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 in general, as well as specifically at the University of Utah. 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.

Program Vision:
The Office of Student Recruitment & High School Services will become a highly functioning, strategically operated department that continually improves to meet the needs of the students and the University.
2011-2012 HIGHLIGHTS

• Approximately 36,784 people were seen by the Admissions Counselors and Student Ambassadors through 717 high school and community college visits, college and education fairs, and other off-campus recruitment activities.

• Approximately 8,200 students were seen at our on-campus events, including Daily and Saturday Campus Visits, U-Nights, Connecting U Days, Red, White & U Day, Honors Days, Honors U-Nights, U-Apply Day, and Paying for the U Day.

• A new yield program, Red, White & U Day, was implemented this past year, focused on encouraging admitted students to enroll at the U.

• Initiated and implemented U-Apply Day and Paying for the U. These programs focus on increasing the number of admissions applications and enrollment from underrepresented populations at the University of Utah.

• Significantly enhanced our communications with prospective students utilizing the Hobsons CRM including:
  o 214,276 total mailings
  o 731,821 emails
  o 14 calling campaigns, calling 3,681 students
  o 4 online chats

• The Recruitment Intern Program along with the Student Assistant, previous Student Ambassador, and a few Data Entry positions morphed into the University of Utah Student Ambassador Program, which began with a selection process during Spring Semester 2012. The Ambassador Program is a 10-20 hour per week, paid, part-time position, in which students lead tours, information sessions, attend high school visits and help with office projects during the week.

• Increased our recruitment efforts for underrepresented students by hosting the U-Apply Day and Paying for the U Day, as well as partnering with Latinos in Action to host their northern region state conference, and with the Office of Student Equity and Diversity to host the inaugural Black Student Leadership Institute.
Due to the merger of the Admissions Office and the Office of Student Recruitment and High School Services to the single Office of Admissions and the hiring of a new Director of Admissions, the development of a strategic plan has been delayed.
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 Texas.

We continued our transfer recruitment efforts at community and junior colleges with visits at different times of the day, as well as collaborating 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 six 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 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 or Recruitment Interns, 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 such as departmental advising or sitting in on a class. 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.

This is our second year offering Saturday Campus visits typically 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.
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 students. This year we increased from nine events to 11 events taking place in both the fall and spring. The goal was to provide a smaller setting for the prospective students in which to interact.

This year we adjusted the Connecting U Days event by decreasing the number of programs. We continued to partner with the New Student Orientation office, University Neighborhood Partners (UNP), Youth Education, and the School of Medicine to hold two large events. We invited prospective students, parents, family members, and community members. The event offered guests with a variety of breakout sessions from which to choose, including Admissions, Scholarships and Financial Aid, getting involved, learning communities, and living on campus. In an effort to accommodate many of our West-side community members, multiple sessions were provided in Spanish, and translation services were provided throughout the day. Activities for youth were once again provided by Youth Education in order to allow families to attend. However, this year, we developed specific programs for children—elementary-school aged and younger, and for middle school-aged students.

Red, White, & U Day was a new program that replaced the spring Connecting U Day. 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. It began with the MUSS teaching the fight song to students, along with members from the marching band. This was followed by a series of breakout sessions presented in large part by current students so admitted students could get a better sense of what the U student experience could include.

During the Honors Days, students with an index of 120+ and their parents are invited to campus for a day-long event. These students are able to attend a class, have lunch in the Heritage Dining Center with current students, learn about the Honors College, tour the Honors House and the Honors Center, and meet with an academic advisor. Honors U-Nights incorporate the same activities as Honors Days, with the addition of an evening activity and an overnight stay in the residence halls with current honors students. Students with an index of 125+ were invited to the Honors U-Nights.

In order to serve a wider audience for the 2011-2012 academic year, the Office decided to discontinue the College Student for a Day program and the Success through Academic Access and Motivation programs, instead offering more action-based college participatory initiatives including: U–Apply Day, Paying for the U, and a series of college preparation workshops.

In an effort to increase the number of applications from underrepresented communities, the U-Apply Day was implemented. This event is an evening program that provides a hands-on opportunity for
graduating seniors to visit campus and apply to the University on the spot. Admissions Counselors, Student Ambassadors and the Associate Director of Freshmen Admissions are available to answer any questions about the application or the admissions process. Students can be considered for an application fee waiver if they qualify for free/reduced lunch through their school.

The Paying for the U event is a follow-up evening program aimed at providing underrepresented, admitted graduating seniors information about different funding options to enroll at the University for fall semester. Students have the opportunity to meet with Financial Aid, Admissions, and Office for Equity and Diversity representatives to discuss the FAFSA application, how to write personal statements and to submit either or both the Diversity/Leadership Scholarship application online. Prior to the event, we communicate with prospective participants to inform them that they must submit their letter of recommendation to the Office of Financial Aid & Scholarships in order to complete the scholarship application.

In addition to U-Apply Day and Paying for the U, the division also created college preparatory workshops for underrepresented students in 9th through 11th grades free of charge. The workshops were hosted in local libraries and community centers easily accessible to West-side residents. Break-out sessions provided an opportunity for both students and parents to ask in-depth questions about building a college portfolio. Participants were also able to gather first-hand accounts about the college student experience from current college students that identify as first generation, etc.

Communications

With the implementation of the Hobson’s CRM, we were able to increase our communication to prospective students significantly 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, the Freshman information brochure and the Roadmap to the U. This initial mailing triggered the follow-up mailings of a set of five postcards that discussed visiting campus, academics, student life, affordability, and student success/outcomes. All first-year students in our database received these five postcards unless they entered into the system after April 1, at which point we phased out the postcard series. There were two additional postcards that were sent to all first-year students in the database to remind students of the scholarship and FAFSA priority deadlines. Finally, we mailed to all parents of admitted first-year students a publication with testimonials from parents of current students and a section that highlighted the support services available to students on campus.

Our Email Communications consisted of emails sent as follow-ups to the postcards that were mailed, one-time event invitations, and automated emails that were sent when a student took some sort of action.

The CRM Group Chat Module was used spring 2012 to reach out to admitted students and rising seniors with the intent of answering questions the students may have about attending the U. Four group chat sessions were held on April 11th, April 26th, May 8th and May 16th. Staffing for the chat sessions
consisted of the Admissions Counselors, Recruitment Interns, and representatives from Housing and Residential Education, Orientation and Financial Aid. These hosted group chats were by invitation only, sent out through email to our target population. The sessions were successful in that everyone was continually busy chatting with prospective students online through the module. Unfortunately at this time, the CRM doesn’t have the capability of reporting how many students were engaged in chat.

The **CRM Telecenter Module** was utilized for call jobs consisting of reminder phone calls for students that had registered for on campus events, deadlines, and next steps in the enrollment process.
**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.

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, for instance, finding out who their assigned admissions counselor is. In addition, each month an electronic newsletter titled ‘**Counsel With U**’ is posted online for counselors to share with their students, with an accompanying email going out to the counselor subscription list of roughly 800. The newsletter has information about upcoming events and campus updates for the 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 50 years. This symposium is an opportunity for high school students from Idaho, Montana, Utah, Western Colorado, 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, 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.

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. Admitted students receive information about this program when they are admitted and we followed up with an email in April encouraging them to tell us their plans if they had not yet done so. The students are directed to a website where they indicate their plans for the fall. This information was then provided to Admissions, Orientation, Financial Aid, and Housing.

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. Overall the events were very successful in serving approximately close to 2000 high school students.

We partnered with Latinos in Action, a non-profit organization aimed at increasing higher education awareness among Latina/o youth, to host the Northern Utah High School Conference for 2012. Our office—in collaboration with Office for Equity & Diversity—organized logistics, registration, and website, provided packets, and presented at workshops during the event. Over 1100 students were in attendance.

We partnered with the Office of Student Equity and Diversity to host the inaugural Black Student Leadership Institute in June of 2012. This program selected 30 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.
This marks the first year that yield data was entered and pulled completely from the Hobsons Connect system. The 2010-2011 year’s yield data was all imported from PeopleSoft into the Hobsons Connect system, after which the yield data was pulled from Hobsons. The yield data for the years 2007-2008 to 2009-2010 were all pulled from PeopleSoft. As was identified in last year’s annual report, there were several data elements that were called into question after comparing the PeopleSoft data with the Hobsons data. As such, caution is suggested when comparing the current year’s yield data with previous years, as the data and how it was pulled are not the same. Comparisons made this year and moving forward are going to be much more in line with each other because all the data will have originally been entered and then later pulled from Hobsons Connect.

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

Due to increases in funding for recruitment efforts, we were able to significantly increase our off-campus recruitment activities, which include: visits by Admissions Counselors and Student Ambassadors to high schools (445), community and jr. colleges (46), college and education fairs (197), and other events (29). Approximately 36,784 people were seen by the Admissions Counselors and Student Ambassadors through these multiple off campus events. Our college fair numbers increased as a result of an increase in the number of fairs our alumni in Texas and California were able to cover for us. We increased our number of off campus visits by 219, and because of that we saw 14,887 more students over the year.
On-Campus Programs

During the 2011-2012 year, we had approximately 8,200 prospective students attend at least one on-campus program.

Information Sessions
First Year Students
During the 2011-2012 academic year we saw a 35% decrease over the previous year in the number of first-year students attending an information session. One of the major changes we made this year was utilizing the Hobsons Events and Interviews (E&I) module to schedule and track attendance of the freshman students who visit campus. One potential explanation for part of the decrease is that not all the students who scheduled a campus visit through Events & Interviews were marked as attended. Additionally, those students who walked in without previously scheduling their visit might not have been entered into the system correctly. Given this, we will be reviewing our training and process for entering campus visit data into the system. Nonetheless, our admit to enrolled yield for this activity was 49.22%.

Transfer Students
We saw a 46.34% increase in the number of transfer students who participated in a campus visit. While we experienced an increase in the number of enrolled transfer students who visited campus, the admit to enrolled yield rate was only 59.68%. This is significantly lower than the previous year's yield rate of 72.73%.
Group Visits
This year we saw a decrease in the number of group visits (down 32 groups), but saw 379 more students with the groups that did visit campus.
Saturday Visits
We have been doing Saturday visits for two years now, but this is the first year that we have clean data to report. We had a total of 120 prospective students who participated, with a 68.37% admitted to enrolled yield rate.

Key findings from program evaluation
- 53.5% of guests that completed the survey indicated that they heard about the Campus Visit through our website.
- 61.4% of guests that completed the survey said that the Campus Tour was the MOST helpful part of their visit. This was an increase from 47% the previous year.
- 1.28% of guests that completed the survey disagreed or strongly disagreed that overall the event was worthwhile to attend.
- 84.24% 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 82.7% last year.

Based on these results, we are putting more emphasis on our tours by limiting the information session time frame to 20 minutes and increasing the number of Student Ambassadors available to lead the campus tours.

Other changes that will be made this upcoming year include:
- Breaking out the evaluation data for first year, transfer, group visits, and Saturday visits
- Enhancing our follow-up communication to transfer students who visit campus
- Adding an additional Saturday visit opportunity during the time that most high school spring breaks occur
- And looking for additional ways we can enhance the overall campus visit experience.
U-Night
For the U-Night Program, we sent out a postcard in August for the fall events, with a follow up email in December for the spring events to all high school seniors in our database announcing the dates for each semester. 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 227 prospective students participate in the program, which is almost a 100% increase over last year. This increase is due to adding a couple of more programs during the year and increased follow up prior to each program data. Nonetheless, the admitted to enrolled yield decreased from 63.10% to 59.09% from the previous year.

Key findings from program evaluation
• 44.02% of participants heard about the U-Night program via postcard.
• 75.71% of participants agree or strongly agree that overall, this was a worthwhile event to attend. This was a significant decrease from the previous year of 97.19%.
• When asked what the most helpful part of their visit was, participants indicated the Campus Tour and spending time with the Student Host.
• 84.76% of participants strongly agree that their student host was friendly and courteous.
• 84.29% of participants indicated that the visit impacted them to be more likely to attend the U. This is a slight decrease from 86.67% the year before.

At the end of Spring Semester 2012, the U-Night program was cancelled because it was felt the resources allocated by both the Student Recruitment Office and Housing and Residential Education could be put to better use. This decision was based on evaluating the return on investment for those students who participated in the U-Night program and ended living on campus, as well as the decrease in positive evaluation feedback and the program’s impact on the student being more likely to attend the U.
Open House/Connecting U Day
We mailed out postcards announcing the Connecting U Day dates to all seniors in our database. Because we cut two programs this year, we are showing the combined totals for these events. Interestingly, while we had two fewer programs, we saw an increase in participation. Of those who participated and were admitted to the University, 66.48% of them enrolled.

Key findings from program evaluation
- 99.23% of participants averaged between the two events strongly agreed or agreed that the event was a valuable experience. This is up from 89.96% the year before.
- The most common way that participants heard about the program was through the email invite (29.01%), with the postcard and website being the next most common sources (20.62%) between all 4 events.
- 56.76% of respondents indicated that the workshop sessions were the most helpful part of the visit.
- 98.48% of participants indicated that they were more likely to attend the U as a result of participating in this event.

Suggestions for improvement included:
- Better directions to the session rooms;
- More room for the information fair;
- Make sure all of the colleges and departments are represented at the information fair;
- Time for more sessions.

Based on the feedback received, we will continue offering a variety of breakout sessions, but see if we can extend the time of each session and the number of breakout sessions we can offer during the day. We will also continue to stress the importance of college and departmental participation in these events.
Red, White & U Day
With this being the first year of doing this program, we were very happy with the turnout. We had 341 students participate, of which 338 were admitted and 261 enrolled (this is a 77.22% yield rate).

Key findings from program evaluation
- The most common way that respondents heard about the event was by postcard (40.88%), and through email (38.69%).
- 98.42% of respondents indicated that this was a worthwhile event to attend.
- The presentation sessions had the highest response rate for being the most helpful part of the visit (46.72%).
- 89.92% of respondents agreed or strongly agreed that the welcome was a good way to kick off the event.
- 0% of respondents indicated that they were less likely to attend the U or live in the Residence Halls after visiting.

Suggestions for improvements include:
- Ability to visit more colleges
- More signs in the building to direct to sessions
- More time in between sessions
- Shorten the welcome
- Longer information fair
- Ability to attend more sessions

We will look at the schedule to see if there are ways to extend the time with the colleges/departments throughout the day as that seemed to be the most desired activities.
Honors Days
The yield data displayed below indicates continued growth in participation over the previous years for the Honors Days, due in part to this program becoming more popular. Our admitted to enrolled yield for this program was 64.21%, which is slightly down compared to last year’s rate of 65.42%.

![Honors Day Yields](image)

Key findings from program evaluation
- 99.54% of participants agreed or strongly agreed that that this was a worthwhile event to attend.
- The largest portion of the participants, 45.86%, felt that meeting with the advisors to lean more about the majors in which students were interested was the most helpful part of the program.
- The campus tour seemed to be the least helpful part of the visit according to 26.16% of the respondents.
- 84.42% of students are more likely to attend the U after their Honors Day visit. This is up from 77.97% last year.

There were two specialized Honors Days, one for students interested in Pre-Medicine and one for students interested in Engineering.
Honors U-Nights
Because of the increased interest in the Honors U-Night program over the years, we added an additional Honors U-Night this year, bringing the total to three, which accounts for our increased participation numbers. Our admitted to enrolled yield for this program increased from 61.54% last year to 67.74% this year.

Key findings from program evaluation

- 100% of participants agreed or strongly agreed that the event was worthwhile to attend.
- The top two most helpful parts of the visit were meeting with the college advisors (36.47%), and meeting with current students (27.06%).
- 85.88% are more likely to attend the U after their Honors U-Night visit. This is up from 67.67% last year.

The Honors U-Night summary suggests students very much enjoy the event. They find it worthwhile and leave with a better understanding of the value of the Honors College.
Communications

Print
Our initial mailing of the introductory letter, Freshman Travel piece and Roadmap to the U was sent out to 25,101 students. We then sent out a total of 189,175 postcards to prospective first year students.

Email
We sent a total of 26 types of emails to approximately 731,821 total contacts. After taking out all the bad emails (those that did not deliver for whatever reason), we had a received rate of about 75%, with an open rate of about 24%. For those emails with embedded links, we had a click-thru rate of about 45%.

Chat
We hosted four group chat sessions during spring semester 2012. We felt the sessions were successful in that everyone was continually busy chatting with prospective students online through the module. Unfortunately at this time, the CRM doesn’t have the capability of reporting how many students participated in chat.

Telecenter
We had 14 calling campaigns during which we called 3,681 students. We anticipate increasing the number of calling campaigns associated with events and deadline reminders moving forward. We will also be using telecenter to move students through the recruitment and admissions process and make their experience more personalized. This module will be one of the most helpful for recruiters in managing their territory.
**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 significant increase in the number of people participating this year, with a record number of 177. I think some of this is due to the fact that last year the conference fell on a day when one of the local school districts was closed.

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**Key findings from program evaluations**
- 100% of the participants strongly agreed or agreed that the conference provided them with relevant information with respect to their work with students.
- 66.67% of participants strongly agreed that they were able to receive clear responses to their questions from University representatives. This was up from 59% the previous year.
- Responses to what the strengths of this year’s conference were:
  - Clear and concise information
  - Organization of the entire day
  - Handouts were very helpful
- Responses to what improvements could be made:
  - More current students to hear from
  - More door prizes and swag
  - Start earlier to allow for more sessions.

Based on the findings, the breakout sessions were successful and relevant, and as such, we will continue this format next year. We may lengthen the program for the day to allow for more breakout sessions.
Program Objective 3: Provide an early academic enrichment experience for pre-college student groups and their parents.

Intermountain Junior Science and Humanities Symposium
In 2011-2012, we hosted 159 students at the symposium, 55 of which were seniors. Since we were able to house the participants in the upgraded University Guest House, we were not limited to the number we could allow to attend as we had been in 2011. We had 24 schools participating this year, up six from the previous year. Following a suggestion made the previous year, a round table discussion was held for the teachers on how to help their students write better research papers.

Key findings from program evaluations
- 100% of the respondents who filled out evaluations at the end of the event agreed or strongly agreed that this was a worthwhile event to attend.
- 83% 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.
- 85% of the respondents agreed or strongly agreed that as a result of the symposium, they know more about research at the University of Utah.
- 92% of the respondents agreed or strongly agreed that as a result of the symposium, they are more aware of possible careers in science. This is an increase from 87% last year.
- 38% of the respondents stated that before the symposium, they had not considered the University of Utah as a potential university to attend. This is down from 58% the previous year, which may be a result of having larger returning participations.
- 30% of the respondents stated that attending the symposium made them more likely to attend the University of Utah.
• Suggestions that will be incorporated in the 2012 symposium include:
  o Making a well-written paper by a previous participant available on the website
  o Website changes to make information easier to find and understand
  o Providing more time for students to visit special departments
  o Providing keynote speakers each night rather than just the final night and to have the speakers talk about the research being done here at the U.

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

There is no real assessment information from these activities.
STAFF

During the 2011-2012 year the following staff changes occurred:

- In August 2011, Karla Motta was promoted to Assistant Director for Inclusion and Outreach.
- In August 2011, Carisa Barnett and Tanya Gaxiola were hired as graduate assistants through the ELP program.
- Erin Brown left the office in October 2011 to pursue other opportunities off campus.
- Pablo Martinez joined the office in December 2011 to fill the admissions counselor position that became open when Erin left.
- Nicole Miranda left the office in April of 2012 to pursue other opportunities off campus.
- In July 2012, Sharon Beck left the office to pursue graduate school out of state.
- We hired Eric Boscan to fill Nicole Miranda’s position.
- Two additional admissions counselor positions were created during the summer of 2012 to focus specifically on out of state recruitment. Samantha Davis and Ana Reynoso were hired to fill these positions in July 2012.

STUDENT AFFAIRS AWARDS AND RECOGNITIONS

N/A
## Student Affairs Awards and Recognitions

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<td>Miranda, Nicole</td>
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<td>Dr. Martin Luther King, Jr. Week Committee Early Academic Outreach Program Committee</td>
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<td>SA Professional Development Committee Presidential Commission on the Status of Women Recruitment Subcommittee Chair Kappa Delta Chi, Inc. Co-Advisor Educational Opportunity Programs Director Search Committee</td>
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<td>Director for New Student Orientation Search Committee AVP for Enrollment Management Search Committee Prospective Students Marketing Steering Committee Faculty Senate Diversity Committee LEAP Advisory Board Credits and Admissions Committee Financial Aid and Scholarships Committee SEM Recruitment Committee SEM Student Success Committee</td>
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## Student Affairs National & Regional Presentations

N/A

## Student Affairs Publications

N/A