2007-2008 Annual Report

Office of Student Recruitment & High School Services
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Annual Report 2007-2008

Mission Statement

The mission of the Office of Student Recruitment and High School Services is to promote the University of Utah in a positive, honest and informed manner. We aim to recruit a qualified and diverse undergraduate population.

The Office of Student Recruitment and High School Services has four primary Program Objectives, which include:

- Educate admissible students about the opportunities available at the University of Utah. Specific target groups include in-state and out-of-state freshmen, transfer students, ethnically diverse students, underrepresented, academically talented students, non-traditional students, and to a limited extent, international students.
- 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.
- Provide an early academic enrichment experience for pre-college student groups and their parents.
- Develop collaborative initiatives with colleges, departments, faculty and alumni to enhance our recruitment efforts.
2007 – 2008 Highlights

- Comparing our off-campus recruitment efforts this year to last, we had increases both in the number of students we saw, as well as, the number of activities in which we participated.

- Almost across the board, we experienced increases in the number of students attending our on-campus recruitment activities this past year as compared to last year. Additionally, several of our programs also had increases in the percent of seniors who attended and later enrolled in the University.

- We implemented a program to help us get a better sense of who would be enrolling in the fall. As part of this program, we mailed postcards out to students who were admitted but had not yet enrolled directing them to a website we developed where they could let us know of their plans for the fall.

- In collaboration with Admissions, University College, and Orientation, we created the Late Admission Petition Program (LAPP). This program was focused on assisting students, who wanted to apply for fall semester after the August 1 deadline, move through the application to enrollment process in a more informed and streamlined manner. This program also insured the student was well informed of deadlines and University resources to ensure a higher retention rate.
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, Arizona, California, Colorado, Idaho, Washington, Oregon, Nevada, and Wyoming. However, as part of our effort to increase our out-of-state recruitment efforts this year, we added several new college fairs including: a week of regional college fairs in Montana; national college fairs in New York, Washington D.C., and Baltimore; Campus Pride LGBT college fairs in Pennsylvania and California. We also dropped our attendance at the college fairs in New Mexico due to consistently lower enrollment from this area. Another aspect of increasing our out-of-state recruitment efforts included collaborating with alumni chapters to bring prospective students to chapter events in Colorado, Nevada, Texas, and California.

In an effort to increase our recruitment efforts in Utah, but outside of the Wasatch Front, we added regional receptions in central and southern Utah. We increased our transfer recruitment efforts by increasing our presence at the community and junior colleges and visiting at different times of the day. We also collaborated with the Associate Vice President for Academic Outreach and the advisors at Salt Lake Community College to have a transfer day at Salt Lake Community College.

In addition to the visits made by the Admission Counselors, the six Student Ambassadors made weekly visits to several high schools (Kearns, Granger, Granite, Highland, East, and West). The Ambassador Program is set up to work with students from low income, first generation, and underrepresented populations and encourage these students to pursue a higher education and to help these students throughout the search, selection, application, and enrollment process. In the fall semester, the Ambassador Program started visiting Northwest Middle School as part of an early outreach effort. However, due to staffing support at the middle school the ambassador was not able to continue visiting spring semester. Thus, Hunter High School was added to the high schools visited weekly. In addition to the high schools, the ambassadors also added weekly visits to Salt Lake Community College.

On Campus Programs

The Office of Student Recruitment and High School Services host, either by ourselves or in collaboration with other campus departments, a number of different events designed to help prospective students experience campus and learn more about the 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 the multiple opportunities available at the U. Prospective students can also take a tour of campus with one of our student assistants and tour the residence halls with one of the student hosts in Housing and Residential Education. We also offer to set up visits with other areas of campus or to arrange for a classroom visits. 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 VIP tours.

The **U-Night Program** provides an opportunity for prospective first-year students who are currently in their senior year of high school to have a more extensive visit experience. In addition to all the activities we offer during our daily visits, U-Night participants eat in the Heritage Center, attend a campus activity during the evening, and stay overnight in the residence halls with a current student.

Based on feedback from participants and the Admissions Office, we discontinued Admissions day and replaced it with the **Fall Open House** in November. This shifted the focus from being admitted on the spot to gathering information about the University. During the open house students were able to meet with campus representatives and attend workshops on admissions, scholarships and financial aid, getting involved, learning communities, and living on campus. We also collaborated with the Student Alumni Association and Athletics to provide an opportunity for students and their guests to attend a tailgate party and football game in the afternoon.

We also changed the format for **Junior Day** slightly this past year. Instead of a set program, we moved to an open house format. We invited members of the campus community to attend and staff tables so prospective students could walk around and meet with a variety of people. We also held three different workshop sessions where students could get information on admissions and scholarships, learning communities, housing, and a student panel. The participants were also able to tour campus and the residence halls.

**Transfer Day** this year was changed from a set program to an open house format allowing students to come and go as they pleased. Additionally, we offered two transfer days, one in the evening and one on a Saturday morning, to accommodate different schedules. Prospective transfer students were able meet with academic advisors, as well as other campus community members. Additionally, participants were able to apply on the spot if they wanted.

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

The **National Merit Semi-Finalist Dinner** is held in November and is an opportunity to recognize the Semi-Finalists and inform them of the scholarship opportunity that is available...
if they become a Finalist and attend the University of Utah. The program consists of a dinner and two guest speakers. This year in an effort to make this event more informative, we added a time prior to the dinner for students and their parents to meet with the academic areas that interest the students.

The **Presidential and Eccles Scholarship Dinner** is held in April. The purpose of this event is to recognize the recipients of the Presidential and Eccles Scholarship and to provide an opportunity for them to visit with members of the campus community. The event begins with a reception where select campus departments are tabling and answering the students’ questions. Then we move to dinner during which we have the President and a student speak, which is followed by recognizing each recipient with a certificate. Based on a suggestion from the National Merit Dinner we made sure a current Presidential Scholar was our student speaker.

We made several changes in our programming efforts for underrepresented populations. The largest change was to open all the on campus programs up to all first generation, low income, and underrepresented students rather than limiting them to just the students in the Ambassador program. We also discontinued the College Tours and Ambassador Day because we were having difficulty getting students to attend these events. We replaced these events with an additional College Student for a Day and Diversity U-Night so we could offer one each semester. **College Student for a Day** is an opportunity for prospective students to visit campus, experience what a college class is like, and tour campus. **The Diversity U-Night** has the same set up as our regular U-Night program but is specifically for seniors who are low income, first generation, or from underrepresented populations.

The **Multicultural Dinner** is held in January is designed to provide an additional opportunity for students to learn more about the opportunities at the university and to encourage them to attend. We have two speakers at this event, one who is a faculty, staff or alum of the U and the second is a student at the U. We also provide an opportunity for students to visit with campus representatives during a reception prior to the start of the dinner.

**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.

While we do work with parents and teachers throughout the year, our primary efforts are with the 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 offer this on two consecutive days with the same program offered on each day so schools can send all their staff but still have office coverage.

We also provide online resources through our **Counselor Webpage** on the Student Recruitment Website. Here we placed links to various resources that counselors can utilize.
when working with their students. One resource is our online Counselor Handbook, which has a variety of information including phone numbers for a variety of people on campus. We also post a monthly electronic newsletter that has information about upcoming events, campus updates, and information for the counselors to post for 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)](https://example.com) in March for the past several years. This symposium is an opportunity for high school students from Idaho, Montana, Utah, Wyoming, and Nevada to submit a research paper on original research they have been conducting. All the papers are reviewed by faculty and staff at the university to determine who will present in both oral and poster competitions. During the symposium the students are able to tour labs on campus, hear presentations from U researchers, and attend the research presentations. A great addition to the symposium this year was secure a four-year, renewable scholarship to the University of Utah for the top senior of the symposium.

This [High School University Program (HSUP)](https://example.com) 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.

IJSHS and HSUP were not intended to be recruitment programs for the University. However, we are exploring ways to utilize them in this manner. The scholarship for IJSHS is a move in this direction.

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

As mentioned earlier, 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.

This summer we implemented the [Admit Accept Decline Program](https://example.com) which was created to help us get a better sense of who would be enrolling in the fall. We mailed out postcards to all incoming first year students who were admitted but had not enrolled or registered for an orientation. The postcard asked them to visit a website and let us know their plans for the fall. This information was then forwarded to admissions, orientation, financial aid, and housing so they could get a better sense of what students were or were not coming.

In collaboration with Admissions, University College, and Orientation, we also created the [Late Admission Petition Program (LAPP)](https://example.com). This program was focused on assisting students, who wanted to apply for fall semester after the August 1 deadline, move through the application to enrollment process in a more informed and streamlined manner. These students were required to meet with an admissions counselor to determine: if the student
needed to really start this fall; ensure the student understood everything that needed to be done to get into classes in a timely fashion; ensure the student had funding available to pay for tuition; and assist the student in completing the admission application.
Assessment

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

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

High school and college visits, Fairs, Presentations, and Receptions/Alumni Events
Off campus activities include visits by admission counselors to high schools (176), community and Jr. Colleges (44), college and education fairs (87), regional receptions/alumni events (7), and invited presentations (15). Our number of off-campus activities increased by about 18% this year over last. Approximately 23,100 people were seen by the admissions counselors through these multiple off campus events.

On Campus Programs

During the 2007 – 2008 year we had approximately 2074 (26% increase over last year) prospective students who indicated a start term of spring, summer, or fall 2008 attend at least one of 16 on campus programs.

Information Sessions
During the past year we saw an increase over last year in the number of first year and transfer students attending an information session. We had 959 (10% increase) first-year students attend one of our information sessions. Of this group, 557 indicated a start term of spring, summer, or fall of 2008. There were 196 (6% decrease) transfer students who attended an information session with 152 indicating a start term of spring, summer, or fall of 2008. While we saw more students there was a decrease in the prospect to enrolled yield for first year students (36.6% this year as compared to 40.1% last year). Transfer students had and
increase in the prospect to enrolled yield (46.1% this year compared to 32.2% last year). Additionally, we had 72 groups (1908 students) visit campus during 2007-2008 which represents a 29% and 38% increase respectively.
We have an evaluation that we ask guests fill out. However, the tracking of the evaluation results is difficult to tally. As a result, this next year we will revise our evaluation and enter all visit data into Student Voice.

**U-Night**

For the U-Night Program, we send out a postcard in August and again in December to all high school seniors we had in our database announcing the dates for each semester. This year we sent out 10,535 fall postcards and 14,200 spring postcards. While this program is open to all seniors, we are limited to the number of students who can participated each night, thus reservations are taken on a first come, first serve basis.

We had 127 prospective students participate in the program. As the following chart indicates, we had fewer students participate in the U-Night program this year. This is a result of having two less U-Night programs. There was one less in the fall due to fall break and one less in the spring because we took one of the U-Nights for seniors and changed it to a junior U-Night as it landed the night before Junior Day. Yet, while our participation numbers decreased, prospect to enrolled yield increased from 48.1% in 06/07 to 60.6% in 07/08.
We had a very low return rate on our evaluations for the U-Night this year. So we have changed when and how the program evaluation is distributed for the upcoming year.

**Fall Open House**
We mailed out 11,100 postcards announcing the Fall Open House to all the seniors in our database and we had 181 prospective students attend and about 56.9% of these (103) enrolled. Since this is our first year with the new format we are not able to compare yield rates.
We were planning on sending an evaluation out to the participants via email, however, we failed to make the happen. This year we will utilize a paper evaluation at the event. Additionally, we will shorten the length of the event based on our observations and conversations with campus participants.

**Junior Day**

To announce Junior Day, we sent out 3,385 postcard invitations to all the juniors in our database. There were 128 prospective juniors who attended this past year’s event, which is the largest attendance in the past three years (39% increase over last year’s attendance). Because the participants are currently seniors in high school, we do not have any yield data on them. However, for Junior Day 2007, we had 92 prospective students participate and about 30% (28) enrolled in fall of 2008. This is down compared to the year before.

![Junior Day Yields](image)

Based on the program evaluation results, about the only major change to the program will be to have tours starting earlier and occurring more often and to move the venue to allow for more space. Of those who completed the program evaluation, 100% strongly agreed or agreed that the event was worthwhile. 97.78% of the respondents strongly agreed or agreed that their questions were answered sufficiently.

**Transfer Day**

Postcards were mailed out to about 8,000 potential transfer students to announce Transfer Day. Of those who participated, 132 indicated a start term of summer or fall of 2007 and about 61% (81) enrolled. Our participation numbers increased significantly, part of which is due to adding an additional program. However, our yield for this program has remained consistent for the past couple of years.
We had a relatively low response rate for the participant evaluations (46 respondents). Of those who did respond, almost 87% strongly agreed or agreed that their questions were answered. Almost 83% strongly agreed or agreed that the event helped them to decide to attend the U of U. Almost 98% of the respondents strongly agreed or agreed that the day and time of the event met their needs. Based on the evaluation results, we will not make any major changes to this event. It seems that the changes we made this year meet the needs of the participants.

**Honors Days**

About 3,600 students were invited to participate in the Honors Days program and there were 178 prospective high school seniors that participated in this program with about 60% (106) enrolling at the U. We had slightly more students participate during the year but our yield was down slightly compared to the year before.
The format for the Honors Days has not changed much over the past couple of years primarily because we continue to get positive reviews (98% of those who completed an evaluation strongly agree or agree that the event was worthwhile and 97% strongly agree or agree that the event had a positive impact on the participant’s perception of the U).

**Honors U-Nights**

We invited about 600 students to participate in the Honors U-Night and there were 26 students who participated with about 57.7% (15) of them enrolling.
100% of the students who completed an evaluation strongly agreed or agreed that this event was worthwhile and that the event made a positive impact on the participant’s perception of the U.

**National Merit Semi Finalist Dinner**
We invited 76 students and 36 students attended. Of those about 33% enrolled in the university. We are not able to make any comparisons to the previous year because we did not enter all the attendees in PeopleSoft for tracking.

![Bar Chart](chart.png)

For the most part, those in attendance agree to any extent that the dinner was a worthwhile event (94%). With regard to obtaining information about the University of Utah, most agree that the event was helpful: 93% agree to some extent that they have a better understanding of the scholarships available to them, 74% agree to some extent that questions they had about scholarships were answered sufficiently, and 90% agree to some extent that they are aware of the resources available to them at the University of Utah. We did get a few negative comments about the advising sessions prior to the dinner and the speakers. So we are trying to determine how we might rectify these concerns.

**Presidential and Eccles Scholarship Dinner**
We invited 136 recipients and 91 (25% increase over last year) attend the dinner. Of those who attended, almost 74% enrolled at the University. We are not able to make any comparisons to the previous year because we did not enter all the attendees into PeopleSoft for tracking.
It is not too surprising that we had such a high yield as 72% of the evaluation respondents indicated that the U was their first choice. Of those who completed the program evaluation, almost 98% strongly agreed or agreed that this was a worthwhile event. When asked if the event helped them learn about the available resources and ways to get involved, 23% and 12% respectively disagreed. While these do not represent a large proportion of the respondents, they do indicate that this is an area we need to look at next year.

**College Student for a Day**
This program is announced through the high school counselors and visits to the high schools. Between the fall and spring program, there were 67 students who participated in this program. For some reason we do not have enrollment data for the fall event. However, all of the seniors who participated in the spring event enrolled in the U this fall.
There were no program evaluation results to report. Thus we will be adding this to our program this upcoming year.

**Diversity U-Night**
This program is announced through the high school counselors and visits to the high schools. There were 22 students (21 who were seniors) who participated in one of the two Diversity U-Nights. Of the seniors who participated, about 38% (8) enrolled. This is almost a 10% increase over last year.

![Diversity U-Night Yields](image)

There were no program evaluation results to report. Thus we will be adding this to our program this upcoming year.

**Multicultural Dinner**
We mailed out about 850 invitations to seniors in our database who are identified as a student of color in the Wasatch Front area. We also announce this program to the high school counselors and during our visits. We had 96 seniors attend of which about 66% (57) enrolled this fall.
Overall, the evaluation responses were very positive. However, there were several comments about wanting to meet with more departments, not having enough space around the department tables. Additionally, on a follow up questionnaire to the participants, 50% felt that they did not have time to apply for scholarships after learning about them at the dinner. Because of these comments we are looking at moving from a dinner in January to a senior reception in fall semester and reception for all other grade levels in spring semester. This should fix both concerns.

**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 had about 148 people attend the Utah High School Counselor Conference, which is about a 9% increase over last year. About 88% of those who completed an evaluation indicated that the conference definitely met their expectations. About 96% of the respondents felt that the conference definitely provided them with relevant information with respect to their work with students. When asked about how this conference rates compared to conferences put on by other colleges/universities in the state 86% indicated that it was better or about the same. 99% thought the format for the conference was excellent or good. As a result, we will not be making many changes next year. Perhaps the most negative comment was the fact that we had too many good sessions and the counselors could not attend them all. To help remedy this issue, we are going to try to video record and podcast all the sessions.

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

**Intermountain Junior Science and Humanities Symposium**
This past year we had 98 students attend the symposium with 31 of them being seniors. We saw a slight increase in the yield percentage from 22% to 25%. Additionally we were able to recruit the top senior of the symposium thanks to the new scholarship.

The program evaluation indicated that 87% of the respondents strongly agree or agree that the symposium helped them become more aware of careers in science. 89% strongly agree or agree that they were more aware of the research going on at the University. However, we have some work to do in helping students learn to how to defend original research (25% disagreed or strongly disagreed). We can also try to find ways to better highlight the opportunities the Armed Services provide with regard to science and research.

**High School University Program**
This program is announced to all the high school counselors and during our visits in the high schools. From summer 2007 through spring 2008 we had 129 enrolled in the program. There were 34 seniors enrolled in both fall 2007 and spring 2008. We have not tracked these students in the past so we do not have any data on if any of these students matriculate at the U. This is something that we are going to work on, as well as, developing a program evaluation for the students to fill out.

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

**Admit Accept Decline Program**
We mailed out 3,500 postcards to all incoming first year students who were admitted but had not enrolled or registered for an orientation. We had about 662 responses (about a 19%) response rate. We have not done a final analysis of the results but a cursorily review indicated that of those who responded 40% indicated they were still planning to attend, 45%
said they were not planning to attend, 13% indicated that they were not attending in the fall but would attend in a future term, and 2% were still deciding.

**Late Admission Petition Program (LAPP)**
The recruitment office saw about 69 LAPP participants. A full analysis still needs to be completed to determine enrollment yield. Additionally, we will be comparing this group with students who applied after August 1st in previous years to see if there are differences in incoming academic credentials and retention rates.
Staff

During the 2007 – 2008 year the following staff changes occurred.

- Paul Browning joined the staff in July 2007 as a new position.
- Mateo Remsburg became the Director in October 2007.
- Tony Gonzales was hired as the Associate Director in February 2008.

STUDENT AFFAIRS AWARDS AND RECOGNITIONS

NA
## STUDENT AFFAIRS COMMITTEE MEMBERSHIPS

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<tr>
<th>NAME</th>
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| Remsburg, Mateo| Student Recruitment | Director of Admissions Search Committee  
                            Sponsored Students Program Coordinator Search Committee  
                            Bennion Center Director Search Committee  
                            Scholastic Standards and Retention Advisory Committee  
                            Larry H. & Gail Miller Enrichment Scholarship Program, Mentor  
                            Preview Day Committee  
                            Utahans for the American Dream Coalition  
                            Faculty Senate Diversity Committee  
                            Chicana/o Scholarship Fund Board, Treasurer  
                            Francis A Davis Scholarship Fund Board  
                            LEAP Advisory Board  
                            Retention and Assessment Committee  
                            SACNAS Conference Local Organizing Committee  
                            Financial Aid and Scholarships Committee |
| Gonzales, Tony | Student Recruitment | Utah Higher Education Consortium |
| Robbins, Nick  | Student Recruitment | UAAC Committee  
                            Transfer Advisory Board  
                            Union Resident’s Board  
                            Utah Higher Education Consortium  
                            MS Society Special Events Leader |
| Sanchez, Anni  | Student Recruitment | Safe Passages Committee |
| Prentice, Melissa | Student Recruitment | Sustainability Committee |
| Smith, Connie  | Student Recruitment | University of Utah Staff Council Fundraising and Scholarship Committee, chair |
| Smith, MaryAnne| Student Recruitment | UAAC Committee  
                            Workshop Presenter for Engaged Encounter Utah  
                            Chaplain for SLC Police Department.  
                            Volunteer Chaplain at University Hospital |
STUDENT AFFAIRS NATIONAL & REGIONAL PRESENTATIONS


STUDENT AFFAIRS PUBLICATIONS

NA