Program Mission

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

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

Program Objectives

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

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.
2010-2011 HIGHLIGHTS

- Increased recruitment efforts in California and Texas by participating in district and regional college fairs during the fall utilizing alumni living the area.
- Partnered with Orientation and Leadership Development and University Neighborhood Partners to hold a large open house event titled ‘Connecting U Day.’ Four events were held for prospective students, admitted students, community members, parents, and current students. Over 2,200 guests were in attendance from all age groups and backgrounds.
- During the summer of 2010 implemented a significant reorganization within the office that will help better focus on key areas within our recruitment efforts.
- Implement Hobsons EMT Connect, Events and Interviews, and Tele-center CRM modules.
- Collaborated with Media Solutions to develop an entirely new web site for future students.
- Began the Recruitment Intern Program, which is a 5-8 hour weekly volunteer position for current students interested in helping in our recruitment efforts. In its first year, the intern program had 12 students volunteer as campus tour guides. These students also helped in a number of events both on campus and off campus.
Due to the recommendations from the Enrollment Management Consultation, the changes in the Enrollment Management Division, and the pending finalization of the Freshman Enrollment Profile, the Student Recruitment Office is in the process of developing our strategic plan. It is anticipated that the office’s strategic plan should be in place by July 1, 2012.
Service Delivery

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

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

We continued to conduct our off-campus recruitment visits (high school visits, college visits, college and educational fairs, and invited presentations) in Utah, California, Colorado, Idaho, and Nevada.

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

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

On-Campus Programs

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

Our Daily Campus Visit Program is open to all prospective students and their families. Our guests attend an information session with an Admissions Counselor where we discuss admissions, scholarships, and opportunities available at the U. Prospective students also have the option of touring campus with one of our student assistants 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 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.

The U-Night Program provides an opportunity for prospective first-year students currently in their senior year of high school to have a more extensive visit experience. In addition to the activities we offer during daily visits, U-Night participants eat in the Heritage Center, attend an evening campus activity, and stay overnight in the residence halls with a current student. This program is a partnership with Housing and Residential Education, who provide the student leaders to act as overnight hosts to the prospective student. This year we increased from 4 events to 9 events taking place in both the fall and spring. The goal was to provide a smaller setting for the prospective students to interact within. There were a number of students that did not attend their scheduled event so we had fewer guests than the previous year.

Our Open Houses took a very different turn in the 2010-2011 academic year. We partnered with the New Student Orientation office as well as University Neighborhood Partners (UNP) to hold four large open house events titled Connecting U Day. This partnership came about due to overlapping efforts on similar events such as Preview Day and CommUnity Day, which were being held out of Orientation and UNP. We invited prospective students, parents, family members, community members and even current students to Connecting U Day. 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. In an effort to accommodate many of our west side community members, multiple sessions were provided in Spanish as well as translation services being provided throughout the day. Activities for youth were provided
by Youth Education in order to allow families to attend. Each of the events held, on average, 561 guests, which include students, youth, and parents. Over 2,200 people attended the four Connecting U Day events, which were held in November, January, March and April.

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.

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

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

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

While we do work with parents and teachers throughout the year, our primary efforts are with high school and community/jr. college counselors. Each fall, we host the Utah High School Counselor Conference on campus. This event provides counselors the opportunity to visit campus and get pertinent updates on admissions and financial aid/scholarships, as well as learn more about different offices and colleges on campus. This one-day event involved over 100 High School Counselors from the Salt Lake area.

We also provide online resources through our Counselor Webpage on the Student Recruitment Website. Here we place links to various resources that counselors can utilize when working with their students including the Counselor Handbook, which has a variety of information including phone numbers for key people on campus. In addition, each month an electronic newsletter titled ‘Counsel With U’ is posted online for counselors to share with their students. 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 49 years. 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 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 our efforts at the Heartland Youth Center sending Admissions Counselors out weekly to talk about college with the youth and parents. This year we developed an enhanced curriculum that provides exposure to other areas of campus. We also continued as a presence at each of the Partners in the Park events held throughout the summer.

We continued the My U Decision program which helps provide a better sense of who will enroll in the fall, enhancing it to encourage students to inform us of their plans for all start terms. 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 were directed to a website where they indicated their plans for the fall and this information was then provided to admissions, orientation, financial aid, and housing.

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

With the implementation of the Hobsons EMT Connect CRM software and the importing of the past three years worth of recruitment data into the new system from PeopleSoft, we decided to pull our year end reporting data out of the new system rather than out of PeopleSoft. As a result, we discovered that the data queried and reported does not match up exactly between the two systems. Additionally, some of the data reported out of the CRM system seems a bit suspect and we continue to refine the entry and reporting processes for the new system. However, we were not able to identify and address all the issues prior to the completion of this report. We will submit a revised report once the data issues have been resolved.

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

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

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

Off-campus activities include visits by Admissions Counselors and Student Ambassadors to high schools (367), community and jr. colleges (29), college and education fairs (96), and other events (6). Approximately 21,897 people were seen by the Admissions Counselors and student ambassadors through these multiple off campus events. The number of high school visits is down because the student ambassadors did not document all their visits. 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.

On-Campus Programs

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

During the 2010-2011 academic year we saw an increase over the previous year in the number of first year students attending an information session. We had 1,672 (8.7% increase) first-year students attend information sessions. Of this group, 1,010 indicated a start term of spring, summer, or fall of 2011. Of the 191 (36.6% decrease) transfer students who attended an information session, 123 indicated a start term of spring, summer, or fall of 2011. In addition to seeing more first year students, there was a slight increase in the admitted to enrolled yield for first-year students (55.51% this year as compared to 53.97% last year). Transfer students had a slight decrease in the admitted to enrolled yield (72.73% this year compared to 74.8% last year). Additionally, we had 89 groups (1,232 students) visit campus during 2010-2011, which is a 7.8% decrease in number of groups compared to last year.
Key findings from program evaluation

We were more intentional this year to make sure our guests completed our campus visit evaluations.

- 51% of guests that completed the survey indicated that they heard about the Campus Visit through our website.
- 47% of guests that completed the survey said that the Campus Tour was the MOST helpful part of their visit.
- 1.67% of guests that completed the survey disagreed or strongly disagreed that overall the event was worthwhile to attend.
- 15% of guests that completed the survey disagreed that they have the names and contact information for at least 2 people they can speak with if they have questions.
- 82.7% of guests that completed the survey indicated that they or their student is more likely to attend the University of Utah after visiting campus.

Based on these results we are putting more emphasis on our tours by limiting the information session time frame to 30 minutes and implementing increasing the number of Recruitment Interns so we have more students available to lead the campus tours.
U-Night

For the U-Night Program, we sent out a postcard in August for the fall events and again 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 114 prospective students participate in the program, which is a decrease over last year. Nonetheless, the admitted to enrolled yield also increased to 63% compared to 55% from the previous year.

Key findings from program evaluation
- 31.78% of participants heard about the U-Night program by the postcard
- 97.19% of participants agree or strongly agree that overall, this was a worthwhile event to attend
- When asked what the most helpful part of their visit was, participants indicated the Campus Tour
- 90.82% of participants strongly agree that their student host was friendly and courteous
- 86.67% of participants indicated that the visit impacted them to be more likely to attend the U

Based on the key findings we will continue to invite participants via postcard. We had a significant amount of students register for an event and not attend so we will be implementing reminder phone calls prior to the event for the new year.
Open House/Connecting U Day
We mailed out postcards announcing the Connecting U Day dates to all seniors in our database. Because we added two additional programs this year we are showing the combined totals for all these events. Unfortunately, we were unable to pull accurate yield rates for this program due to inconsistent registration data. Therefore, the results reported below are of those who attended and were entered into our database.

Key findings from program evaluation
- 89.96% of participants averaged between the 4 events strongly agreed or agreed that the event was a valuable experience.
- The most common way that participants heard about the program was through the postcard (35.43%) with the email being the next most common (20.62%) between all 4 events.
- 42.38% of participants were planning to attend the U prior to coming to Connecting U Day.
- 49.76% of participants indicated that Connecting U Day provided them with information influencing their decision to attend the U.
- Only 4.10% of participants completing the survey were current students, the majority being prospective students with 51.46%.
- The ‘Welcome’ was listed most often when participants were asked what the least helpful part of the day was.

This was the first time we combined New Student Orientation as well as UNP, which resulted in many more people attend than in the past. We are reconsidering who we invite to the event in order to better manage expectations as well as create the best programming possible for each audience. Based on the low percentage of people staying through the full schedule at our first event, we made sure to shorten the event time for the last 3 events. Based on feedback from current students, we will not invite them to these events next year and keep it as an event for prospective student only. We are also exploring ways to enhance the event Welcome.
Honors Days
Roughly 3,000 students were invited to participate in the Honors Days program. The yield data displayed below indicates significant growth over the previous years. This growth is due to the fact that this program has become more popular and we added four additional Honors Days to our calendar. Our admit to enrolled yield for this program was 65.42%

Key findings from program evaluation
- 93.86% of participants agreed or strongly agreed that communication prior to their visit was helpful.
- 62.72% responded that all aspects of the visit were helpful when asked ‘What was the LEAST helpful part of your visit’
- 18.29% of students that attended a classroom visit disagreed or strongly disagreed that attending a class was a useful experience
- 93.33% agreed or strongly agreed that the departmental visit(s) provided the information that they/their student needed
- Only 1.73% of guests disagreed that they have a better understanding of ways to get involved at the University of Utah
- 77.97% are more likely to attend the U after their Honors Day visit

The Honors Day schedule stayed very similar during the 2010-2011 year. However, based on this information, we recognized that we need to be more intentional regarding which classes to have them attend. We added the Bennion Service Center to our Special Opportunities overview during the morning portion of the day as well as added a specific Engineering Honors Day to the events.
Honors U-Nights
We invited 2,493 students to participate in the Honors U-Night based on their admissions index being 125+. Because of the increased interest in the Honors UN-Night program over the years, we added an additional Honors U-Night this year, which accounts for our increased participation numbers. Our admit to enrolled yield for this program was 61.54%.

Key findings from program evaluations
- 100% of participants agreed or strongly agreed that the event was worthwhile to attend
- 22.92% indicated that the MOST helpful part of the visit was meeting with current students
- 100% of participants agreed or strongly agreed that they understood the importance of the Honors College
- 85.7% of student participants strongly agreed that their student host was friendly and courteous
- 67.67% are more likely to attend the U after their Honors U-Night visit

The Honors U-Night summary suggests students very much enjoy the event. They find it worthwhile and understand the importance of the Honors College. Based on comments at the end of the survey, we will work to enhance the evening activity such as have them attend a sporting event or the like.
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 slight decrease in the number of people participating in 2010-2011, but believe that is due to one of the local school districts being closed on the day of the conference and we did not have any participants from that district. 125 counselors were registered for the conference and 110 actually attended the conference.

Key findings from program evaluations
- 59% of participants strongly agreed that they were able to receive clear responses to their questions from University representatives.
- Responses to what the strengths of this year’s conference were:
  - Diverse presentations; new information every year
  - Right length of time in sessions and enough in between to visit with colleagues
  - Location was great
  - Handouts were very helpful
- Responses to what improvements could be made:
  - More certain Admission update answers
  - Business cards for each presenter
  - Provide a campus tour
  - Add a session on Athletic recruiting, scholarships, and NCAA regulations
  - Handout out an Undergraduate Bulletin at check-in

Based on the findings, the breakout sessions were successful and relevant, and as such, we will continue this format next year. We invited college representatives to table during the lunch portion of the conference; however, many of the counselors were not interested in taking advantage of this tabling option. Based on feedback from the colleges, we will find a different venue for them to be available. Holding the conference in the Union building was a huge success compared to being in the Guest House the year prior.
Program Objective 3: Provide an early academic enrichment experience for pre-college student groups and their parents.

Intermountain Junior Science and Humanities Symposium

In 2010-2011, we hosted 106 students at the symposium, 46 of which were seniors. We intentionally limited the number attending this year due to increases costs associated with having to lodge the participants at the Marriott Hotel instead of the University Guest House. Also, we had only 18 schools participating this year, down 3 from the previous year.

Key findings from program evaluations

- Again, 98% of the respondents agreed or strongly agreed that this was a worthwhile event to attend.
- 77% 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.
- 90% of the respondents agreed or strongly agreed that as a result of the symposium, they know more about the research at the University of Utah.
- 87% of the respondents agreed or strongly agreed that as a result of the symposium, they are more aware of possible careers in science.
- According to the majority of readers, the overall quality of the papers was down from prior years. A suggestion was made that we have a round table discussion for the teachers on how to help their students write better research papers.
- Following last year’s suggestion that we change the presentations to Thursday instead of Friday, 83% of the respondents agreed or strongly agreed that they were happy with this change. We held a formal University of Utah information session at the Post Theater and both teachers and students learned a lot about the U they had not previously known. When asked if what they had heard in the session would influence their decision on whether or not to include the U in their top university choices, many answered yes.
• 58% of the respondents stated that before the symposium, they had not considered the University of Utah as a potential university to attend.
• 50% of the respondents stated that attending the symposium made them more likely to attend the University of Utah.

**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 2010-2011 year the following staff changes occurred.

- Mark Smith left the office in November 2010 to pursue other opportunities off campus.
- In February 2011, Brian Harris filled the computer professional position that became open when Mark left.
- A new computer professional position was created to assist in the implementation of the CRM system. Whitney LeMone joined the team in February of 2011, filling this opening.
- Connie Smith left the office in January 2011 to pursue other opportunities.
- In March 2011 Christie Ekins joined the staff, filling the position that was open following the departure of Connie.
- Kelsey Nicholson joined the staff as our Transfer Admissions Counselor in May 2011.
- A new Admissions Counselor position was created during the summer of 2011, and Haley Burns Hodges joined the team in July 2011.

Student Affairs Awards and Recognitions

- Nicole Miranda earned her Masters Degree in Public Administration in December 2010.
- Karla Motta was nominated for the 2011 Pete Suazo Social Justice Award.
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STUDENT AFFAIRS NATIONAL & REGIONAL PRESENTATIONS

NA

STUDENT AFFAIRS PUBLICATIONS

NA