



UNIVERSITY OF
NORTHERN
COLORADO

Admissions

Annual Report 2022-23



Division of Student Affairs and Enrollment Services

University of Northern Colorado



Section 1 – Mission, Vision, Goals

Mission

Our mission is to recruit, admit and enroll qualified students to meet the university's strategic enrollment goals through offering authentic, engaging and impactful recruitment experiences, prioritizing equity and accessibility and by keeping the individual student and their support network as our primary focus.

Vision

We embrace our responsibilities to lead in representing the university and provide a remarkable and informed recruitment experience in service of all prospective students, their families, support networks and influencers.

Goals

New Student Enrollment Goals

- First-time, first-year students (Fall 2023): 9,500 applications, 8,800 admits, 1,584 confirmations, 18% yield.
- Transfer/second bachelor's students (Fall 2023): 1,018 applications, 945 admits, 416 confirmations, 44% yield.

Graduate Student Total Enrollment (all campuses)

- 2,650 students for fall 2023.

Office of Admissions Goals

- Establish consistency through the implementation of shared service values.
- Establish office and unit/team goals that support university mission to increase enrollment.
- Improve communication and information sharing across teams.
- Leverage use of Slate CRM technology to improve student experience.
- Create a culture of celebration and recognition.

Section 2 – Points of Pride

1. Send over 3,300 more financial aid letters to admitted student households than in previous years.
2. Launched the Colorado First-Year Admissions Guarantee, a first-of-its-kind guaranteed admission program for resident students.
3. Significantly improved staff retention and morale achieving 99% retention of full-time staff.



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

Outcome #1: Increase confidence, knowledge and access to information about undergraduate recruitment best practices, the state of recruitment at UNC and the complex college search process for faculty and staff across the university.

How is it connected to the SAES Guiding Principles? Principle One. 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 hosted three campus recruitment training sessions to support the targeted audiences of faculty and staff and created a shared folder of resource documents.

What is the evidence? 54 attendees across three trainings, one shared folder with eight unique resource documents prepared and a monthly meeting for key campus partners through a new enrollment partnership group.

What is the result? The campus recruitment survey results showed that 85% of attendees found the training to be an extremely or very valuable use of their time.

Outcome #2: Develop a new post-visit and event survey to increase submissions and gain valuable insights from visiting students and guests.

How is it connected to the SAES Guiding Principles? Principle Four. The division will develop "Methods of Evidence" that define and demonstrate the effectiveness of SAES programs and facilities on student success.

What are you measuring? Satisfaction and interest following the campus visit experience.

What is the evidence? The visit satisfaction survey showed 89% of daily visit respondents were either "Still Interested," "Very Interested" or "Planning to Apply/Enroll."

What is the result? Implemented additional tour guide service trainings and presentation improvements in response to guest feedback.

Outcome #3: Increase application completion rate to support meeting admit goal.

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 re-configured core functions of Slate technology regarding student application checklists to improve accuracy of transcript requirements for first-time, first-year students.

What is the evidence? The application completion rate and number of complete and admitted applications increased year-over-year.

What is the result? We increased the application completion rate 7% over 2020 contributing to over 1,000 additional first-time, first-year admits as compared to the prior year.



Section 4 – Unit Metrics

464 ADMITTED
STUDENTS

1,446 GUESTS

ATTENDED THREE
DESTINATION UNC
VISIT DAYS

 **1,000⁺**

Year-over-year growth in admitted
first-time, first-year students

470
SPOTLIGHTS
SUBMITTED

To recognize and
show appreciation for
individuals and teams

