

Fall 2018 Enrollment Report - Admissions & Recruiting as of 3/12/18

Goal: Enroll 150-200 additional new freshmen for fall 2018 semester



1. Fall 2018 Applications

Total Applications Started:	7,455
Total Applications Submitted:	6,848
Total Accepted:	6,848 (<i>Accepted=submitted application w/ fee paid/waived</i>)
Total With Completed Documentation:	5,021
Same Date total for fall 2017:	4,059 (962 ahead of last year)

The goal is to receive and process 100% of requested documentation for accepted students:

- 73% of accepted students have provided requested documentation (transcript/ACT)
- 100% of that documentation has been processed
 - " To increase yield on accepted students with no documentation Admissions is making follow-up calls and sending a "documents needed" email to this group
 - " Additionally, the software management tool allows us to send automated reminders to territory managers (admissions advisors) for personal bi-weekly follow-up

2. New Admissions Recruitment Activities

Admissions Recruiter Specialists

Southern Utah part time specialist teaming with Advisement Center staff for a "first ever" registration-on-campus day at several St. George and Cedar City high schools.

Updated Badger Power Lunch Information

- Delta – Jan. 31
- N. Sevier – Feb. 1
- S. Sevier – Feb. 2
- Richfield High – Feb. 5
- Wayne High – Feb. 7
- Millard High – Feb. 8
- Cedar Ridge High – March 8th
- Tintic – March 14 (Jeff)
- Manti – March 14 (Jill)
- Piute – March 16 (Teresa)
- Gunnison – March 21 (Jill)
- Panguitch – March 26 (Teresa)
- Juab – March 27 (Jill)

6-County Snow Blast Challenge (*N. Sevier, Gunnison, Manti, N. Sanpete, Juab, Delta*)

On Tuesday, March 6, Jill took 4 Ambassadors and held the promised Gunnison Snow Blast Challenge Ice Cream Party for the winners. Most of the senior class were dismissed and participated. Her comments: "It went great and we all had a really good time. I think it was a great PR move and I look forward to doing this again next year. The students and counselors loved it!"

3. Junior High School Tour – week 10

- Jeff presented to 276 juniors: Blanding, Monticello, Green River, Grand (Moab), Carbon, Emery, Duchesne, Altamont, Tabiona, Union and Uintah high schools
- Shane presented to 350 juniors: Bountiful, Layton, Davis, Northridge, NUAMES, Clearfield, Syracuse, and Viewmont high schools
- " Contact information is fed into the CRM and a Snow College information packet is mailed to each
- " A new spring-through-fall communication plan is being developed to increase application yield as they transition to senior year

4. Campus Group Visits (last week)

- Granger High School – 49
- Utah Virtual Academy – 36

5. Next Snow Blast – April 6&7