

Office of Admissions
Annual Report
2012-2013



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Mission Statement

(Draft due to office merger July 2012)

The Office of Admissions' mission is to promote the University of Utah and higher education in a positive, honest, informed and personalized manner. The Office of Admissions strives to recruit a diverse and talented student body that reflects the University's standard of excellence in all disciplines and mission as the flagship institution for Utah. Additionally, it also has the responsibility to accurately represent the programs, policies and the identity of the University while evaluating student admissions and residency applications in a confidential, secure, efficient and student-oriented way.

Note from the Director

The 2012-2013 admissions cycle will be forever known as the year of change in the Office of Admissions. For one, prior to July 1, 2012, the Office of Admissions did not exist in its current form. Instead, there were two separate offices; the Student Recruitment and High School Services and the Admissions Office. Additionally, each office had two Directors and there was very little collaboration. As the first Director of the new Office of Admissions, I am proud of what was accomplished last year even though we had several things that were completely outside of our control thrown at us. The Office of Admissions handled these hurdles with incredible resilience and professionalism. Here is a list of challenges from 2012-2013:

- Implementation of holistic admissions and process redesign for evaluating freshman applications
- Long approval process for undergraduate admissions policy 6-404
- Revision of admission deadlines from rolling admissions to notification dates.
- Announcement by LDS Church during October General Conference that lowered the missionary age of males to 18 and females to 19.
- Implementation of a deferment process.
- Implementation of an enrollment deposit.
- Revision of the 5% sponsorship process and the creation of a formal admission appeal process.
- Exploration and planning of the University of Utah Asia at Songdo Global Campus.
- Complete office reorganization and the formation of three divisions: Student Recruitment and Outreach, Operations and Admissions Systems. Each division has several smaller units.

Of the list of challenges, the one that was most difficult to overcome was the LDS Church's announcement to change the eligibility age of missionaries as many males would be eligible to serve an ecclesiastical mission directly out of high school. In fact, and with the addition of a new deferment policy, we now that more than 500 of potential incoming freshman chose to defer their admission, with religious and humanitarian service being the overwhelming reason (see page 19). This, without a doubt, had a significant role in smaller size of the incoming freshman class. We believe these will also impact the spring and fall 2014 semester enrollment before recovering in 2015.

Additionally, all of these changes made it difficult to compare impact as there was little data to compare to and what was available was not directly comparable. We look forward to continuing to strengthen the evaluation of our program and processes to continue to show that the changes and hard work that we have put into the 2012-2013 year was well worth it.

Recruitment

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 Texas. Additionally, we added recruitment travel to Washington and Oregon due to the addition of two new full time admissions counselor positions. We structured our recruitment territories so both of the new positions had only out-of-state territories. While our original admissions counselor positions had both in and out-of-state territories.

We continued our **transfer recruitment efforts** at community and junior colleges with visits at different times of the day. We also partnered more closely with the Transfer Center and the Transfer Coordinator in Student Equity and diversity in the visits to Salt Lake Community College.

Bringing the U to You was a new program that was added to our off-campus recruitment efforts. Each program was a high-touch mini open house for students and their parents that included a welcome from an office of admission staff member and remarks from our student ambassadors and the opportunity to visit with various entities from around campus including: academic colleges, financial aid, orientation, MUSE, CESA, University College, and Housing and Residential Education. We held out-of-state events in Los Angeles and Seattle in conjunction with away football games during the fall semester and in-state events in Ogden, Provo, West Valley and St. George during spring semester. Along with the out-of-state Bringing the U to You programs, which were held on a Thursday night, we hosted a Friday morning breakfast for high school counselors in each area.

The **High School University Program (HSUP)** is also run out of the Office of Admissions. Heather Briley, Assistant Director oversees the program. High School University Program is for high school sophomores through seniors who want to take college level course work not available at the high school; or for students who want to get a head start on a college career. Students in this program are generating an official university transcript and completed courses are applied toward university credit. Heather changed this program into a recruitment tool by adding a recruitment presentation and campus tour to the mandatory orientation that all newly admitted HSUP students attend. Heather worked with the Director of Admissions, Senior Associate Director of Admissions, Continuing Education, AMES, and the Registrar's Office to streamline the program for students enrolled in AMES and wanting to take more than 7-10 credits through the University of Utah.

Assessment

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

In State

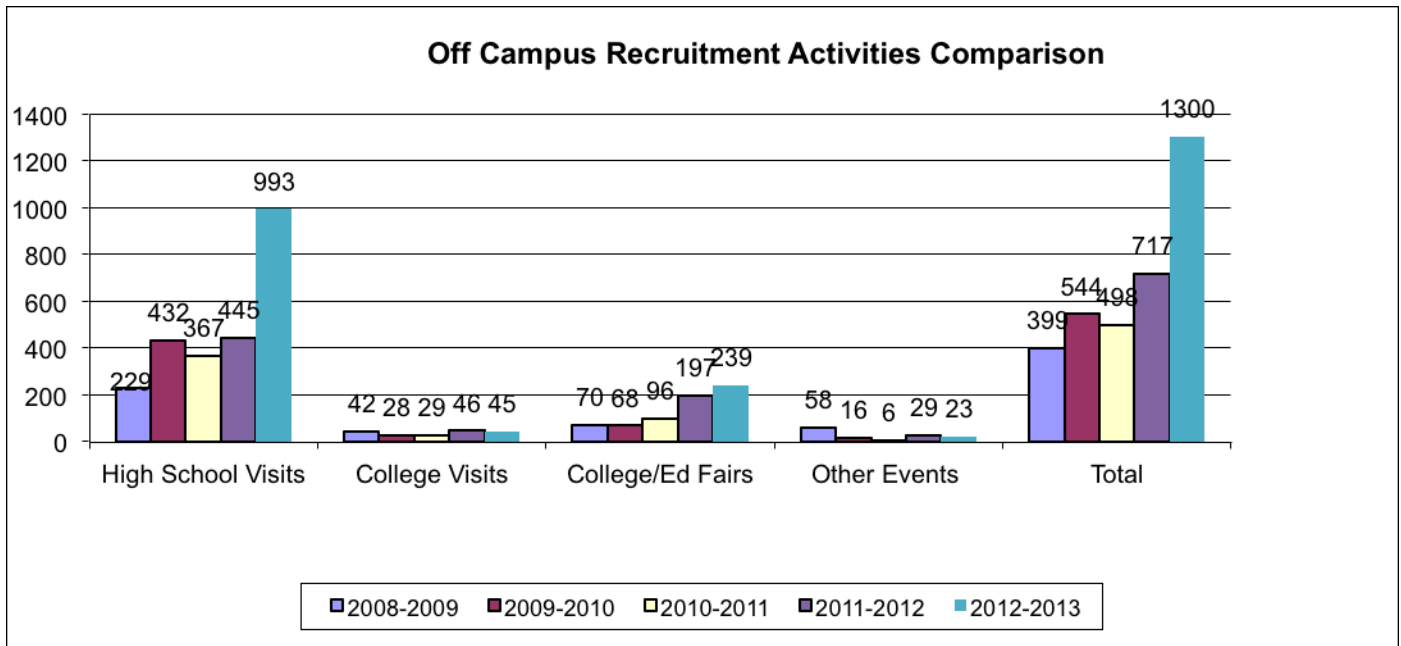
Admissions Counselors visited our feeder schools along the Wasatch Front, from Logan to Provo, including Wasatch and Park City School District about 7 times throughout the recruitment year. These visits included: Welcome back visits with HS Counselors, Post High School Tour, Regional Financial Aid nights, senior cultivations visits/application days, spring yield events,

junior visits and Scholarship Ceremonies. We saw a total of 27,280 people at 620 off campus events in state. This included 27 college fairs, 369 HS visits, 145 PHST events, 23 other visits, 11 education fairs and 45 college visits.

Kelsey Nicholson oversaw our transfer recruitment efforts at community and junior colleges. These visits included: LDS Business College, Salt Lake Community College campuses, SNOW College, and 1 visit to the College of Southern Idaho. Many of the transfer visits off campus are tabling visits. These visits included application workshops, student panel events, visits to student support services, college fairs (example: Utah National Guard Education Fair), TRIO and various visits with academic advisors from the U. Kelsey held one application day per semester at SLCC Redwood Campus with 60 students per event where we waived application fees. Kelsey made 45 visits total and talked to 950 people and received 75 contact cards from tabling events.

Out of State

Due to increases in funding for recruitment efforts, we increased our off-campus recruitment visits (high school visits, college visits, college and educational fairs, and invited presentations) in Arizona, California, Colorado, Idaho, Nevada, Oregon, Texas and Washington. We added travel to Oregon, Washington and significantly increased travel in California. For example, Ana Reynoso spent 7.5 weeks in the fall and 5 weeks in the spring in California. We saw a total of 16,702 prospective students at 660 total events. This included 201 college fairs and 479 high school visits. We collected 5,632 contact cards while traveling out of state.



The High School University Program (HSUP)

The enrollment for the High School University Program for the 2012-2013 year is as follows.
 Fall 2012: Admitted 47 HSUP students, 9 readmit students and 38 new students
 Spring 2013: Admitted 39 HSUP students, 22 readmit students and 17 new students
 Summer 2013: Admitted 39 HSUP students, 6 Readmit and 33 new students

Campus Programs

Off-Campus Activities

Bringing the U to You was a new program that was added to our off-campus recruitment efforts. These out-of-state and regional programs were high-touch mini open houses for students and their parents that included a welcome from an office of admission staff member and remarks from our student ambassadors and the opportunity to visit with various offices from around campus including: academic colleges, financial aid, orientation, MUSE, CESA, University College, and Housing and Residential Education. We held out-of-state events in Los Angeles and Seattle in conjunction with away football games during the fall semester and in-state events in Ogden, Provo, West Valley and St. George during spring semester. Along with the out-of-state Bringing the U to You programs, which were held on a Thursday night, we hosted a Friday morning breakfast for high school counselors in each area.

On-Campus Programs

We hosted, 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. We discontinued the U-Night program and the Honors Day program this year. The first program did not have a strong enough return on investment for either Housing and Residential Education or the Office of Admissions. The second program was discontinued so we could try having a larger event for High Achieving Students rather than multiple smaller events. We also added a couple new events such as the Scholarship Reception and the Diversity Reception.

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 ambassadors and touring the residence halls with one of the housing tour guides in Housing and Residential Education. We also facilitate visits with other areas of campus such as departmental advising or visiting a classroom. 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. Our **Saturday Campus visits** typically occur on the second Saturday of each month. We provide this option for the students and families who are not able to visit campus during the week.

This year we adjusted the **Connecting U Days** by changing one of the three general CUD programs to a high achieving program. Additionally, we changed the target audience to be just high school seniors who had not yet applied for admission and their parents rather than trying to make this an event for all age groups. The event

offered guests with a variety of sessions to choose from including admissions, scholarships and financial aid, getting involved, learning communities, and living on campus.

Red, White, & U Day is for admitted first year students and their parents/guardians. The purpose of this event is to encourage students to be excited about their acceptance to the U and to enroll the upcoming fall semester. The program began with a welcome from two of our student ambassadors and the director of admissions and then the MUSS helped teach the fight song. One of the changes that was made to this program was moving away from a series of breakout sessions to making it more of a carnival type environment that allowed academic departments, student support offices, and student organizations to host some sort of activity that would engage the admitted students while providing information at the same time.

The **Scholarship Reception** was an evening event to recognize those students who had been offered scholarships from the U. The program consisted of a high-touch mingling time with campus representatives from academic departments, student support offices, and student ambassadors followed by remarks from the Scholarship Office and the director of admissions. This event was held in the Rice-Eccles Stadium Towers.

The **Putting You in CommUnity** event was a collaboration between the Office of Admissions and the Office for Student Equity and Diversity. The format of the program was similar to the scholarship reception with the opportunity for students and their parents to visit with different campus representatives followed by remarks from the AVP for Enrollment Management, the Director for the LGBT Resource Center, and a current student leader.

The **Student Ambassador Program** was a new addition this year. We combined our student assistant and recruitment intern positions and received funding to hire some additional students to create the Student Ambassador Program. The 30 students were selected through an application and interview process and were trained to assist in all our recruitment events, assist with office staffing, answering the telephones, and responding to emails. Additionally, they gave all of the information sessions and led the campus tours throughout the year.

While we do work with parents and teachers throughout the year, our primary efforts are with high school and community/junior 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.

The Student Recruitment Office continues to host the **Intermountain Junior Science and Humanities Symposium (IJSHS)**. This symposium is an opportunity for high school students from Idaho, Montana, Utah, Western CO, 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 Office of Admissions works in collaboration with several entities across campus by providing support through data reports, mailing lists, recruitment materials, and financial support.

We partnered with the Office of Student Equity and Diversity to host the Black Student Leadership Institute in June of 2013. This program selected 20 Black/African American rising seniors to spend three days on campus conducting research on issues that face the Black community. The participants stayed in the residence halls and had the opportunity to work with Black peer mentors, faculty and staff.

Assessment

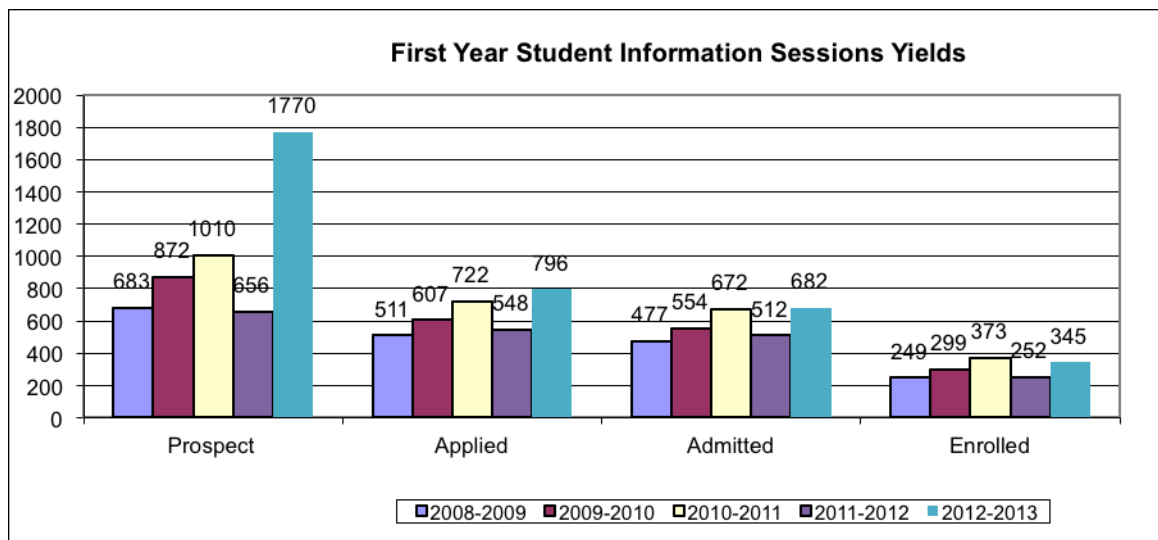
On-Campus Programs

During the 2011-2012 year, we had approximately 8,483 prospective students attend at least one on-campus program. Due to twice having turnover in the programming coordinator position during the academic year, many of our programs did not have evaluations completed following the event. For those that did have program evaluations, we are working to get them entered into Campus Labs.

Information Sessions

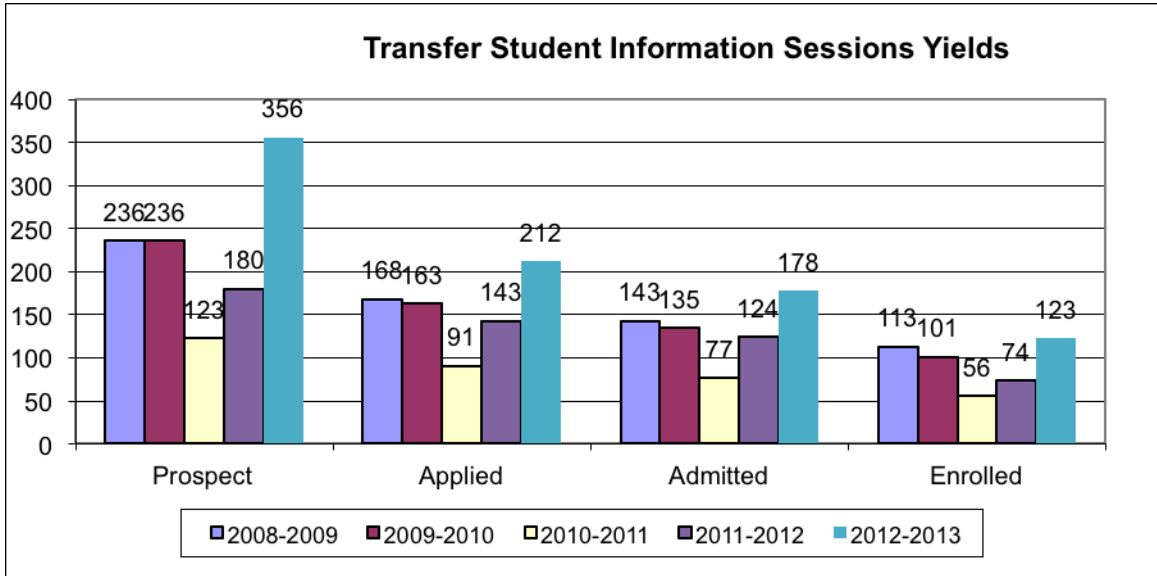
First Year Students

During the 2012-2013 academic year we experienced a significant increase (up 1,114) in the number of first year students attending an information session. Furthermore, our admit to enrolled yield for this activity increased slightly to 50.59% from 49.22%.



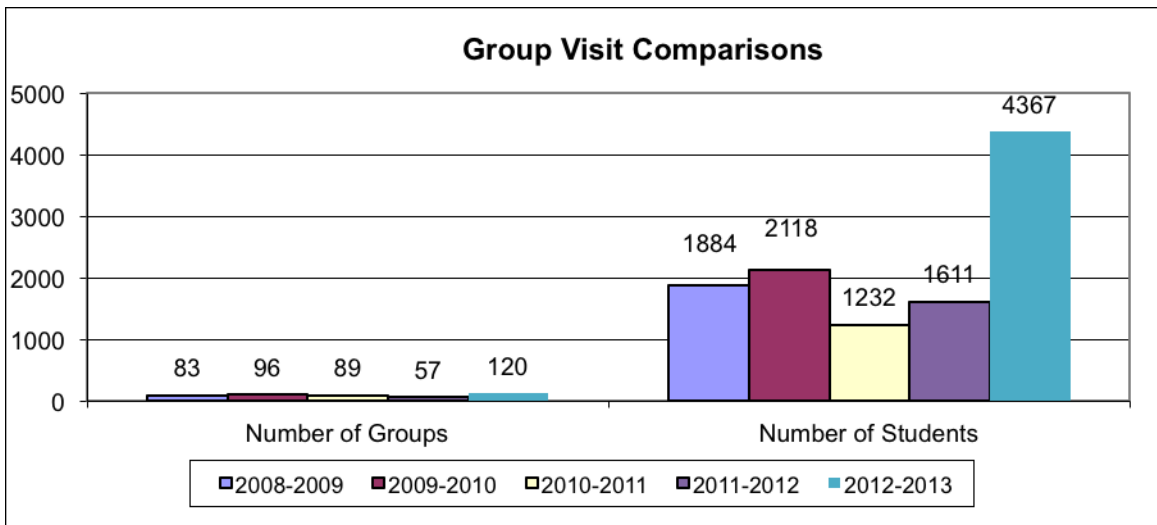
Transfer Students

We experienced nearly doubled the number of transfer students who participated in a campus visit this year compared to last. Furthermore, our admit to enrolled yield rate increased to 69.1% from 59.68% the previous year.



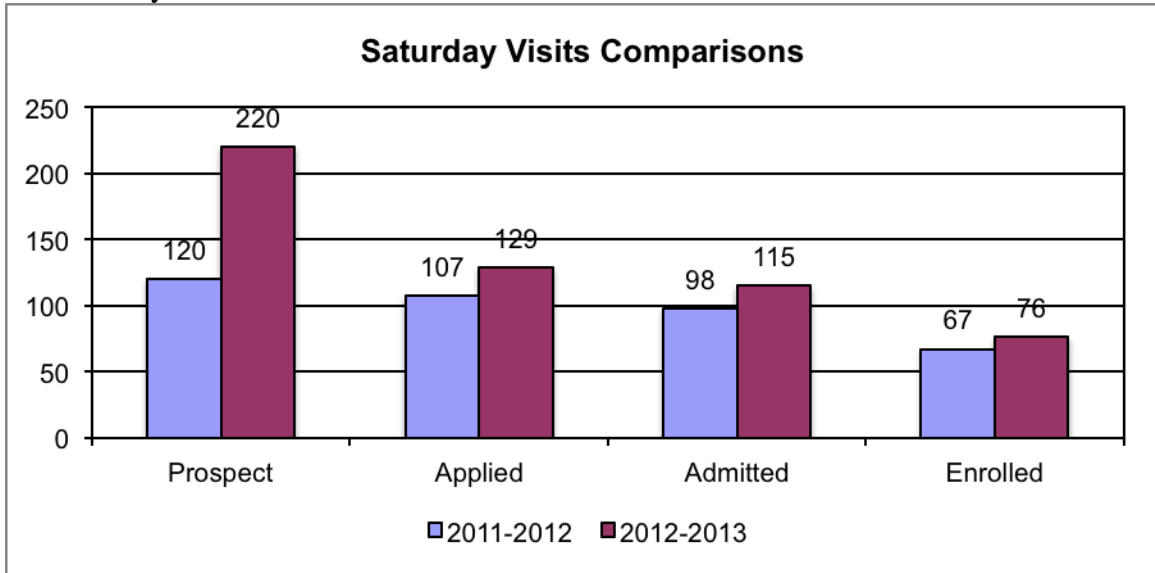
Group Visits

This year we saw a significant increase in the number of group visits (up 63) as well as the number of group visitors (up 2,756).



Saturday Visits

We have been doing Saturday visits for three years now, but this is the second year that we have clean data to report. We had a total of 220 prospective students who participated in a Saturday visit (up 100) with a 66.09% (down from 68.37%) admitted to enrolled yield rate.

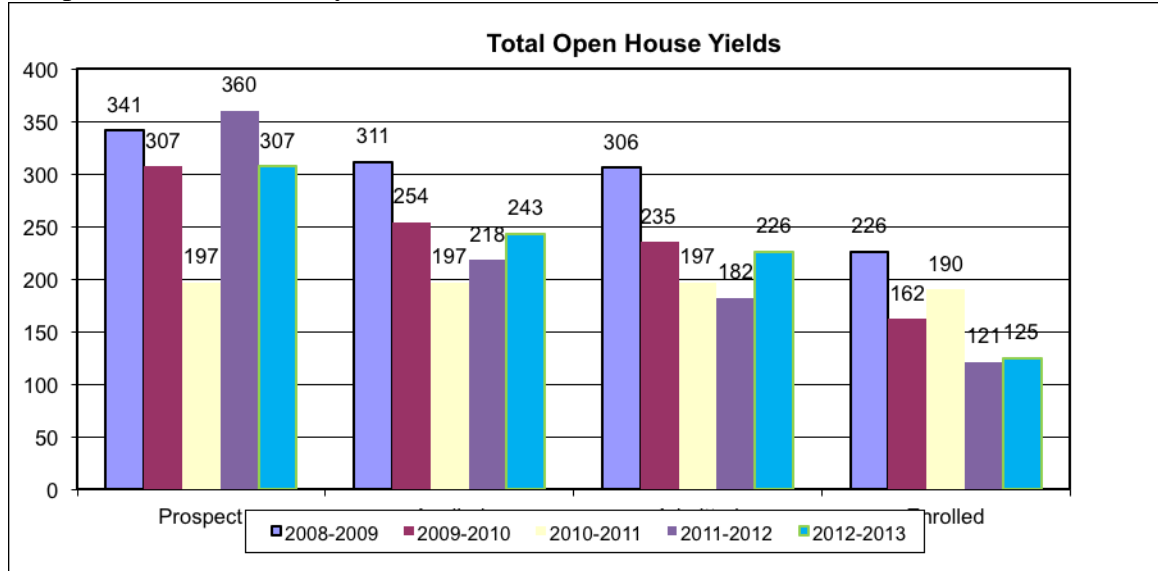


Key findings from program evaluation

- 98.79% of guests that completed the survey agreed or strongly agreed that overall the event was worthwhile to attend.
- 66.25% of guests that completed the survey said that the Campus Tour was the MOST helpful part of their visit. This was a slight increase from 61% the previous year.
- 87.30% of guests that completed the survey indicated that they or their student is more likely to attend the University of Utah after visiting campus. This is up from 84.24% last year.

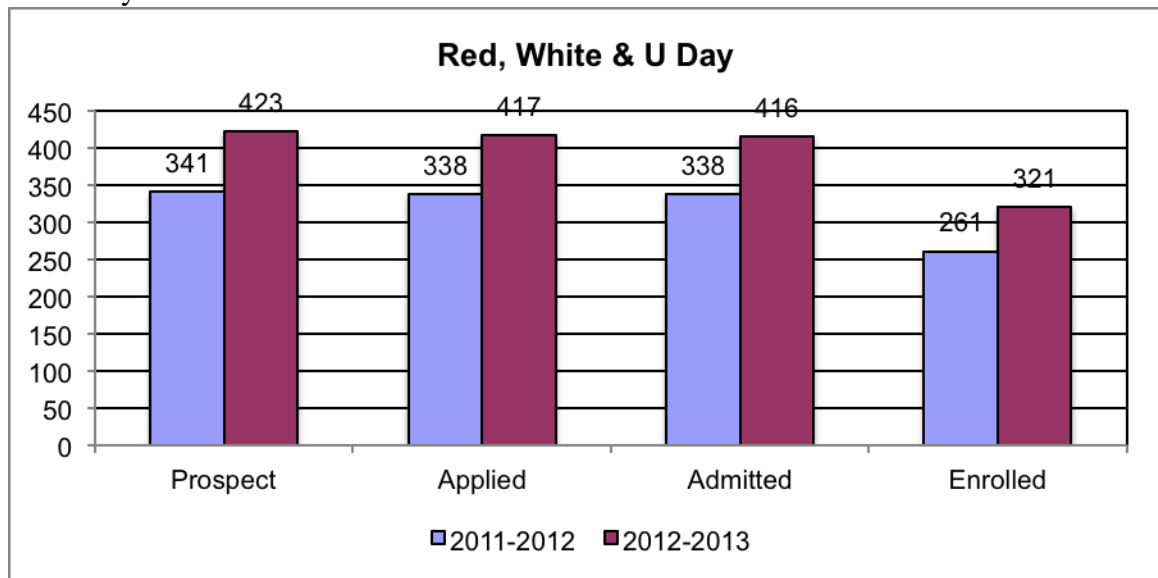
Connecting U Day

We saw a decrease in the number of participants in our Connecting U Day programs (down 53) and a decrease in the admit to enrolled yield rate of participants (55.31% compared to 66.48% last year).



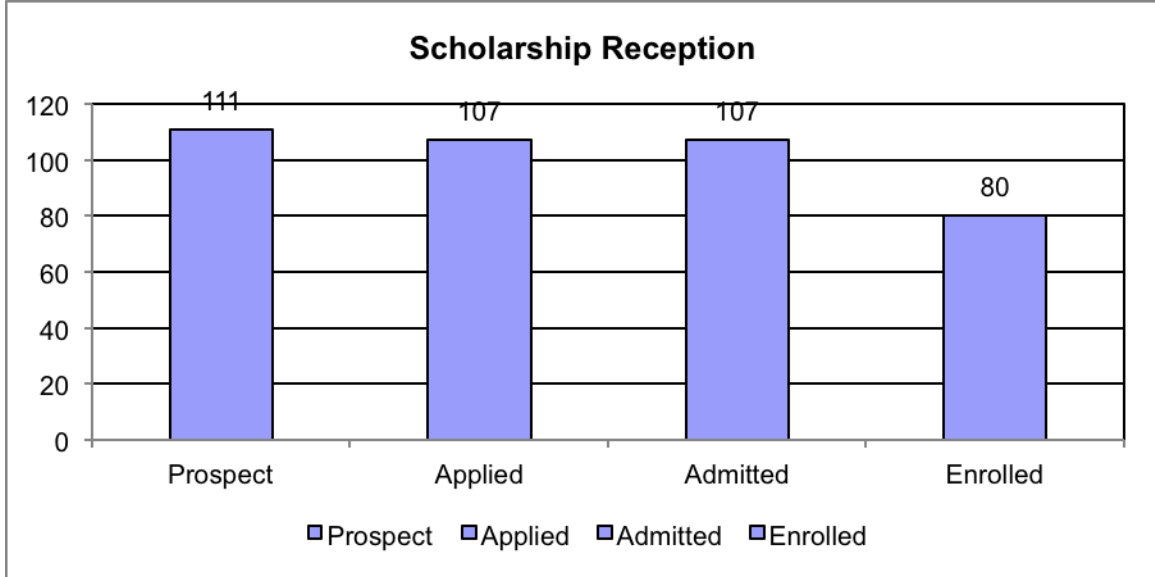
Red, White & U Day

This is the second year of this program and we were very happy with the turnout. We had about a 25% increase in the number of students attending and the admit to enrolled yield rate remained about the same at 77.16%.



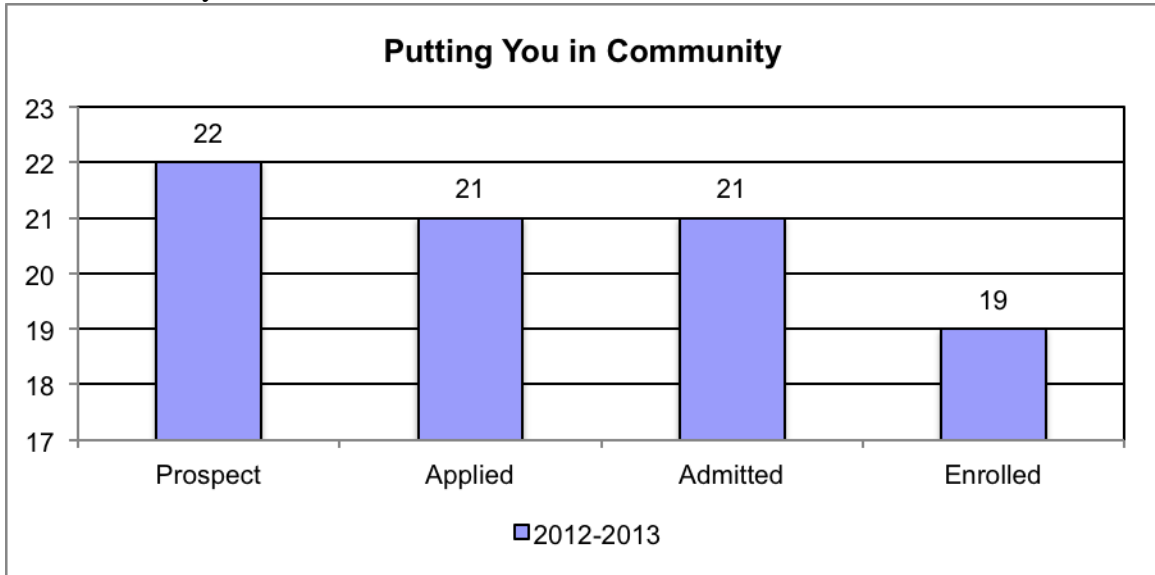
Scholarship Reception

Due to the turnover in the programming coordinator right around the time of this event, the actual attendee list is unavailable. However, based on the students who registered to attend the event we had a 74.77% admit to enroll yield rate.



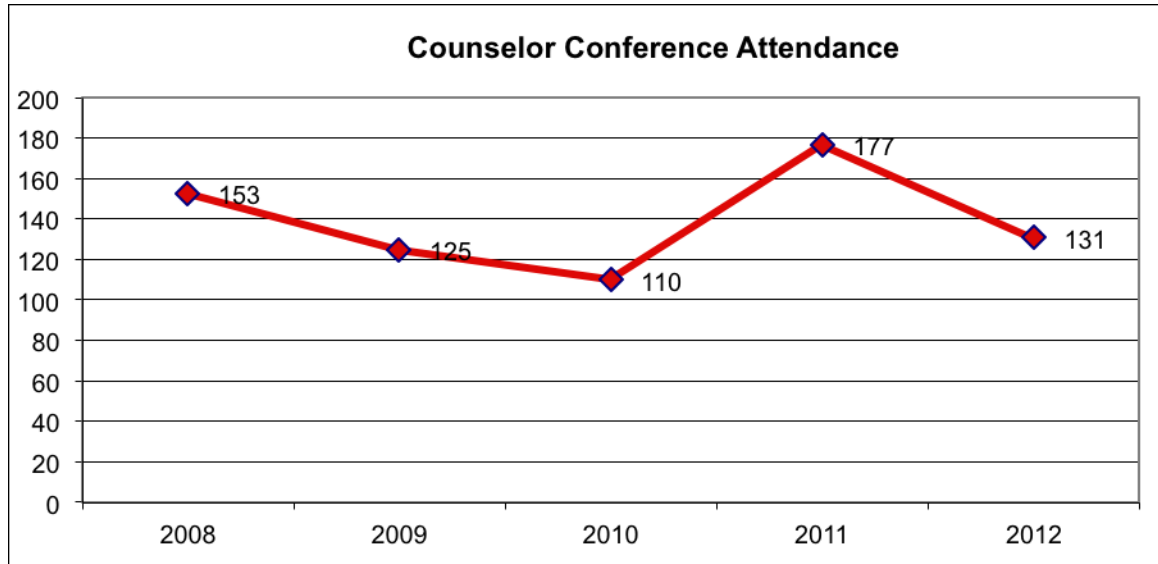
Putting You in CommUnity

We had 22 students attend this event and of those who participated we had a 90% admit to enroll yield rate.



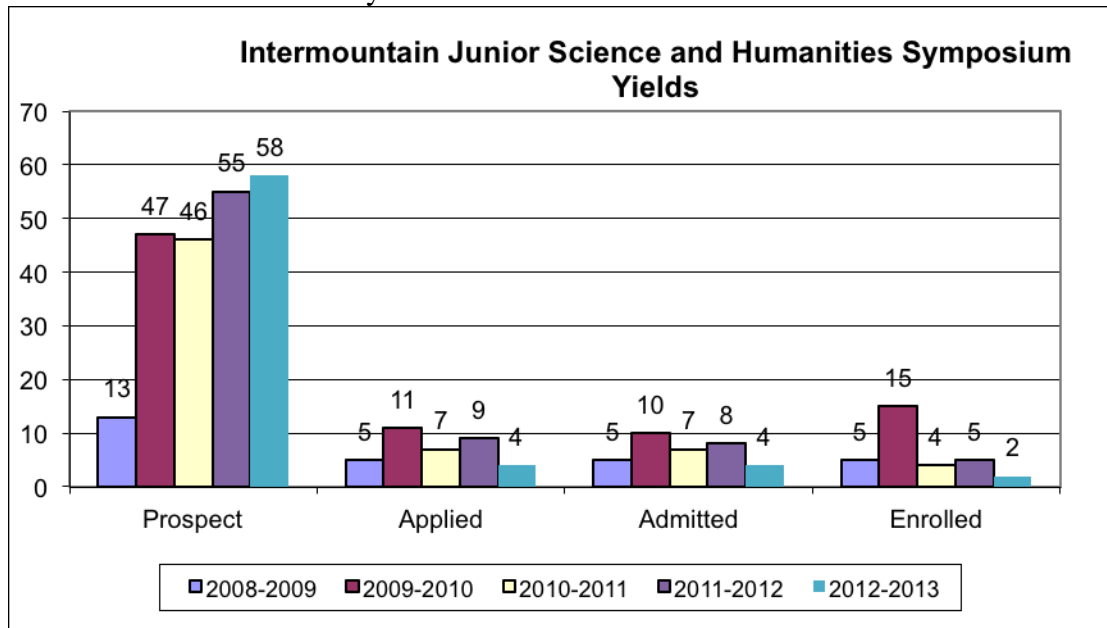
Utah High School Counselor Conference

We saw a decrease in the number of people participating this year. Part of this is due to the fact that last year we held the conference on a day that one of the local school districts was closed.



Intermountain Junior Science and Humanities Symposium

In 2012-2013, we hosted 110 students at the symposium, 23 of which were seniors. We had 16 schools participating this year. Because students can participate anytime between grades 9 and 12, we determined our admit to enrolled yield by pulling all seniors in our database that had attended the IJSHS at any point in their college career. As such there were 58 seniors in our database that had attended IJSHS at least once. From this group we saw a decrease in the number of participants who applied, were admitted and ultimately enrolled.



Marketing and Communications

With the expansion of our use of the Hobson's CRM, we continued to increase our communication to prospective students using print and electronic communication, telephone, and online-chats.

Our **Print Communications** included an initial mailing to first year students that consisted of a letter and the freshman viewbook. In addition, there were messages to students throughout the year, including scholarship and application reminders, and invitations to events such as Connecting U Days; Red, White & U; Bringing the U to You events; and the Scholarship Reception.

In the previous year, recruitment messages concerning campus visits, academics, student life, affordability, and student outcomes had been produced as postcards and mailed. For this year, those were delivered electronically as emails. However, several new printed pieces were created, including an expanded "cold call" piece, which was developed for and mailed to students whose information was purchased via ACT. Our focus was on high achieving students, diversity students, and women.

In conjunction with a newly developed admission packet, which was produced by Hobsons, we created a series of follow-up touches which included a "welcome letter" from the dean of the college in which an admitted student indicated interest, and a letter from John Curl in Financial Aid & Scholarships, assuring students that there was help in funding their education. Parents of admitted students also received a postcard congratulating them on their student's admission and informing them of important upcoming dates.

We mailed out about 40,000 viewbooks; 14,500 postcards (reminder and event invites); 146,800 search postcards; 17,471 letters (letter from the Deans, Financial Aid Director, etc); and 5437 yield books.

Our **Email Communications** consisted of emails sent as follow-ups to each of our publications, one time event invitations, and automated emails that were sent when a student took some sort of action on their admission.

A total of 429 different type of emails went out, including several which sent multiple times (Honors Interest, RFI responses, Application and Admissions checklist notifications, and reminders for Orientation and paying the enrollment fee). These emails went to a total of 1,429,591 contacts. After taking out all the bad emails we had a received rate of about 98% with an open rate of about 26%. For those emails with embedded links, we had a click-thru rate of about 13%.

The **CRM Telecenter Module** was utilized for 28 calling campaigns consisting of reminder phone calls for students that had registered for on campus events, deadlines, and next steps in the enrollment process. Two of these campaigns were done in

partnership with the Alumni Association and Parent Association to make calls to newly admitted student and the parents of scholarship recipients respectively.

New this year, we tested one **video chat/“Hangout”** via Google this year. That chat was held on April 22 and featured Ambassadors Westin and KayLene, Pablo Martinez and Mateo Remsburg. An invitation to attend was sent via Hobsons on April 18, and about 34 students attended. The session was successful in that we received a multitude of questions (more than could be addressed live). Questions not addressed in the video session were answered via email offline. While we felt there was some success, the overall process was somewhat rough and very educational. The number concern was our inability to answer all the questions posed to us on the live chat. Those that were not addressed during the call were addressed via email afterwards.

We also provide online resources through our **Counselor Webpage** on the Admissions Website. This page features links to various resources for counselors including an interactive map listing Admissions Counselors for the entire country, and the current freshman profile. In addition, each month an electronic newsletter titled ‘**Counsel With U**’ is posted online, with an accompanying email to all counselors who have opted in (just over 1200), with information about upcoming events and campus updates for counselors to share with their students.

During the summer of 2013 we combined the Admissions Office and the Student Recruitment Websites into one new **Office of Admissions Website**. This new site is more streamlined and user friendly and the we are proud to have one URL, admissions.utah.edu.

Data Entry Unit

Unit Highlights

- Unprecedented cross training throughout the office created better efficiency with entering transcripts and purging files. Entering transcripts took up to 2 weeks to enter during our busy time, when we had more than 10,000 transcripts waiting to be entered.
- In June 2013 the Student Recruitment data entry staff combined with the Operations data entry staff. In July, the Operations Reception area combined with Data Entry. The Supervisor of Data Entry position was reclassified to a Manager of Data Entry, and oversees the front reception desk, incoming mail, data entry of contact cards and transcripts, and reviewing suspense records of online applications as well as TOEFL, ACT, SAT, GRE, and AP test scores.

Year in Review

- Managed the purge of 11,179 inactive paper files, and 8,548 active paper files, for a total of 19,727.
- Supported two interns from the Upward Bound Pre-Bridge Summer Program.
- Hired 5 part time temporary student workers to assist with matching and filing from November to March.
- Electronic Transcripts received between 10/2012 and 10/2013:
 - eScrip-Safe: 413
 - Top sending schools: University of Phoenix (123), Arizona State University (41), Colorado State University (40)
 - Parchment Exchange: 3843
 - Top sending schools: Judge Memorial High School (298), Juan Diego High School (138), Rowland Hall (102)
 - National Student Clearinghouse: approximately 9,500
 - Joint Services Transcripts: 5
- Added AVOW (now part of Parchment Exchange) and Joint Services Transcripts to our list of accepted electronic transcript vendors.

Undergraduate Admissions Processing (Domestic)

Highlights

- Rewrote the undergraduate admissions policy, Policy 6-404, with the Credits and Admissions Committee to add definitions, clarify the scope of the Credits and Admissions Committee, include holistic review and the deferment policy. Created the Undergraduate Philosophy Statement to guide holistic review.
- For summer and fall 2013, we began evaluating domestic freshman holistically. As part of this change, we implemented specific notification dates when freshmen would know of their admissions decision.
- In June 2013, we combined Transfer Admissions, Freshman Admissions and Transfer Articulation to Undergraduate Operations. A new position was created as part of this change, the Assistant Director of Undergraduate Operations. The Supervisor of Transfer and the Supervisor of Freshmen positions were reclassified to Supervisor of Applicant Services and Supervisor of Processing.

Year in Review

- Updated undergraduate application to include Honors Application, activities and family information.
- Made all PDF forms on our website ADA compliant
- Began using Nolij Web workflow for holistic review and the appeal process.
- Special Programs
 - HB144 – awarded 58 tuition waivers for spring, summer and fall 2013 semesters (S13: 3, U13: 3, F13: 52). This waiver of non-resident tuition is granted for students who attended a Utah high school for three or more years and graduated; do not hold a valid non-immigrant visa; signed an affidavit that they are currently without lawful immigration status but have files or will file an application to legalize their immigration status. Created a website specifically for HB144 applicants to answer potential questions and provide other sources of scholarships or financial aid.
 - Border Waiver – high schools in Evanston, Lyman and Mountain View, WY and Wendover, NV received a waiver of non-resident tuition for one year. Awarded 1 for Fall 2013.
- Fall 2013 - Began collecting an enrollment deposit for domestic freshman only.

Deposits for Fall 2013

Deposit Status	Female	Male	Unknown	Total
Extension	109	98	2	209
Not Coming	96	82	1	179

Deposit Status	Female	Male	Unknown	Total
Paid	1690	1762	26	3478
Total	1895	1942	29	3866

- Fall 2013 - Started the Admissions Deferment

Deferral Stats

Reason for Deferment	Pending Decision				Deferral Approval / Gender				Granted				Grand Total
	F	M	U	Total	F	M	U	Total	F	M	U	Total	
Humanitarian Service	2			2		2		2	2	3		5	9
Illness		5		5					2	7		9	14
Military Service		1		1					5	6		11	12
Other Extenuating Circumstan..	12	14	1	27	4	13	1	18	5	3		8	53
Religious Service	12	44		56	1	2		3	21	363	1	385	444
Grand Total	26	64	1	91	5	17	1	23	35	382	1	418	532

Sum of Admitted broken down by Deferral Approval and Gender vs. Reason for Deferment. The data is filtered on Deferred Admissions to Term and Admit Term. The Deferred Admissions to Term filter excludes Null. The Admit Term filter keeps 1138.

- Processed non-matriculated applications.

For all of Undergraduate Processing:

- Total applications processed in 2013:
 - Freshmen: 10,689, up 1%
 - Transfer: 6,341, up 5%
 - Non-traditional: 107, down 32%
 - Note: policy was rewritten, making the requirements stricter for non-traditional applicants.
 - Second Bachelor: 643, up 2%
 - Readmit: 2,234, down 10%
 - Note: previous years included renewal applications. Now renewal applications are included in the specific applicant type (i.e. freshman, transfer, etc.)
- Appeal Process - Formalized and implemented a new appeal process beginning with U13 processing. Formally the 5% program, the new appeal process requires sponsorship from a department, but only after applicants have been denied. An appeal form and two letters of recommendation are also required.
 - 203 applicants appealed
 - Freshman:
 - 1st notification date: 68 appealed, 53 admitted (78%)
 - 2nd notification date: 40 appealed, 31 admitted (78%)
 - 3rd notification date: 20 appealed, 20 admitted (100%)
 - Rolling: 8 appealed, 5 admitted (63%)
 - Transfer:
 - April appeal deadline: 21 appealed, 12 admitted (57%)

- June appeal deadline: 27 appealed, 21 admitted (78%)
- July appeal deadline: 13 appealed, 9 admitted (69%)

Highlights

- Developed and implemented a new process to admit transfer students in a more efficient manner, allowing students to receive an admissions decision 2-3 weeks earlier than previous years.
- AP scores were automatically downloaded into PeopleSoft, and credit evaluated and posted without the need for a student request. Additionally, posting the AP credit was done well before Fall semester began; in previous years we were posting through the first few weeks of Fall semester.

Year in Review

- Participated in a meeting with advisors from Salt Lake Community College regarding transfer processes.
- Attended a meeting with Salt Lake Community College and the Office of Equity and Diversity to discuss transfer issues.
- Test and Special Credit updates:
 - House Bill 254 – College Credits for Veterans, passed in the Legislature. During the summer of 2013, the Board of Regents recommended using the American Council on Education (ACE) Military Guide to determine transferability. Began awarding credit that is both ACE recommended and parallel to coursework taught at the U.
 - Reviewed the process of how students purchase language credit and how the University posts the credit. Students can only be awarded for one language, and must be awarded a full 16 credits.

Transfer Articulation

- Tested for AcademyOne, the new state transfer articulation system

Updated the Utah System of Higher Education (USHE) Transfer Articulation Guides:

SCHOOL	NUMBER OF COURSES 2012-13	NUMBER OF COURSES 2013-2014
BYU-IDAHO	322	318
DIXIE	231	247
LDSBC	22	28
SLCC	298	293
SNOW	193	195
SUU	324	317
USU	559	566
USU EASTERN	See USU	See USU
UVU	428	424

SCHOOL	NUMBER OF COURSES 2012-13	NUMBER OF COURSES 2013-2014
WEBER	481	466
WESTMINSTER	124	127

*While not required of USHE institutions, updated 356 courses for BYU (353 for 2012-13)

Updated information for the University of Utah Getting Ready Guides:

<u>SCHOOL</u>	<u>NUMBER OF DEPARTMENTS WAIVING MAJOR REQUIREMENTS 2012-2013</u>	<u>NUMBER OF DEPARTMENTS WAIVING MAJOR REQUIREMENTS 2013-2014</u>
BYU	49	48
BYU-IDAHO	49	51
DIXIE	49	49
LDSBC	27	27
SLCC	55	57
SNOW	51	51
SUU	48	49
USU	50	50
USU EASTERN	See USU	See USU
UVU	52	56
WEBER	51	52
WESTMINSTER	48	50

International Admissions Processing (Undergraduate and Graduate)

Highlights

- Proposed and implemented an increase of the English proficiency requirement at the University of Utah for undergraduate students to help enhance the international admitted class as well as to make University requirements comparable to peer and PAC-12 institutions.
- International freshman admission processing mirrored the holistic process implemented by the domestic area and switched decision notification to drop dates.

Year in Review

International Admissions

- The English proficiency requirement for undergraduate students was significantly raised for fall 2013 admissions:
 - TOEFL raised from 61 iBT (500 pBT) to 80 iBT (550 pBT)
 - IELTS raised from 6.0 to 6.5
 - Conditional admission (Global Pathways) raised TOEFL from 45 iBT (450 pBT) to 61 iBT (500 pBT) and IELTS from 4.5 to 5.5.
- Processed 2,092 undergraduate applications which was a 286/12% decrease and received 3,307 graduate applications which was a 191/5.5% decrease. Admitted 1,351 undergraduates for a 330/20% decrease and 921 graduates for a 4/0.4% decrease.
- Processed applications for Kaplan Global Pathways. Following are the admit/enrolled ratios by semester: Spring 2013 135 (14% increase)/75 (11% increase); Summer 2013 101 (29% increase)/68 (34% increase) and Fall 2013 190 (44% decrease)/79 (61% decrease). Overall, admitted 426 (20% decrease) and 222 enrolled (27% decrease).
- Processed applications for Graduate Global Pathways. Overall, received 79 applications (45/36% decrease) and admitted 51 (1/2% decrease).
- Processed 245 international student exchange applications for the International Center and Study Abroad Center.
- HB 118: Awarded 36 tuition waivers for Spring, Summer and Fall 2013. This waiver of non-resident tuition is granted for students who are on a legal U.S. visa and completed three years at and graduated from a Utah high school.
- Implemented a new process to evaluate, admit, and notify international freshman students to support the new holistic admission process.
- Presented a session at the Utah Board of International Educator's Conference about International Admissions at the University of Utah.
- Participated in a tabling event for the Refugee Conference held at the University of Utah.
- Invited to present in a meeting to train University College advisors regarding international admission practices.

- Participated in discussing immigration issues with the PDSO and DSO's in the International Center to work through concerns and workflow issues.
- Began discussing and implementing changes regarding the opening of the University of Utah Asia Campus at Songdo Global University.
- Consolidated a grading scale conversion reference sheet for the United Kingdom and the Republic of Ireland.

Graduate Admissions Processing (Domestic)

Domestic Graduate Statistics Highlights

- Total domestic graduate applications processed in PS were 5,693; this was a 10.2% decrease from 2012 = 6,339.
- Total domestic graduate applicants admitted in PS were 2,844; this was a 16% decrease from 2012 = 3,384.
- Total domestic graduate applicants enrolled in PS were 2188; this was a .046% decrease from 2012 = 2,293.
- Total Medical applicants admitted in PS 2013= 117.
- Total Dental applicants admitted in PS 2013 (first year) = 21.
- Total Law applicants admitted in PS 2013= 371.

Graduate Highlights

- Julie Hottes was promoted from an Academic Program Support Specialist in the Graduate Division to be our new Systems Support Coordinator, which supports the online AY graduate admissions application processes. She and Brandon Ritter worked to finalize the 2013 annual updates with Hobsons Support Staff, to meet the needs of both the Office of Admissions and various academic departments on campus. Each year since its implementation, the AY application system is improved to better meet the needs of our students and the academic departments as well as our office. AY application system statistics from August 1, 2011, go live date to October 2, 2013, inclusive of all terms beginning with Spring Semester 2012:
 - In Progress Applications 8,691
 - Applications Submitted to date 19,306
- The Graduate Admissions Committee Exception Rule, which was implemented in 2012, is now in full use by graduate academic departments/programs. This policy allows each graduate academic department to select an applicant that does not meet the Graduate School admissions requirements as an exception to the rule. These applicants are not required to have the Graduate Admissions Committee review or sign off on their admissions files for exception to admission policy. For the 2013 year, a total of 52 applicants were admitted through this exception program.
- The Graduate Admissions Committee and our office processed the following number of committee cases to determine if an exception to Graduate School admissions requirements should be allowed:

Committee Decisions	Fall 2013	Spring 2013	Summer 2013	Total
Administrative Action: Dean/Assoc. Dean sign off	1	0	0	1
Administrative Action: Exception rule	39	7	6	52

Committee Decisions	Fall 2013	Spring 2013	Summer 2013	Total
Administrative Action: GPA rounds to 3.0	35	4	0	39
Administrative Action: Last 2 years rounds to 3.0	9	2	3	14
Administrative Action: Masters above 3.0	53	6	3	62
Administrative Action: Other	13	3	1	17
Admit	23	3	4	30
Deny	7	0	0	7
Probation Admit	6	0	0	6
Total	186	25	17	228

- We continued to learn the functionality of the AY WebCenter System and developed the use of “Batch Processing” in the AY WebCenter to do bulk processing of hundreds of denial and No Action decisions received from all of the academic graduate departments. This greatly improved the amount of time required to process these decisions in our office. In addition, we used a system-generated email and template process in AY to inform applicants of the final decision on their file for those applicants that were denied or had a No Action decision. Not having to print, proof, and mail hundreds of decision letters saved the graduate area significant time, in which they were then able to improve overall in their other processing steps.
- We requested that our Data Entry division hand out all graduate admissions application files to our area upon receipt. This allowed us to cease running numerous queries on a daily basis to determine what files we needed to begin evaluating.
- Achieved division goal of having fall semester file purge completed before our busy season began last October.
- We started requiring all applicants use the AY online application, except for graduate applicants that were just trying to get readmitted to a program they had previously attended but failed to maintain continuous registration.

Staffing Highlights

- We developed a new division in the Office of Admissions by combining the graduate admissions staff and the residency staff into one team with Dallas Nelson as the Supervisor. We dropped two student clerical positions by attrition and gained two additional full-time Academic Program Support Specialists. The division now functions with one supervisor and five full-time Academic Program Support Specialists.
- New staff members:
 - Richard Campbell, full-time Academic Program Support Specialist
 - Hannah Gramson, full-time Academic Program Support Specialist
 - Cynthia Hottes, full-time Academic Program Support Specialist
 - Kaitlin Lindsey, full-time Academic Program Support Specialist

- Resignations – Cheryl Butler Hann, Project Coordinator in Residency; Brogan Heden, Student Clerical Assistant; William Harrison Smith, Student Clerical Assistant.
- For the year 2013, our graduate and residency busy periods saw a significant improvement in the amount of time files were processed and applicants notified of a final admission or residency decision. For example, in past years when evaluating graduate admission applications, we consistently ran three to four weeks out during the busiest processing time. This past year, this time was reduced from one to three weeks out during the busiest processing time. A primary reason for our success in 2013 was that we were able to add a new full-time Academic Program Support Specialist to our staff. This person assisted in both residency and graduate processes.
- Further trained all staff in graduate and residency areas to assist with the completion of both the active and inactive purge of admissions files.
- With seeking to improve our processes, we found that it allowed us to cross train our staff to assist other areas of the office during their busy periods as well.
- Committee Memberships
 - Su’Ann Johansen served on:
 - U of U Graduate Admissions Committee (ex-officio)
 - Utah State Residency Officers
 - U of U Commencement Official
- Conferences attended – Utah Association of Collegiate Registrars and Admissions Officers Annual Conference

Residency

Highlights

- Residency staff and Student Recruitment supported the Office of Orientation by presenting multiple residency sessions for both the Parent and New Student orientation programs during the summer months of 2013. Presentations explained the state residency law and how a student may qualify and apply for residency reclassification. Admissions Counselors from the Office of Admissions Union side presented at the student orientation programs, while residency staff presented at the parent orientation sessions and processed residency reclassifications for fall semester consideration.
- Su'Ann provided a training session on residency eligibility to New Student Orientation Leaders.
- Su'Ann presented residency information sessions for Occupational Therapy interview candidates and for the Physical Therapy interview candidates.
- The Attorney General's Office rendered a more stringent interpretation on the policy regarding eligibility of foreign nationals to gain residency reclassification. Where we had been working with students in a few visa categories (H1-B, H-4, L-1, and L-2) as well as working with students that had received their Notice of Action form confirming their I-485 Application to Adjust Status had been filed with USCIS, the new interpretation requires a foreign national to have gained permanent resident status through the U.S. Citizenship and Immigration Services before they may apply for residency reclassification for tuition purposes. Although the number of our students affected was small, the impact to the individual student was devastating.

**NUMBER OF APPLICATIONS FOR RESIDENT RECLASSIFICATION AND
RESULTS OF RESIDENCY REVIEWS**

Based on calendar year January – December 2013

<u>YEAR</u>	<u>TOTAL NUMBER OF PETITIONS</u>	<u>RESIDENT (GRANTED)</u>	<u>NONRESIDENT (DENIED)</u>	<u>INCOMPLETE FILES (MISSING INFO)</u>	<u>% OF SUCCESS</u> 1) WITH INCOMPLETE FILES INCLUDED 2) COMPLETED FILES ONLY
2000	1678	1237	161	280	74% / 89%
2001	1746	1358	154	234	78% / 90%
2002	1626	1070	261	295	66% / 80%
2003	1587	1244	221	122	78% / 85%
2004	1623	1303	211	109	80% / 86%
2005	1626	1376	133	117	85% / 91%
2006	1686	1418	141	127	84% / 91%
2007	1645	1380	151	114	84% / 90%
2008	1837	1431	231	175	78% / 86%
2009	1900	1537	171	192	81% / 90%
2010	1778	1469	155	154	83% / 91%
2011	1772	1527	104	141	86% / 94%
2012	1846	1591	127	128	86% / 93%
2013	1831	1516	149	166	83% / 91%

- Statistical comparison of 2013 to 2012:
 - Down by 15 applications over 2012. This is a .008% decrease over 2012.
 - We granted residency to 75 fewer students in 2013. This is a decrease of .047% over 2012.
 - We denied 22 additional students in 2013. This represents an increase of .173% over 2012

Student Affairs Committee Memberships

Please indicate whether the committee is Student Affairs (SA), U of U, or another group/organization along with the committee name. If you have a leadership role on the committee, please indicate so in parentheses.

STAFF

COMMITTEE

Department Name

Last name, First name	Committee 1 Name (role) Committee 2 Name (role)
Lopez, Matthew	U of U Credits and Admissions Committee U of U SEM Committees, Retention and Enrollment U of U Asia Campus Student Affairs Planning Committee UIT University Student Support Services Portfolio Committee U of U Online Advisory Committee U of U Commencement Official U of U Prospective Student Marketing Committee Utah State Residency Officers Committee Rocky Mountain Association of College Admissions Counseling (RMACAC) (Executive Board Member) National Association of College Admissions Counseling University RMACAC Regional Delegate (Delegate)
Johansen, Su'Ann	U of U Graduate Admissions Committee Utah State Residency Officers Committee U of U Commencement Official
Lythgoe, Maren	U of U Credits and Admissions Committee U of U University Academic Advising Committee U of U Commencement Official Utah Association of Collegiate Registrars and Admissions Officers (UACRAO) Executive Board (Secretary) Utah State Transfer Articulation Committee
Wayment, Suzanne	U of U Credits and Admissions Committee U of U Graduate Admissions Committee Utah State Transfer Articulation Committee U of U Commencement Official
Muncey, Janet	U of U University Academic Advising Committee Utah State Transfer Articulation Committee
Patel, Rachana	U of U Student Affairs Diversity Council (Certificate Coordinator) Employee of the Semester- Office of Admissions (Spring 2013)
Swanigan, Nakita	U of U Staff Council (Development Chair)
Martinez, Pablo	U of U Student Affairs Diversity Council

STAFF

COMMITTEE

Department Name

Last name, First name	Committee 1 Name (role) Committee 2 Name (role)
	U of U Understanding Diversity Seminars Committee (co-chair) U of U Student Engagement Steering Committee U of U L.H. Miller Enrichment Scholarship Committee U of U Union Leadership Scholarship Committee
Robbins, Nick	U of U Student Affairs Sustainability Committee
Minor, Aretha	U of U Office of Engagement Steering Committee U of U President's Commission on the Status of Women USHE College Access Network of Utah (CANU) Steering Committee Alberta E. Henry Educational Foundation (Trustee)
Nicholson, Kelsey	U of U Transfer Coordinating Council
Coleman, Holly	Prospective Student Marketing Steering Committee
Remsburg, Mateo	U of U Prospective Student Marketing Steering Committee Utah Council for Secondary and Postsecondary Relations (President)

Student Affairs Awards And Recognitions

Please indicate both the title of the award and the organization that gave the award, in the boxes.

STAFF

AWARDS AND RECOGNITIONS

Department Name

Last name, First name	Award title, from Example Organization
Ekins, Christie	Student Affairs Diversity Certificate of Training, Student Affairs Diversity Council
Martinez, Pablo	Professional Development Scholarship, U of U Student Affairs
Merrill, Brad	Employee of the Semester- Office of Admissions (Spring 2013)
Hottes, Julie	Employee of the Semester- Office of Admissions (Spring 2013)
Kerksiek, Madeleine	Employees of the Semester- Office of Admissions (Spring 2013)
Hall, Felicia	Employee of the Semester-Office of Admissions (Spring 2013)

Student Affairs Presentations And Publications

*Please indicate any presentations at regional or national professional conference or meetings, as well as journal publications. **Please do not include on-campus presentations to other departments.** Please use APA format for all citations. Bold names of staff members in your department.*

Presenter, A. A., & Presenter, B. B. (Year, Month). *Title of presentation or poster.* Paper or poster session presented at the meeting of Organization Name, Location.

Lopez, K., & Wayment, S. (2013, March). *All in one and one for all: International admissions at the University of Utah.* Presented at the meeting of the Utah Board of International Educators, Salt Lake City, UT.

Lopez, M., Remsburg, M & Lythgoe, M. (2012, September). *Holistic admissions at the University of Utah.* Presented at the annual Utah System of High Education's High School Counselor Conference, Lehi, UT.

Lopez, M. (2012, October). *Holistic admissions and updates from the University of Utah.* Presented at the High School Counselor Conference, Salt Lake City, UT.

Lopez, M., & Dilley, D. (2012, November). *What is "holistic admissions"? How do college/universities use it and why?* Presented at the Utah School Counselor Association Annual Conference, Provo, UT.

Lopez, M., Ray, C. & Rinehart, T. (2013, May). *Pardon the interruption-let's play by the rules: A debate and discussion surrounding admissions best practices and code of ethics.* Presented at Rocky Mountain Association of College Admissions Counseling Annual Conference, Salt Lake City, UT.

Lopez, M., Darling, A. & Inman, S. (2013, June). *Breaking barriers: "Skillfully" crossing major to career boundaries.* Presented at the Annual Comprehensive Counseling and Guidance Program, Heber City, UT

Lythgoe, M.B. (2013, May). *Surviving a cyclone – An adventure in change.* Presented at the Rocky Mountain Association for College Admission Counseling Annual Conference, Salt Lake City, UT.

Martinez, P.S, & Nicholson, K.M. (2013, May) *Identity in the fast lane: Examining today's multi-faceted diverse prospective student.* Rocky Mountain Association for College Admissions Counseling Annual Conference. Salt Lake City, UT

Patel, R., Swanigan, N., Taylor, T. (2013, May). *Wholly holistic!* Presented at the Rocky Mountain Association for College Admission Counseling Annual Conference, Salt Lake City, UT.

Remsburg, M., Coleman, H. & Harris, B. (2013, May). *Implementing and utilizing a CRM: Lessons learned.* Presented at Rocky Mountain Association for College Admissions Counseling Annual Conference. Salt Lake City, UT.

Rensburg, M. & Coleman, H. (2013, May). *So you want to work from home: Lessons in successful telecommuting.* Presented Rocky Mountain Association for College Admissions Counseling Annual Conference. Salt Lake City, UT.