Enrollment Management

Undergraduate Admission
- Implemented new streamlined web application for admission
- Continued to improve collaboration with Office of International Affairs and the Center for English as a Second Language to attract more international students at the undergraduate level
- Have applied and been accepted as a new member institution for The Common Application for the upcoming year (2011-12)
- In collaboration with Academic Enhancement and Undergraduate Studies have implemented the new Academic Preparation Program
- Started the admission cycle for Fall 2011 earlier than ever before – early August 2010
- Processed record number of applications in August through November 2010
- In collaboration with the Academic Scholarship office have simplified the scholarship application process – applicants are not required to provide an additional transcript

Undergraduate Recruitment
- The Transfer recruiter traveled to every KCTCS campus during each semester. We make, on average, 40 visits per semester, even visiting satellite campuses.
- We have expanded our recruitment efforts to include College of DuPage in Chicago, IL and will visit Georgia Perimeter College in Atlanta, GA this fall.
- We offer Transfer Days at the UK Visitor Center, which happens the third Wednesday of each month. The numbers have continue to increase month to month
- Last fall, Enrollment Management, with the support of all undergraduate colleges and many student service departments, participated in the largest and most successful series of Preview Nights in UK’s history. Visiting 17 cities over a two-month period, more than 4,000 high school students across the Commonwealth and beyond were able to see firsthand why the University of Kentucky is on the move to becoming one of America’s top research institutions.
- We have worked closely with the Council of Endowed Professors to engage prospective students with the tangible opportunities that exist on our campus for undergraduate students to participate in cutting-edge research.
- This spring, the Recruitment staff is visiting any Kentucky high school that is hosting an awards program and presenting our top incoming freshman with their scholarships. At this point, there are more than 250 awards programs throughout Kentucky and beyond that we are scheduled to attend. This is always one of the most rewarding parts of the year...both for our staff, who get to recognize students for their achievements, but more importantly for the students themselves, who always appreciate the sincere and personal recognition they receive in front of their peers and family.
- Prim Wathen is serving as the Local Arrangements Chair for KACRAO 2011 Conference to be held in Lexington
- Viewbook awarded a Special Merit Award at the CASE III Awards Program
- Recruitment Video awarded the Gold Award among schools with 20,000+ students from the Higher Education Marketing Report
- Hosted the Collegiate Information and Visitor Services Association 2010 Annual Conference
• Stephen Barnett will complete term as Secretary of CIVSA on June 30, 2010 and will begin three-year term as President-Elect on July 1, 2011
• Brian Troyer, Director of High School Recruitment, was elected to serve a 3-year term as a delegate to NACAC – the National Association of College Admissions Counseling. Brian will represent the state of Kentucky at the national level of this critical organization which sets policy and best practices for high school and college counselors who work daily to help first year, transfer, and non-traditional students navigate the college admissions process and achieve their educational goals
• From January 2010 – December 2010 the VC saw this many individual student visitors (guests not included):
  -Total of 13,510 students visited campus (had 13,163 in 2009 – a 2.6% increase).
  -8,156 were individual visits, 5,354 were through group visits.
  -782 students received an individual appointment with a department or program.
  -In the first year of TeleCenter using VC staff members, we completed 41 call jobs and contacted 19,050 students (that number increased significantly in Spring 2011 alone)

Customer Relationship Management (CRM)
• Top end, scholarship-level, diversity, out of state communication plans
  -Text messaging, emails, letters, Telecenter
• Mobile initiatives
  -iPad kiosks in Visitor Center, UK on Main
  -iPad utilization at Preview Nights to capture accurate prospective student data
  -Currently testing feasibility of iPads with Recruitment staff on the road
  -Mobile campus tour app for iOS, Android, Webapp
• Visitor Center Events management system
  -Integrate VC prospects into CRM automatically
    Automatic communications to inquiries/visitors
    Surveys
• Strategic name purchasing
  -NRCCUA declared students
  -Out of state target markets – St. Louis? (new?)
  -~300,000 future prospects in the CRM database being actively recruited
    More targeted name purchases underway
• Enrollment Management Web site enhancements
  -Redesign underway, new sites go live by August 1
  -Ask the Cat
  -Chat
  -Events Portal
  -Integration/streamlining of the Enrollment process throughout all EM websites

Advising Conferences
• Conducted 29 Academic Advising Conferences – (8 Fall, Spring and Summer Opening of Term; 17 Summer Advising Conferences for Fall Freshmen, Transfers and Readmits; 2 Merit Weekends for Freshmen; 1 November Conference for new Spring Semester Students; 1 April Conference for new Fall Transfer Students)
• 2010 was the first year we re-introduced the April Transfer Conference for KCTCS students only. In 2011, we opened up the conference for all transfer students and saw a record number of students attend.
• A record number of 855 admitted students attended one of two Merit Weekends in March 2011. Students who qualified to attend were scholarship level students and/or had participated in the Governor’s Scholars Program or Governor’s School for the Arts.
• Had an overall Summer Advising Conference show rate of 96%.

University Registrar
• Implemented online application for degree to streamline process and eliminate paper
• Use of APEX (Degree Planner) to assist in Academic Advising and Graduation Verifications after each semester. Major GPA data is pulled from one source and used for retention and time to graduation interventions. The data is pulled from APEX as there is no other spot on our campus to get the major gpa information for each student.
• All Undergraduate programs are visible in APEX. We also have 10-12 Graduate Programs live and continue to work toward incorporated all Grad programs into APEX.
• Successfully managed transfer evaluations for over 1000+ students in the 2010-2011 academic year
• Process actions/rulings approved by Senate as it pertains to system of record (i.e. building new courses, maintaining current course inventory accurately, adding attributes such as Distance Learning to new & existing courses, work with SLCM team to add new degree programs, etc.)
• Work with University Senate on rulings as it relates to the schedule of classes, data and course management, as well as ensuring campus consistency with regard to Senate Rules & Accreditation standards
• Strong partnership with SLCM Team and BI Reporting Team to ensure accurate data in our system of record (SAP) in addition to quality reports as shared with CPE, SACS, and others
• Manage course inventory, scheduling of classrooms, the Schedule of Classes, and the University Bulletin
• Implemented new policy (effective for Fall 2011) to update faculty of record data
• Successfully utilize Ad Astra Software to efficiently schedule courses in classrooms across campus; Involved in the first regional Ad Astra Software Summit and Conference (Spring 2011)
• Host training opportunities with campus partners to enhance event planning skills and ensure quality in data entry for course information
• Strengthened outreach efforts to contact continuing students who had not yet registered for the upcoming semesters

Financial Aid and Scholarships
• Implementing a searchable undergraduate scholarship website
• Conducting review of all undergraduate scholarships to use funds more strategically
• Automatic Scholarships – Expanded automatic award programs to high achieving students to streamline processes and eliminate paper
• Competitive Scholarships - Record number of eligible students – over 700 with qualifying 31+ ACT score
• Utilized telecenter to contact targeted groups of scholarship recipients
• Worked closely with Development to establish newly created scholarship endowment accounts and to select recipients in a timely manner. Recipients will be recognized at their high school awards ceremonies.
• Worked closely with the Office of Admission and the Recruitment staff to identify top students and make students aware of scholarship opportunities, deadlines, etc.
• Implemented an on-line automated student Book Voucher Request process via myUK.
• Utilized electronic communication methods to notify students about missing documents, outstanding loan related processes to be completed, financial aid award package information and other federally required notifications with significant savings in staffing and budget resources.
• Implemented a new electronic process for parents of dependent students and graduate students to apply for the Federal Direct PLUS Loan and Federal Grad PLUS Loan improving service to students and their families.
• Automated the packaging of Federal Direct Loans for the Colleges of Medicine and Dentistry.
• Processed more than 31,000 Free Applications for Federal Student Aid (FAFSA) received as of March 31, 2011 for the 2010-2011 award year. This represents a 44.2% increase in financial aid applications over the past 3 years.
• Met all 2010-2011 financial aid award package notification deadlines: incoming freshmen – March 15; law students – May 6; returning undergraduate, transfer and graduate students – June 1.
• Disbursed more than $304 million in federal, state, institutional and private financial aid awards including more than $86 million in institutional awards.
• Participated in enrollment management retention efforts to communicate with and assist students who still had outstanding balances at mid-term.

Veterans Resource Center
• Bringing it Home - Voices of Student Veterans – Collaborative effort with Fine Arts and the Nunn Center for Oral History – Selected for NY International Fringe Festival
• UK identified as a veteran friendly school by GI Jobs – 2 years running
• UK ranked in top 30 veteran/military friendly schools in the country by Military Times Magazine

Student Account Services
• On-line Direct Deposit of Refunds
  -Convenience for students
  -Go Green initiative to reduce paper usage
  -Reduce costs
• Financial Ombud Retention Efforts
  -Emails to students with unpaid accounts
  -Counseling and assistance prior to registration
• Guest Pay/Information Release Authorization Project
  -Allow students to establish guests access to pay on-line or view account information
  -Convenience for students and parents

New Innovations
• Think 2.0 – Current Innovations
• iPad Strategies in Enrollment Management
• Used in Kiosks at Visitor Center and UK on Main
• iPads used for prospective student data
• iPad “Home” page created for recruiters, students and campus partners to utilize for student services (https://static.askadmissions.net/ukundg/usermedia/ipad/lexington_.html)
• EM is participating in Managed Print Services initiative
• EM is quantifying the cost savings of imaging service by Open Text
• Reduced EM’s printing by use of portable documents, dual monitors, and editable forms.
• Enhance Enrollment Management’s use of mobile devices, increasing efficiency while in remote areas for recruiting staff, implement cloud-storage document retrieval application and procedures.
• New web design for Enrollment Management - Ultimately gaining site structure changes- quickest path to application and student services, content reformation, multiple language platform, mobile backend (user agent checker) all maintained by a content management system (CMS) - Joomla. Expected to go live August 1, 2011
• Implement and deploy Mobile Campus Tour App. available in App store for iPad and iPhone. Expected launch for August 1, 2011
• Utilized voice over Internet protocol (Skype) for Telecenter through Hobsons Connect - ultimately increasing call volume by 50 – 100 calls/session.