

University Council Outreach Presentation

March 6, 2018



The
University
of Akron

Fall 2018 Class

- **Move applicants to complete – Admission deadline is July 1**
 - E-mails to students, parents and counselors
 - Text messages to students
 - Phone calls to students
 - Events (on-and-off campus)

Fall 2018 Class

- **Move admits to confirm**
 - **May 1 is the national confirmation deadline. The final deadline to confirm is July 15.**
- Mailings to home (letters and postcards)
 - Confirm Enrollment e-mail campaign to students and parents
 - Confirm Enrollment text message campaign to students
 - Phone calls to students – college collaboration
 - Major events (on-campus)
 - Personal visits – Shadow Days
 - Zippy cookie high school visits
 - Meet-n-greets outside of the local area
 - Digital marketing – social media

Fall 2019 Class

- **Build UA Brand Awareness – Akron Experience**
 - Mailings to home (publications and letters)
 - E-mails to students and parents
 - Digital marketing – social media
- **Encourage students to visit UA**
 - Major events
 - Spring Visit Day – Saturday, April 21
 - Summer Visit Day – Friday, June 22
 - Summer Visit Day – Friday, July 27
 - Summer Visit Day – Friday, Aug. 10
 - Daily information sessions and campus tours
 - Personal appointments
- **Encourage students to apply to UA – Application opens Aug. 1**

Adult and Transfer

- **Outreach efforts**

- Community college visits
- Transfer Fairs
- Personal appointments

- **Communication**

- Mailing, e-mails, phone calls, digital marketing/social media

- **Campus collaboration**

- Assessment of experience for students/recommendations for modifications (i.e. reduction of the confirmation fee; online orientation)

- **Collaboration with community colleges**

- Strengthening partnerships
- Developing partnerships

Ways to Support New Student Enrollment Efforts

- UA Ambassador
- Share your ideas with us
- Refer students to our office
- Volunteer at major recruitment events
- Volunteer during phone-a-thons

Other Enrollment Activities

Spring/Summer Yield Group

- Decrease summer melt of confirmed students
- Includes focus on continuing students
- Participation from key enrollment and support services:

Admissions	Financial Aid	New Student Orientation
Housing	Advising	Learning Communities
Registrar's Office	Student Accounts	University Communications and Marketing

Outreach to Stop-Outs

- Collaborative initiative with Adult Focus, College Now, and Enrollment Management
- Provide a wide range of support services to help former students return to UA to complete their degrees

Other Enrollment Activities

Enrollment Planning

- Key Components
 - Environmental Scan
 - Goals, strategies, and objectives
 - Enrollment projections
 - Campus input/feedback
- Completion of plan: Fall 2018

Questions?

New Freshmen Confirmations

As of April 30

	2017	2018
Prep Admits	289	0
Direct/College Ready/Emergent		
In-State	2522	2542
Out-of-State	283	174
Total	3094	2716