



UNIVERSITY OF  
NORTHERN  
COLORADO

# Department of Enrollment Services

## Annual Report 2022-23



Division of Student Affairs and Enrollment Services

University of Northern Colorado



## Section 1 – Mission, Vision, Goals

### **Mission**

Enrollment Services is committed to supporting all students academically, socially and financially from recruitment through graduation. Our team will be responsive and personable to our students and campus community, educating and guiding to help students achieve their academic and personal success.

### **Vision**

We will be a department that provides equitable access to education where all students are able to achieve their goals, transforming their lives and communities.

### **Goals**

1. Reorganization of Bear Central and Admissions Teams
2. Create and implement a new Financial Aid Awarding Model
3. Develop a Strategic Enrollment Management Plan

## Section 2 – Points of Pride

1. Launched the Colorado First-Year Admissions Guarantee, a first-of-its-kind guaranteed admission program for resident students.
2. Reorganized all (4) units under Enrollment Services (Bursar, Financial Aid, Registrar, and Admissions) allowing for teams to better recognize and elevate individual talent, create greater collaboration across all of Enrollment Services and more effectively address gaps in workflows.
3. Discontinued partnership with EAB regarding financial aid awarding and supporting a Net Price Calculator. Created a new financial aid awarding policy/structure for Undergraduate (UG) students and developed an internal Net Price Calculator for UNC.



## Section 3 – Assessment/Learning Outcomes, July 1, 2022 – May 31, 2023

**Outcome #1:** Enrollment Services/the Office of Financial Aid through our new financial aid awarding model will be better able to address student need among low-income, undergraduate students seeking enrollment for fall 2023.

**How is it connected to the SAES Guiding Principles?** Principle One. The division will provide strategic leadership in facilitating efforts to recruit, enroll and retain talented students who are accomplished in extracurricular endeavors and broadly diverse.

**What are you measuring?** We are measuring our ability to meet need as part of our Pell-eligible student populations.

**What is the evidence?** Based on the awarding model for Fall 2023, students who were residents of Colorado and Pell-eligible would see on average a \$1,500 increase in gift aid compared to previous aid years/models.

**What is the result?** As of now, we are projecting an increase to the number of Pell-eligible students who will be enrolling for fall 2023 compared to fall 2022.

**Outcome #2:** We prioritize the need to increase the support and guidance for marginalized communities and underrepresented minorities by creating an Assistant Director of Diversity and Access, as well as a Diversity and Access Team.

**How is it connected to the SAES Guiding Principles?** Principle Three. The division will foster a campus climate of acceptance and accountability by striving to prepare all members of the division and the communities we serve to thrive in an intercultural society.

**What are you measuring?** We use admissions data for new, incoming undergraduate students from marginalized and/or underrepresented minorities. An area of focus was on our Hispanic/Latinx students and families.

**What is the evidence?** As a part of a larger institutional initiative within *Rowing, Not Drifting 2030* strategic plan to become a Hispanic Serving Institution, the department of enrollment services looks to support the goal of maintaining an undergraduate Hispanic/Latinx population of 25%. As of June 2023, indicators for new, incoming undergraduate Hispanic/Latinx students sits over 24% and paired with our continuing Hispanic/Latinx population will allow enrollment to maintain 25%.

**What is the result?** Increases to our Hispanic/Latinx admitted student population by nearly 300 admits and 485 confirmed Hispanic/Latinx students.



**Outcome #3:** Re-engaged in ongoing conversations and evaluations of our AIMS2UNC agreement and partnership.

**How is it connected to the SAES Guiding Principles?** Principle One. The division will provide strategic leadership in facilitating efforts to recruit, enroll and retain talented students who are accomplished in extracurricular endeavors and broadly diverse.

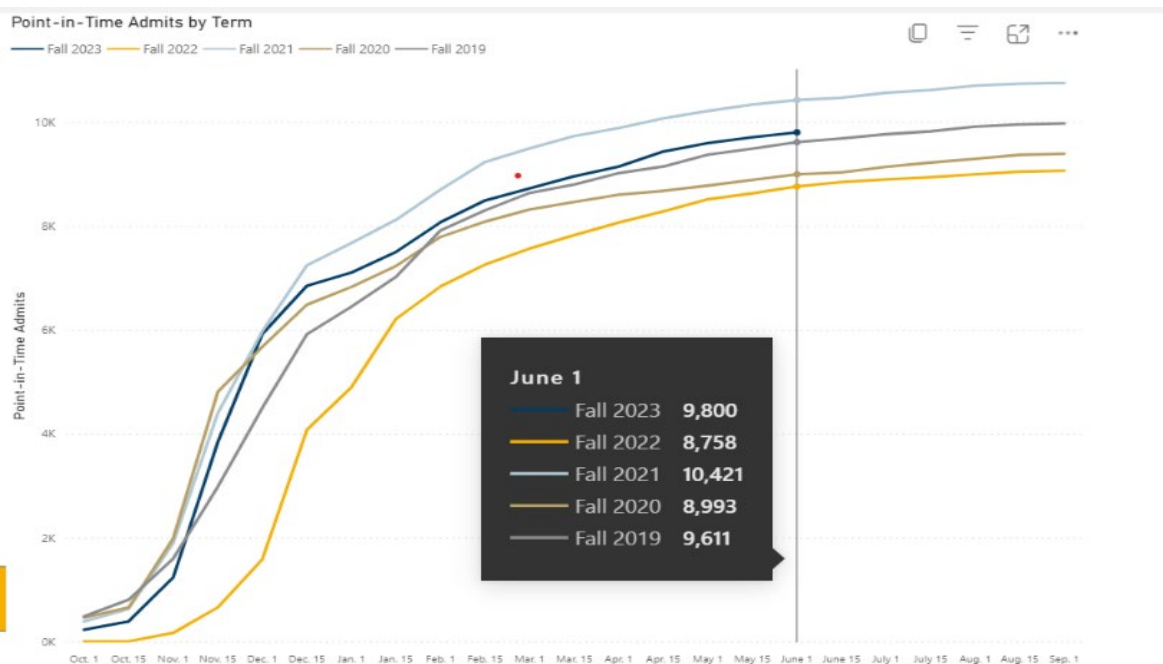
**What are you measuring?** We are re-evaluating the support, services and process associated with the AIMS2UNC program to ensure a successful transition for participating students, removal of barriers and continued support toward institutional enrollment goal.

**What is the evidence?** Based on student surveys and feedback from internal stakeholders at both AIMS and UNC, we are updating our MOU, terms of agreement for AIMS2UNC participants, etc.

**What is the result?** We have an 85% persistence rate for students in the AIMS2UNC program.

## Section 4 – Unit Metrics

- Increase in admitted student population compared to previous 4 years.



- Distributed financial aid awards a month earlier than 2022 and included 3,300 more admitted students who historically had not received communication on costs due to not filing FAFSA.
- Increase in campus events, specifically Destination UNC, which is for admitted students:
  - Destination UNC January 2023: 591 total guests
  - Destination UNC March 2023: 644 total guests
  - Destination UNC April 2023: 675 total guests