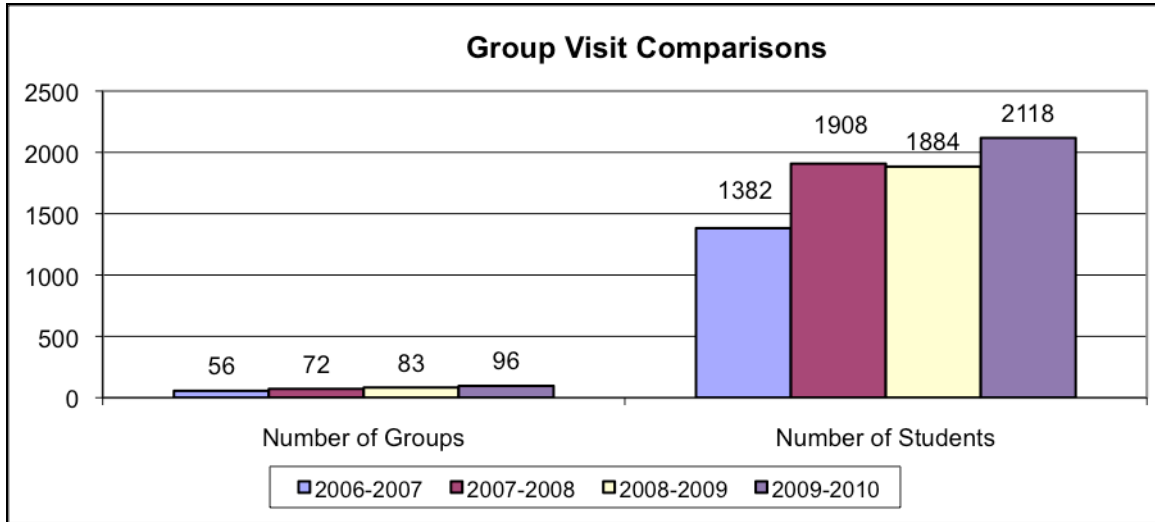
During the 2009 – 2010 year, we had approximately 3,770 (22.5% increase over last year) prospective students who indicated a start term of spring, summer, or fall 2010 attend at least one on-campus program.

Information Sessions

During the 2009-2010 academic year we saw an increase over the previous year in the number of first year and transfer students attending an information session. We had 1,526 (16% increase) first-year students attend information sessions. Of this group, 872 indicated a start term of spring, summer, or fall of 2010. Of the 261 (9.4% decrease) transfer students who attended an information session, 236 indicated a start term of spring, summer, or fall of 2010. In addition to seeing more students, there was a slight increase in the admitted to enrolled yield for first-year students (53.97% this year as compared to 52.2% last year). Transfer students had a decrease in the admitted to enrolled yield (74.8% this year compared

to 79.0% last year). Additionally, we had 96 groups (2,116 students) visit campus during 2009-2010.



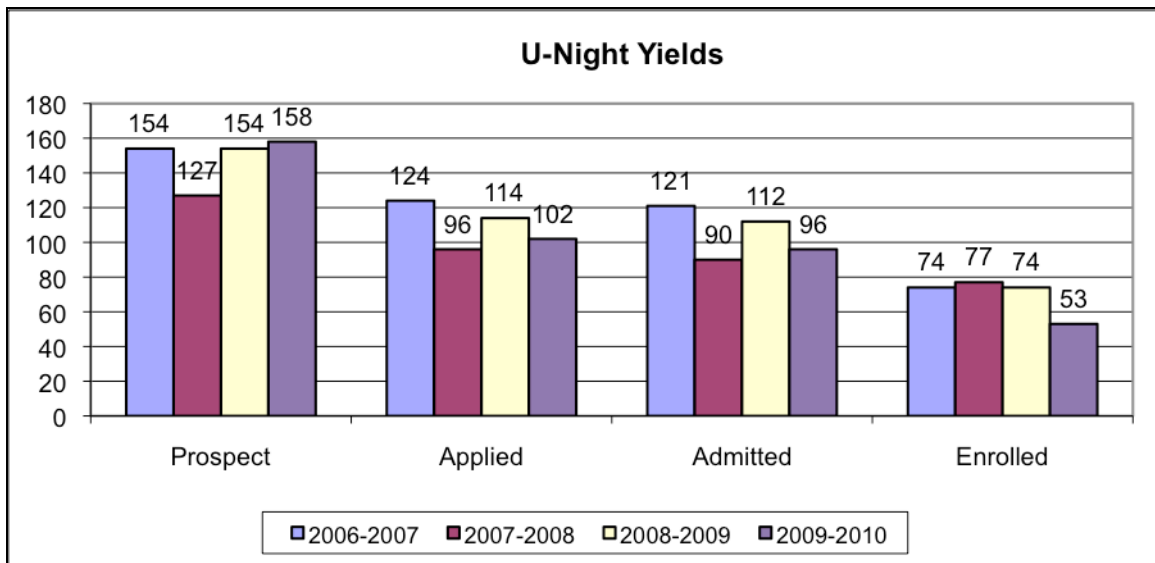


We did not put in place a visit evaluation for 2009-2010 but will institute one for the upcoming year.

U-Night

For the U-Night Program, we send out a postcard in August and again in December to all high school seniors in our database announcing the dates for each semester. During 2009-2010, we sent out 10,034 fall postcards and 11,428 spring postcards. While this program is open to all seniors, we are limited to the number of students who can participate each night. As such, reservations are taken on a first come, first served basis.

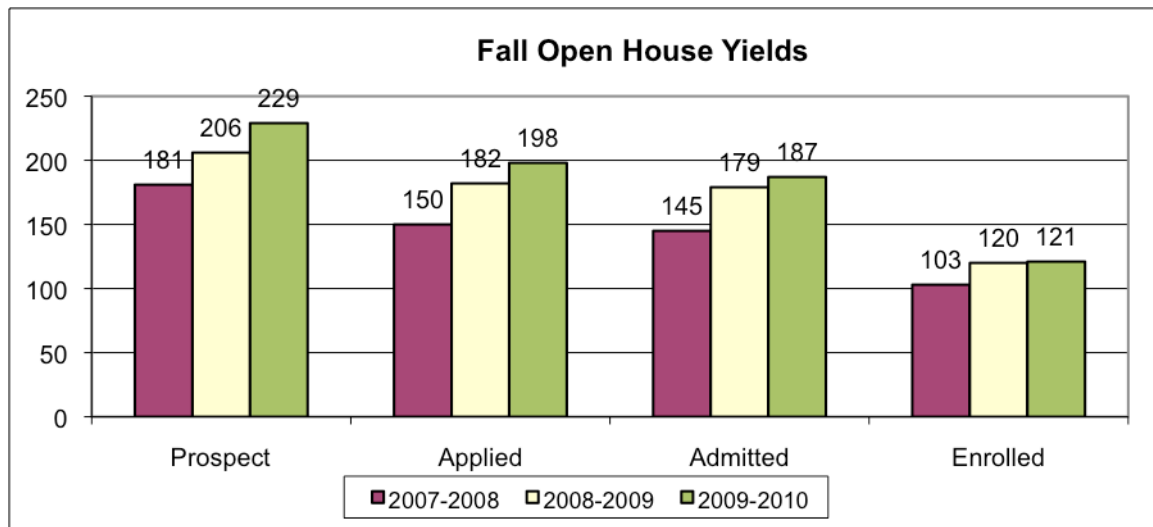
We had 158 prospective students participate in the program, which is a slight increase over last year. While participation numbers increased, the admitted to enrolled yield decreased to 55%.



We did not employ a visit evaluation for this 2009-2010, but will be doing so for the upcoming year.

Fall Open House/CommUnity Day

We mailed out postcards announcing the Fall Open House to all seniors in our database, netting 229 prospective attending seniors (14% increase over last year). Of those who attended, a similar number enrolled as compared to the previous year.



Key findings

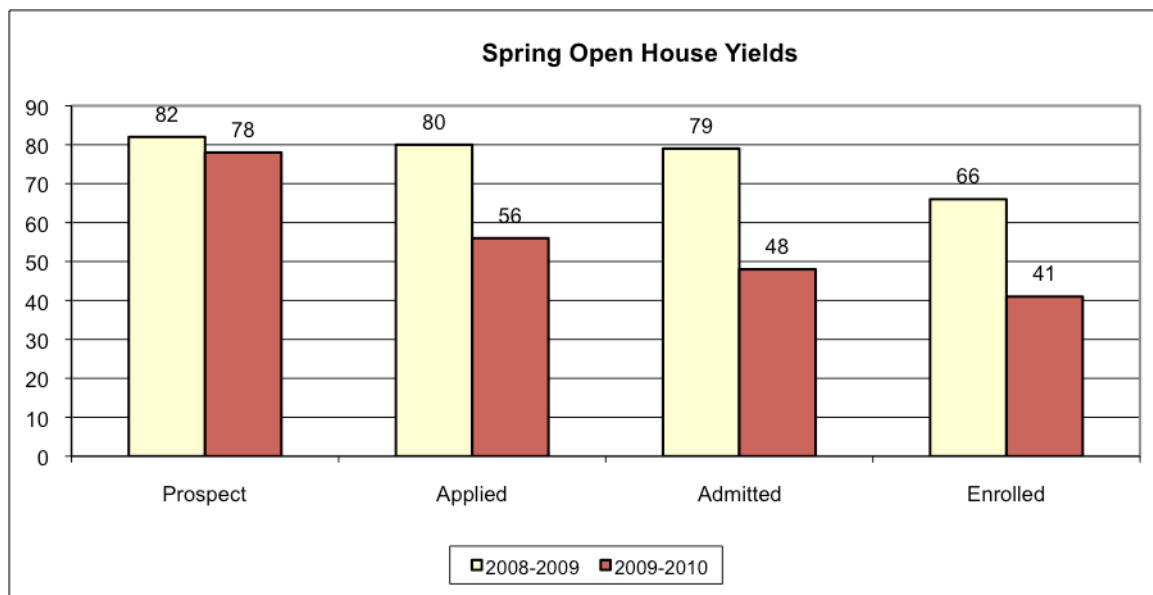
- According to the respondents, the most helpful portions of the event included meeting with table presenters (49.32%), tours (23.29%) and workshops (19.18%)
- 21.33% of participants strongly agreed that they understand the scholarship opportunities, while 62.67% agreed and 13.33% disagreed.
- 57.89% of people agreed that they understand the admission procedure, of which 28.95 strongly agreed.
- 80.60% of participants said their visit influenced their decision to attend, while 19.40% said no.
- 63.89% said that they are planning on attending the University of Utah and 33.33% said they are unsure.
- 31.15% said they plan on living in the resident halls, 39.34% said they were not and 29.51% said they were not going to live on campus.

This was the first time we combined with UNP's CommUnity Day, and as a result had many more people attend than in the past. We are reconsidering how to schedule some of the aspects of the day to make it more comfortable for the participants. Based on the low percentage of people attending the early morning break-out sessions, we made sure to only offer the tours of campus and housing at the end of the day during the spring open house.

Based on feedback from the table presenters, we decided to provide an opportunity for the colleges to do workshops in addition to tabling.

Spring Open House

All students in the database with email addresses received an email invitation to the Spring (April) Open House. Postcards were sent to students who did not have email addresses. While we had more total attendees - 166 compared to 107 - we had fewer students who were looking to enroll in summer or fall to attend. However, our admitted to enrolled yield did rise slightly, 85% compared to 83%.



Key findings

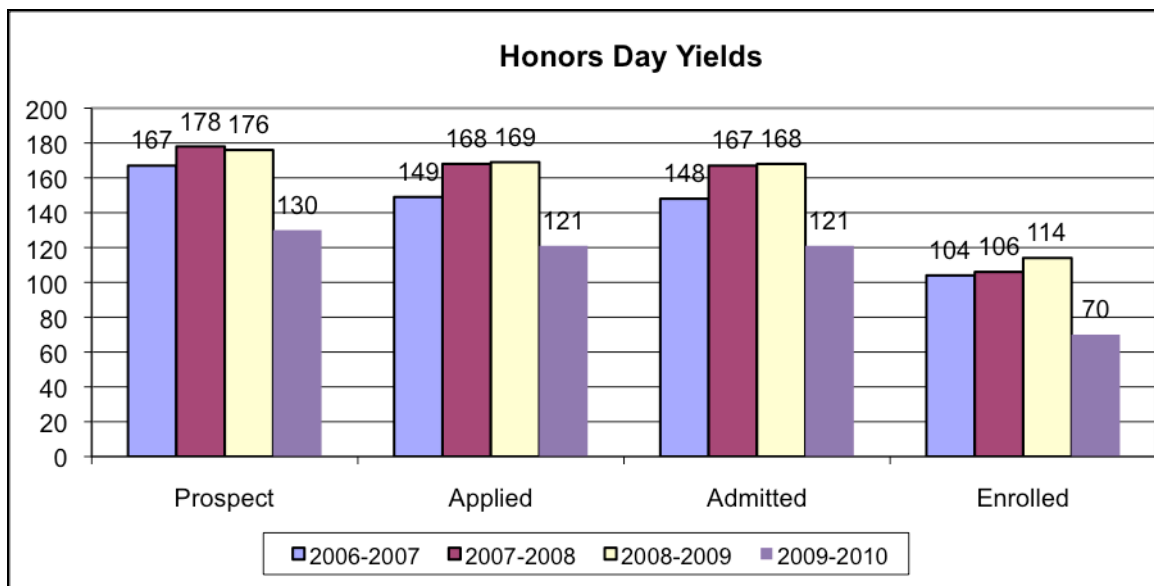
- 35.56% of students said that the most helpful part of the event was meeting with representatives at the tables, 35.56% said the workshop sessions were most helpful, and 22.22% said the tour of campus.
- 26.92% said that the least enjoyable part of the event was the tabling session, 15.38% said it was the workshop sessions, and 15.38% said it was the resident hall tours.
- 48.84% said that they have a better understanding what it would be like to be a student at the U, and 37.21% said they strongly agree.
- 45.45% strongly agreed they have the names of at least two people to contact, 38.64% agreed they had the names, and 9.09% said they disagreed.
- 94.74% of participants said their visit influenced their decision to attend, while 5.26% said no.
- 66.67% said that they are planning on attending the University of Utah and 33.33% said they are unsure.

- 31.43% said they plan on living in the resident halls, 31.43% said they were not and 27.14% said they were not going to live on campus.

The minor adjustments we made based on feedback from the Fall Open House were well received. We made sure to have more space for the table presenters, and the college workshops were liked both by the participants and the colleges. We are now looking for ways to increase our workshop offerings.

Honors Days

Roughly 8,000 students were invited to participate in the Honors Days program with over 130 prospective high school seniors participating in this program, of which over 70 enrolled. However, this data is not completely accurate because we are missing numbers from two programs that occurred during a transition of coordination for these events due to staffing changes.



Key findings

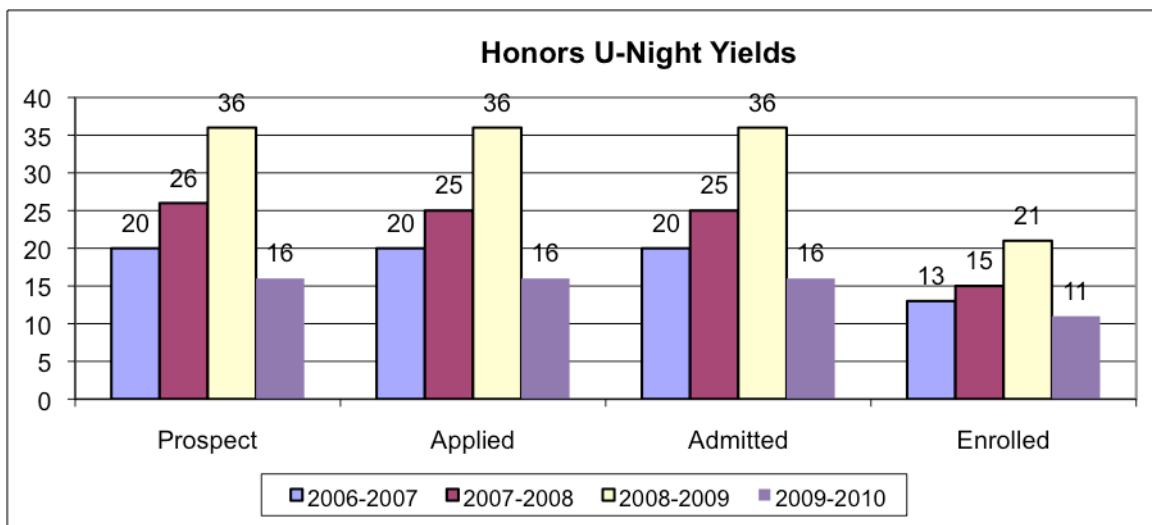
- 67.79% strongly agreed and 31.95% agreed that the event was worthwhile to attend
- 47.40% said that the departmental appointments were the most helpful, 23.44% said that the lunch and honors presentation were most helpful, 14.32% said learning about the majors and 9.38% said the tours of campus and housing were the most helpful.
- 31.25% said the tours were the least helpful, and 27.08% said the class visit was the least helpful.
- 41.67% strongly agreed that they understand the benefits of the Honors College while 56.51% agreed.
- 68.32% strongly agreed that they had information for at least two people they could contact and 28.53% agreed.

- 50.52% said they are planning on attending the U, while 2.88% said they were not and 46.60% said they were unsure.
- 51.48% said they were planning on living in the resident halls, 12.4% said no and 36.12% were unsure.
- 84.82% were more likely to attend after the Honors Day visit; 14.14% said it had no impact, and 1.05% said they are less likely to attend the U.
- 38.74 of students said the U was their first choice; 49.74% said it was in their top three, and 8.38% said it was in their top five to attend.

The Honors Day schedule stayed the same during the 2009-2010 year. However, based on this information, we may want to think about focusing more time on the departmental appointments and lunch presentation versus the morning session with the tour of campus or classroom visits.

Honors U-Nights

We invited 1264 students to participate in the Honors U-Night; over 54 students participated, with over 11 of them enrolling. Again, this data is not completely accurate because we are missing numbers from two programs that occurred during a transition of coordination as staff changes occurred.



Key findings

- 39.02% of the participants attended the October event, 29.27% attended the January event, and 31.71% attended the February event.
- 70.73% strongly agreed that the event was worthwhile, 29.27% said that they agreed it was worthwhile.

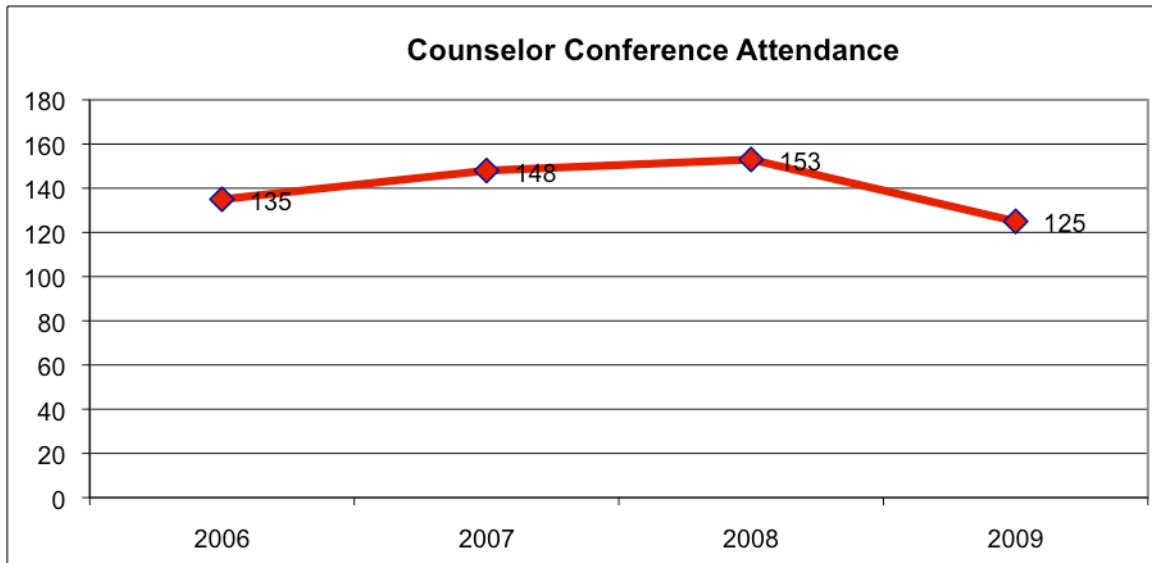
- 36.59% said that meeting with the faculty and advisors during the departmental appointments was the most helpful, while 17.07% said it was meeting current students and 12.2% said that the Honors College information was the most helpful.
- 17.07% said that the tours of campus and housing were the least helpful, 17.07% said the classroom visit was the least helpful, and 34.15% said that the evening activities were the least helpful.
- 48.78% said that they strongly agree and 51.22% agreed that they understand the benefits of the Honors College.
- 78.05% strongly agreed and 19.51% agreed they have information for at least two people to contact later.
- 60.98% said they strongly agreed and 29.27% agreed they enjoyed the activity.
- 29.27% said they are planning on attending the U, 0% said no, and 70.73% said they were unsure.
- 92.68% said they are more likely to attend the U after the visit.

The Honors U-Night summary suggests students very much enjoy the activity and event. They find it worthwhile and afterwards they are more likely to attend the U. We may want to think about focusing more on the advisor appointments and major exploration rather than tours and activities on the Honors U-Night.

Program Objective 2: Provide specific programs that inform and cultivate relationships with key constituencies who influence the college decision-making process, including but not limited to, high school and college counselors, teachers, parents and others.

Utah High School Counselor Conference

We saw a decrease in the number of people participating in 2009-2010, but believe that is due to a necessary date change for the event.



Key findings

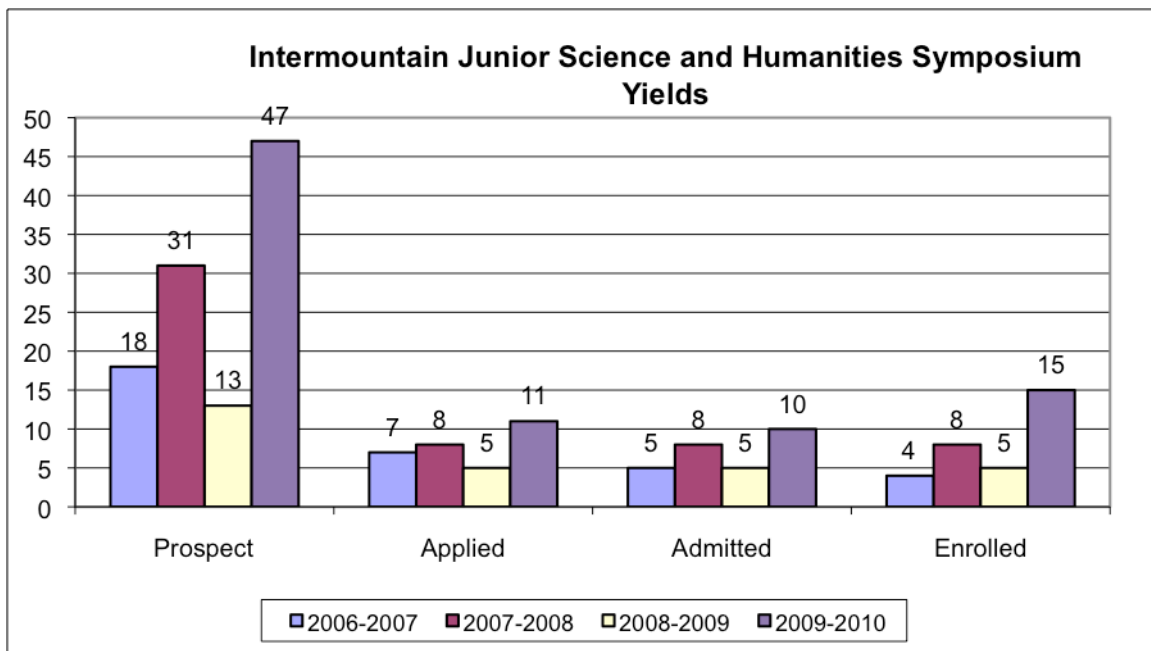
- 50.91% strongly agreed the conference provided them with relevant information with respect to their students while 49.09% agreed.
- 43.64% strongly agreed they got clear responses from University representatives while 52.73% said they agreed.
- The majority of the respondents rated each session as either excellent or good.
- 79.25% said the conference met their expectations, 9.43% said it exceed their expectations, while 5.66% said it fell short and 5.66% said they had none.
- 64.81% strongly agreed that they felt confident about the accuracy of the information they received, while 31.48% agreed and 1 person strongly disagreed.

Based on the findings, the breakout sessions were successful and relevant, and as such, we will continue this format next year. Based on feedback from the colleges, we will also add a tabling session during lunch so counselors can meet with more departments and colleges on campus. We will also move the conference to the Union because of space, which was one of the main concerns of this conference. We decided not to include the student panel next year based on feedback we received.

Program Objective 3: Provide an early academic enrichment experience for pre-college student groups and their parents.

Intermountain Junior Science and Humanities Symposium

In 2009-2010, we saw the largest attendance in several years, with 157 students attending the symposium 47 of which were seniors. We continue to see increases in both the overall number of participants and the number of schools as compared to the year before.



Key findings

- 98% of the respondents agreed or strongly agreed that this was a worthwhile event to attend.
- 90% of the respondents agreed or strongly agreed that as a result of the symposium they have a better understanding of how to present original research.
- 92% of the respondents agreed or strongly agreed that as a result of the symposium they know more about the research at the University of Utah.
- Suggestions on improving the symposium included having two divisions of competition; one for students with mentors and/or lab facilities, and one for students without.
- It was suggested that the competitions be held on Thursday instead of Friday so that the students presenting could enjoy the tours and wouldn't be stressed out about presenting the next day.
- Some students also expressed an interest in seeing and learning more about the University as a possible destination for their higher education careers.

As a result of the evaluations, we are planning to incorporate a more formal recruitment presentation on the University of Utah and move presentations to Thursday.

Program Objective 4: Develop collaborative initiatives with colleges, departments, faculty and alumni to enhance our recruitment efforts.

Late Admission Petition Program (LAPP)

The recruitment office saw fewer LAPP students this past fall, with a total of 79. Of those, 48 applied for fall semester, 39 were admitted, and 33 enrolled.

Staff

During the 2009-2010 year the following staff changes occurred.

- Karla Motta, the Latina/o Outreach Center Coordinator joined the staff in August of 2009 when the Latina/o Outreach Center moved into Student Recruitment.
- Jay Molock joined the staff as an Admissions Counselor in August 2009.
- Kelsey Nicholson joined the staff as our Graduate Assistant in August of 2009.
- In October 2009, Melissa Prentice left the staff to become an academic advisor in the School of Business. Position was left vacant due to budget cuts.
- In March 2010, Nick Robbins left the staff to pursue other opportunities off campus.
- In April 2010, Tony Gonzales left the staff to become Director for the First Scholars Program.
- In May 2010, Heather Heinz was promoted to Assistant Director for Off-Campus Recruitment.
- In July 2010, Holly Cox joined the staff as the new Communication Specialist.
- In July 2010, Sharon Beck joined the staff as the new Assistant Director for On-Campus Recruitment.
- In August 2010, Erin Brown joined the staff as an Admissions Counselor.

STUDENT AFFAIRS AWARDS AND RECOGNITIONS

STUDENT AFFAIRS COMMITTEE MEMBERSHIPS

<u>NAME</u>	<u>DEPARTMENT</u>	<u>COMMITTEE</u>
Browning, Paul	Student Recruitment	
Frueh, Marti	Student Recruitment	UAAC Committee
Gonzales, Tony	Student Recruitment	Utah Higher Education Consortium
Heinz, Heather	Student Recruitment	Preview Day Committee
Miranda, Nicole	Student Recruitment	Sustainability Committee, Education Coordinator Diversity Council, Newsletter Editor
Molock, Jay	Student Recruitment	Dr. Martin Luther King, Jr. Week Committee Early Academic Outreach Program Committee
Motta, Karla	Student Recruitment	UAAC Committee MALCS (Women Active in the Academy and Social Change) Presidential Commission on the Status of Women, Recruitment Subcommittee Chair
Prentice, Melissa	Student Recruitment	Sustainability Committee
Remsburg, Mateo	Student Recruitment	Prospective Students Marketing Steering Committee Student IT Project and Portfolio Team Faculty Senate Diversity Committee Francis A Davis Scholarship Selection Committee LEAP Advisory Board Retention and Assessment Committee Credits and Admissions Committee Financial Aid and Scholarships Committee Diverse Student Early Outreach Coordinating Council Transfer Coordinating Council
Robbins, Nick	Student Recruitment	UAAC Committee Transfer Advisory Board Union Resident's Board Utah Higher Education Consortium
Smith, Connie	Student Recruitment	University of Utah Staff Council Fundraising and Scholarship Committee, chair
Smith, Mark	Student Recruitment	

STUDENT AFFAIRS NATIONAL & REGIONAL PRESENTATIONS

Motta, K., Oliva, N. (2009, October). *Latina/o, Chicana/o Undocumented and Immigrant Experiences at the University of Utah*. Presented at First Triennial Conference on Latino Education and Immigrant Integration, Athens, GA.

STUDENT AFFAIRS PUBLICATIONS

NA