



**Women's Enrollment Initiative WEI (2017-2018)  
Student Affairs Departmental Annual Report**

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## **Student Affairs Departmental Annual Report Women's Enrollment Initiative (WEI)**

### **2017-2018**

During the 2017-2018 year, the Women's Enrollment Initiative continued to carry forward this Presidential Initiative. We are encouraged by the positive support and interest of the greater campus community to collaborate, trouble-shoot, and strategize best practices to address barriers that women experience in attending or staying at the University of Utah.

Our year started out with the on-boarding of a new position to our team. This position fills the need to purposely bring the Initiative to the student body by engaging with them where they are at. Jenna Matsumura, M. Ed. joined our small team in July. As a University of Utah alumnae, Jenna has brought familiarity with the campus in addition to a real passion to assist students. Her deep understanding of student development and higher education are invaluable as she engages with a variety of prospective and current students face-to-face and through social media, which has given us greater visibility not only on campus but also in the community. She consistently and creatively brings the message of "Women Wanted" to all that she does.

As a team we have been excited to be invited into the work of academic departments and teams to collectively offer our extra set of eyes to marketing materials, serve as sounding boards for talking points, and help other entities highlight the work that is already being done to elevate the status of women. We look forward to increasing these collaborations as well as bringing this work to the Enrollment Management team. Together with campus and community leaders we can help deliver a diverse, college-educated population that can fill important gaps in our labor force.

This annual report offers a snapshot of the WEI's successes, strategies and efforts in place to support the complexity of needs and interests of women at the University of Utah.

## Key Activities

### 1. **Key Activity: Marketing, Website, and Social Media**

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Staff created, updated, and distributed up-to-date marketing materials and promoted its “Women Wanted” and “WomanUp” campaigns through clear messaging, information, and social media. The increased web and social media presence highlights women related resources and connects students to events and opportunities here on campus and in the community.

#### a. **Goals**

1. Dynamic web and social media presence
2. Cross market resources available on campus
3. Creatively increase awareness of WEI

#### b. **Desired Outcomes**

1. Increase awareness of the WEI and use of campus and community resources
2. An increased utilization of the WEI website, specifically the “Thinking of Leaving” form on the WEI website to best understand why women are thinking of leaving and increase ways to respond

#### c. **Data**

Our consistent goal is to have a greater visibility on campus and with students. Due to our location in the Veterans Support Center, students are not simply going to stumble upon us. The WEI has made every effort to bring awareness (via social media and marketing) to prospective and current students, and campus and community partners. We currently have 334 followers on Facebook (up from 250 a year ago). Our posts that relate to scholarships, women of color, and those that highlight University of Utah staff, faculty and students consistently have the highest engagement, and also echo the needs that students tell us in that they are struggling to stay in school due to finances and/or a lack of community or support.

Through a close relationship with University Marketing and Communications (UMC) we have created new take-away items that best represent our brand for different populations. Again through this partnership with UMC we were able to make some significant changes to the layout and content of our website. This design will fully roll out and align with Enrollment Management’s website re-design. We will continue to engage Enrollment Management’s team to determine the best ways to utilize the WEI to impact the admissions funnel as well as throughout the student lifecycle.

**d. Alignment**

This goal aligns with the Student Affairs objectives and values of Student Engagement (#1), Collaboration (#5), and Leading Edge Technology (#7). WEI does not need to re-create things that already exist, but rather help support and promote the myriad of opportunities for students who are here as a key piece to retention. As much as the work is relational and focused on one-on-one interactions, it is also necessary to meet students where they are at, which is often through their phone and online.

**2. Key Activity: Campus and Community Outreach**

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The WEI is committed to raising awareness about the challenges and opportunities women face in their educational pursuits as a way to uniquely support students. This outreach and education includes meetings and presentations with university departments and liaisons, key community stake-holders, prospective and current students.

**a. Goals:**

1. Identify, educate, and collaborate with campus departmental liaisons regarding resources, services, and barriers that students face.
2. Promote campus resources, opportunities, and offerings for women-identified students.
3. Target outreach and establish connection with all women-identified student groups.
4. Increase programming for women identified students by collaborating with community partners to engage them in the WEI.

**b. Desired Outcomes**

1. Increase the number of WEI presentations and trainings to promote resources that support student graduation.
2. Collaborate with departments to highlight on-going/existing resources.
3. Assist students in building their support networks.
4. Educate the community and stakeholders about the importance of women attending and completing higher education.

**c. Data**

This year, we continued to build the awareness and momentum of this initiative. During the past year, the WEI has given 51 outreach presentations (reaching 1500 people) to student organizations, academic advisors and departments, incoming students, and other campus and community entities about this initiative and how they can be involved. Outreach events, such as the WEI Ice Cream Social and the Bagels

and Brews Mixer, brought University staff, faculty, and students together to better understand the role of the WEI on campus and within the community. Outreach events similar to HerCare and clothing popup shops will continue based on large donations and space availability.

The WEI co-sponsored the Women's Leadership Summit with the Office of Student Leadership and Involvement. It was entitled *Power to Define* and registered a record number participants. 187 prospective students, current students, alums and community members came together learn more about leadership and develop knowledge and skills in areas of diversity, social justice, and leadership theory.

The WEI also closely collaborated with the University of the Career and Profession Development Center Department on a monthly workshop series entitled *Lean In: Women, Work and the Will to Lead*. The series, which is now being offered year round instead of only during the academic year focused on helping women students, staff and faculty to navigate professional climates, salary negotiation, building confidence, and benefitting from establishing networks.

The WEI also offered a new monthly program, *GEM* (Gain, Explore, Meet). This monthly program exposed 15-20 students per event to topics ranging from the Impostor Syndrome to Eco-Feminism. For the next academic year we will be partnering with different entities across campus to better market this program and at the end of year two assess its viability.

In addition to the outreach on campus the WEI team has done presentations for community partners and at community events to elevate the profile of the WEI. These have been to alumni, high school counselors, empowerment conferences for teens and their parents as well as on community radio.

Overall our outreach has funneled 26 students to our Thinking of Leaving form and 102 referrals for one-on-one consultation to our office. The information shared in this form as well as through face to face meetings continue to underscore the need for more financial support for students as a key to retention, especially for those students who have an intersecting identity as a post-traditional student, a parent, a veteran, or are under-represented in their field of study, or are marginalized in some other way.

**d. Alignment**

The outreach and education efforts offered by the WEI align with the Student Engagement Key Activity #1, Student Engagement. These goals encouraged cross-collaborative opportunities to work toward raising program awareness on campus and within the community at large. In doing so, we were able to better discern the needs of women students, direct them to multiple campus/communal resources, and plan for programming that supports their recruitment and retention. In an effort to work towards boosting outreach, and in alignment with the Key Activity of Exemplary Staff, we added an Outreach Coordinator to the Women's Enrollment Initiative staff.

### **3. Key Activity: Recruitment**

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#### **a. Goals**

1. Collaborate with Enrollment Management to offer a women's lens to recruiting materials and efforts

#### **b. Desired Outcomes**

1. Increase attendance of women at the University of Utah
2. Support in the creation and marketing materials directed to women

#### **c. Data**

OBIA's fall report demonstrated that first year women's enrollment was up 13% from fall 2016. As an institution 47% of our undergrads are women, and our 6 year graduation rate is 68% for women vs. 67% for men. Benchmark institutions are usually 6% higher for women than men. This last year the WEI was invited to help the Department of Economics look at how they are presenting themselves both internally and externally to better recruit and retain women. Serving as an extra set of eyes the WEI was able to help this department better market who they are in a way that promotes the gendered lens of their program as well as attracting women identified students. The WEI utilizes that same approach in working with UMC and the Admissions team looking at marketing materials and suggesting what may or may not resonate with prospective students. We appreciated teaming up with the admissions team to support spring yield events including Red White and U and local receptions. As a team we reached out to over 2000 women identified students who were accepted but hadn't confirmed their intent to enroll or signed up for orientation. We look forward to more invitations from the Enrollment Management team to help yield the student body each year.

#### **d. Alignment**

The recruitment efforts offered through the WEI align with the Student Affairs Strategic Objectives Key Activity #3, Commitment to Diversity, and #1, Student Engagement. We know that as an institution is a goal to continue to bring in the most academically prepared and diverse class each fall and the WEI continues to support that goal.

### **4. Key Activity: Assessment, Evaluation, and Research**

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Understanding the data that contributes to the growing research on women in higher education, particularly here in Utah, will help best inform how we, as an institution most effectively recruit, retain, and graduate women in a timely manner. Research of women student populations across the country reveals that graduation rates are slowly declining along with the numbers of incoming first year women nationwide.

**a. Goals**

1. Collaborate with AER to develop methods to document and measure all student interaction through presentations, programs, and 1:1 meetings.
2. Use utilization data to determine success of programs, services, and referrals.

**b. Desired Outcomes**

- a. Verify and validate the way WEI staff engages in women's education both on campus and in the community.
- b. Validate the utilization of the funding we are receiving.
- c. Design effective programming and connect students to support services

**c. Data**

As the liaison with AER, the Women's Education Specialist works with the AER team to look at current assessment tools being utilized by the WEI. The WEI utilize a contact, presentation tracking, and programming attendance and evaluation form (implemented the latter in Spring 2018).

While the Thinking of Leaving form is most likely under-utilized due to awareness about it, for those students who utilize it (26 in FY 17-18), staff have been able to follow up with the students within 24 hours and immediately respond to critical needs that are impacting the student's retention. A general student contact form is now being utilized to inform staff about who is reaching out to the WEI and the services or supports they seek. A joint outreach form is being used by all WEI staff, interns and the graduate assistant to best understand how and where we interface with students. Because we are capturing student emails, we can follow up with them when there is applicable programming, community events, or deadlines related to their interests and needs. As AER utilizes a new platform we look forward to the ways it may provide data to not only inform programming participation but also inform our office on larger recruitment and retention trends.

**d. Alignment**

This area falls directly in line with the Student Affairs Key Activity #6, Assessment, Evaluation, and Research, which underscores all activities. It also includes #3, Commitment to Diversity, in that intentional efforts are being made to prioritize specific groups and populations that might be more likely to struggle with persisting in their education.



**5. Key Activity: Team and Professional Development**

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**a. Goals**

1. Provide opportunities for personal growth of staff and students at the WEI

**b. Desired Outcomes**

1. Provide professional development for staff through in-services, workshops and conferences within the academic year
2. As a team utilize evidence based research and best practices to inform the work with students
3. Recruit and retain highly qualified staff
4. Work collaboratively with the Women's Resource Center to support their services

**c. Data**

WEI staff and student staff expressed interest in connecting with the local, regional and national NASPA professional networks. Both staff attended the Multicultural Institute sponsored by NASPA in New Orleans in December 2017, and also completed the Student Affairs Diversity Council's training modules. The AVP and the Outreach Coordinator are both active members of the SADC and give back to Student Affairs in a myriad of ways. The Education Specialist enrolled in the Leadership Development program offered through Human Resources. She is also a member of Utah Women in Higher Education (UWHEN), and participates in their campus wide trainings and their annual state conference. We are identifying trainings and opportunities to best inform us on best practices in Enrollment Management specifically around the retention and recruitment of women.

**d. Alignment**

Team and professional development goals align well with the Student Engagement, Professionalism, Commitment to Diversity, Collaboration, and Best Practices key activities. The "Woman Up" campaign is a unique call to WEI and WRC to internally practice what we desire from the campus and community to constantly "woman up for the next generation of women."

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## Plan For The Future

### I. Anticipated Challenges & Opportunities By Key Activity

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This year the goal of establishing momentum for the WEI was aided by increasing our presence on campus and in the community, increasing our visibility with women students directly, and collaborating with departments at the University of Utah. We have made great strides towards this goal and know that ongoing work will help us maintain and further our continued growth, particularly as we expand not only our team but our committed liaisons. This growing group of liaisons is willing to help us advocate for women, generate student interest and involvement, support collaborative efforts, become a mentor, and effectively communicate the WEI goals and its mission.

#### Challenges

The lack of office space continues to remain an on-going concern for WEI staff. The current WEI Education Specialist and Outreach Coordinator are in a shared office that is separate from the Women's Resource Center. We are located in the Veterans Support Center. While the WEI is grateful for the hospitality, it isn't the most welcoming space for women who are reaching out to the WEI, and is not conducive as a place for women to gather or socialize (a need that has been expressed by students). Since both staff positions share one office, it is difficult to navigate one-on-one meetings with students in this space. It would be ideal to be housed in or with some members of the WRC. This would help us avoid duplicate efforts and develop a streamlined approach to how and when we meet women students throughout their academic tenure and how to best refer them to the necessary services, resources and individuals. WEI would ideally offer a space where both team members and students are encouraged to participate and belong.

While building awareness about the WEI is our primary goal, we are also working to create an understanding that the attrition of women students is highly correlated with financial hardship for women. The lack of financial resources is often the primary reason women students leave the University of Utah. The WEI is limited in our capability to have direct access to funding opportunities and therefore needs assistance in determining how to best leverage existing funds for women across campus.

#### Opportunities

The WEI's powerful branding and messaging is definitely an opportunity to capitalize on as the University community prepares for the inauguration of our first woman President. It is our sincere hope that this remains a visible Presidential Initiative and that there is a collective effort by staff and faculty to participate in this initiative and help recruit, retain, support and graduate women. We believe through a more reciprocal relationship with

other Enrollment Management teams we could be utilized to help them hone in on their outreach to women and support of women students. We look forward to working more closely with WRC students primarily through the GoGirlz and USTART programs to help engage them in recruitment as well as assisting them in their retention once those students are no longer sponsored. We are excited at the invitation to work with specific academic departments and colleges as they look to address gender equity in the marketing, recruitment and retention of their students.

### **Recruitment**

While the WEI has been tasked in its mission to recruit women students, it hasn't been easy to identify what that might look like. With increased partnership with Enrollment Management, we are confident that the WEI can help form partnerships with K-12 pathway programs, reach out to non-traditional students as well as underrepresented students, and help inform messaging with these priority populations. As the Outreach Coordinator, Jenna will be doing targeted recruitment and assisting with recruitment and yield events as deemed appropriate by the Executive Director of Admissions. Additionally she will be facilitating a program for high school girls sponsored by the Women's Resource Center (GoGirlz). The accessibility to this population will help her assist students who are college bound.

## Staff Excellence

### I. Kirstin Maanum

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- Committees
  - Women's Leadership Summit Co-chair
  - President's Commission on the Status of Women
  - WRC Ambassador Board
  - Campus Recruitment Committee Member
  - Search committee chair for the WRC Training Coordinator position
  - Red White and U Planning Committee
  - Member Homeless Student Task Force
  
- Professional Affiliations
  - Community Health Education Specialist (CHES)
  - NASPA member
  - Utah Women in Higher Education (UWHEN)
  - Utah Women in Psychology (AWP)

### II. Jenna Matsumura

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- Committees
  - SADC
  - WLS Committee
  - SAAM Planning Committee
  - CODE Committee
  - Bennion Center Community Partner Search Committee
  - CSW Director Search Committee
  - Staff Partner for Bennion Center Alternative Spring Break
  
- Publications:
  - Garvey, J. C., Matsumura, J., Silvis, J., Kiemele, R., Eagan, H., & Chowdhury, P. (in press). Sexual borderlands: Exploring outness among bisexual, pansexual, and fluid undergraduate students. *Journal of College Student Development*.
  
- Professional Affiliations
  - NASPA member
  - Utah Women in Higher Education (UWHEN)

### III. Debra Daniels

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- Committees
  - Student Affairs Diversity Council – Co-chair

- Utah Women in Education Planning Committee
- Faculty Development Committee - College of Social Work
  
- Campus and Community Collaborations/Partnerships
  - University Neighborhood Partners
  - University College
  - Utah Women's Forum
  
- Professional Affiliations
  - NASPA member
  - Utah Women in Psychology (AWP)
  - National Association of Social Workers (NASW)