

## Open House Success: Parent Survey Social Group

In June 2011, the Office of Enrollment Management & Student Access sent survey invitations to approximately 5,000 parents of new admitted freshmen students. Seventy-one percent of the completed surveys came from parents of enrolling students and 29% from the parents of non-enrolling students. Our overall response rate was approximately 23%, providing our division parental feedback on the college decision-making process including perceptions of UNC's quality and cost. This year EMSA tried something new with the parents of enrolling students. In the spirit of cultivating a stronger "voice of the customer" program, EMSA asked if parents would like to participate in a "Parent Customer Service Group" which would primarily be tasked with offering participants a formal, structured way of providing feedback on current products, programs and services as well as providing new ideas for parent engagement. EMSA strives to improve communication and service to both the parent and the student. Prior research shows that students with strong social support systems are more likely to complete their degree. EMSA wants to do their part in helping students and parents navigate the road to graduation together.

As part of this program, EMSA held an open house during move-in day, Thursday, August 18, 2011, to meet the parents and talk about the goals. Over 400 parents agreed to participate in the program and over 125 parents attended the open house. EMSA will be sending out surveys periodically throughout the year to these parents for feedback and ideas on improving UNC services and sharing them with the community.



*"Just wanted to thank you all for the wonderful welcome and gifts! Our daughter, Bonnie, is very excited to be at UNC! We are very impressed with the campus and all the friendly people we met along the way. Bonnie is very determined to become a nurse and is already planning to get good grades and continue working as a CNA at the hospital. We are thrilled she is at your school! Thank you again for your warm welcome."*

*-Amy and Phil Perrine*

## WUE: Newly Classified

The Western Undergraduate Exchange (WUE) program is now a tuition classification rather than a scholarship. It is automatically offered by UNC to students claiming residency in one of 14 states including Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington, and Wyoming. WUE reduces tuition by over \$6,000 a year for residents of these states.

To apply for WUE, one must only apply for admission to the university, we no longer require a separate application for WUE scholarships.

### In this Issue

Open House Success . . . . .	1
WUE Classification . . . . .	1
UNC Branding . . . . .	2
New Admissions Director . . . . .	3
Free Tuition For Vets . . . . .	3
Munchy Mart Opens . . . . .	4
CA Dream Act . . . . .	4
Calendar of Events . . . . .	5
Adopt-A-Spot . . . . .	5
Catering . . . . .	6
Student Highlights . . . . .	6
EMSA Den . . . . .	7
Campus Rec Boot Camps . . . . .	7
EMSA in the Community . . . . .	8



# Reaching out in many ways

Some new marketing initiatives by the EMSA department include bus boards, billboards, digital screens, PA announcements and banners at high school sporting events among other things. Many have already noticed the billboard on Highway 34 and now there are Greeley District 6 buses traveling out of town promoting UNC and encouraging a visit to campus.

Since these buses travel to Denver and other area high schools, the exposure for the university is great. Forming partnerships with key regional schools is a vital part of this new strategy, and by supporting high school sports, UNC has been able to advertise in Colorado schools. In addition to bus boards, we are currently working with schools to hang banners prominently in gyms and have announcements made during their games to advertise our campus and UNC's message to a large number of prospective college students and their families. Building these relationships early and creating an image of the University of Northern Colorado through sports and community events in high schools can have a powerful effect on college choices in the future.

EMSA has also added radio advertising to it's agenda. Ads have been broadcast on KOSI 101, 99.5 The Mountain, 95.7 The Party and Channel 93.3 and quite a group has responded showing interest in coming to UNC! Those who mention the ad from the specific station get their application fee waived and are entered into a drawing for a semester scholarship at UNC. The drawing will be held on December 1, 2011 before winter break.

Recently EMSA teamed up with TRI 102.5 and UNC athletics to increase attendance for our first home game by giving away tickets to the UNC vs. CSU rivalry game, advertising on the radio, and giving away six car keys to lucky participants for a chance to win a VW Passat that will be given away at the UNC homecoming game.

Some other areas of similar exposure can be seen in our local community and include the Greeley Ice Haus and the Family Funplex. In the Funplex, EMSA is sponsoring center court advertising. A large wallbanner in the Ice Haus is also promoting the university and portraying it as an active institution of higher education.

Throughout the year, UNC will be seen by students through digital displays located in various school districts in Colorado. Currently Fort Collins, Castle View, Rock Canyon, Chaparral, Mountain View and Douglas county school districts are displaying these screens in their schools.

Additionally, the EMSA department is actively marketing online through YouTube, Facebook, College View, College Confidential, Cappex, and more.

**Don't forget to check out our new YouTube channel!**

[www.youtube.com/uncobears](http://www.youtube.com/uncobears)

## Free UNC Tuition for Veterans

Recent veterans are receiving a big thank-you for their service to this country: 100 percent free tuition. The U.S. Department of Veterans Affairs' Yellow Ribbon program is enabling hundreds of colleges across the country to help veterans and their families with college costs.

Established as part of the post 9/11 GI Bill in 2008, the Yellow Ribbon program provides some type of tuition break at 34 colleges in Colorado. UNC is offering full undergraduate tuition and fees and help with housing and books. More than 300 students are expected to enroll under the Yellow Ribbon program this fall.

Institutions of higher education (colleges, universities, technical colleges, etc.) may elect to take part in the program, and can choose the number of students admitted under the program as well as the amount of their contribution to the veterans' education. By matching funds with the VA for the past three years, UNC has given a great deal back to those who have served this country.

Eligibility starts here:

- Student served after September 10, 2001 for at least 36 months
- Student was honorably discharged for a service-connected disability and served 30 continuous days after September 10, 2001
- Student is a dependent, eligible based on a veteran's service under the criteria listed above

**For more information about UNC's Veterans Services department, visit [www.unco.edu/veteransservices](http://www.unco.edu/veteransservices).**

## Welcome Our New Admissions Director

The office of Admissions has gained a new Director; Sean Broghammer began his position in June and is settling into the new position comfortably. Sean brings over 11 years of higher education and leadership experience including nine years in Housing & Residential Education here at UNC.

Please take some time to welcome Sean to a new team!

*Welcome to the team!*





## Munchy Mart: Open For Business

Munchy Mart, a name chosen by popular vote by our student population, is a store of convenience that is fast, fresh, friendly, and most importantly, fun. Before our guests even reach the store entrance, they are greeted by colorful signs, blinking lights, and an artfully garnished rainbow of gelato flavors. On any given day you can hear our students singing their Gelato song to the tune of Queen's "We Will Rock You" or the Munchy Mart song to Journey's "Small Town Girl."

That is just the garnish on the gelato (so to speak)! As you enter the store, guests are welcomed by a fresh fruit display, and apple green martini countertops filled with our freshly baked pastries, donuts and our hot grab 'n go items. The store has a very cozy, organic feeling with a flow that is much like the winding Thompson River on your way to Estes Park through the great Rocky Mountains.

The Munchy Mart is not your regular, run of the mill, shoe-box convenience store. Accent lighting throughout the store is quirky, colorful, and modern. The tile on the floor has an organic texture with gray tiles winding into brown tiles and ceiling panels featuring what looks like carbonated soda in green, royal blue, and transparent.

Our store is modeled after our Coffee Corner's self-branded concept and highlights our already popular grab 'n go items and Seattle's Best Coffee®. The uniqueness of the Munchy Mart (outside of the store design) lies in a self-branded concept that our students already love, with the addition of our Gelato case, and our F'Real frozen malts, shakes, smoothies, and cappuccinos; the store is already a hit with our customers!

*Read Chef Aran Essig's article on Gelato and Sorbet at [www.unco.edu/dining/chef/featured\\_fall2011gelato.html](http://www.unco.edu/dining/chef/featured_fall2011gelato.html)*

**HOURS OF OPERATION:**  
**Monday - Thursday: 8:00 a.m. - 10:00 p.m.**  
**Friday: 8:00 a.m. - 6:00 p.m.**  
**Saturday: 8:00 a.m. - 4:00 p.m.**  
**Sunday: 12:00 p.m. - 10:00 p.m.**

# Calendar of Events

We are always looking for volunteers for our events. If you would like to help out with one of these events, please contact Jaqueline Auker at 970-351-2692 or [jaqueline.auker@unco.edu](mailto:jaqueline.auker@unco.edu).

## Past Events

Thank you to all the volunteers that helped make the following events a success this summer:

- **July 15-17**  
*Colorado Black Arts Festival*  
Denver City Park, Denver
- **July 24**  
*Kids Cure for Cancer*  
Washington Park, Denver
- **July 30-31**  
*Colorado Dragon Boat Festival*, Sloan's Lake, Denver
- **August 5**  
*Clear Channel & Pepsi Back to School Event*  
Denver
- **August 6**  
*Crowley Foundation Back 2 School 5k Walk/Run*  
Stapleton Central Park, Denver
- **September 3-5**  
*Windsor Harvest Festival*  
Windsor
- **September 11**  
*Hispanic Education Foundation Golf Tournament*  
Longmont

## Upcoming Events

- **September 24, 10am-5pm**  
*2nd Annual Garden of the Gods Rock Ledge Ranch Traditional Powwow*  
Colorado Springs
- **September 29-30, 5-7pm**  
*Latino Research and Policy Center*  
Denver, Register at [www.ucdenver.edu/academics/colleges/PublicHealth/research/centers/lrpc/lrpcsummit/Pages/registration.aspx](http://www.ucdenver.edu/academics/colleges/PublicHealth/research/centers/lrpc/lrpcsummit/Pages/registration.aspx)
- **October 29-30, 9am-6pm**  
*Boo at the Denver Zoo*  
Denver, visit <http://www.denverzoo.org/visitors/events.asp> for more information
- **November 5, 9:30am-6:30pm**  
*Minority Student Medical Career Awareness Workshops and Recruitment Fair*  
Colorado Convention Center, Denver, Preregister at [www.aamc.org/medicalcareerfair](http://www.aamc.org/medicalcareerfair)
- **November 12, 11:30am-4:30pm**  
*Catching your Future Bilingual and Resource Fair*  
Longmont, Contact Marilyn Villalobos at [marilyn\\_ri@hotmail.com](mailto:marilyn_ri@hotmail.com) if you would like to participate in this event

## Adopt-a-Spot

Enrollment Management & Student Access has adopted a new spot! It is on the East side of Gunter Hall in front of the audiology clinic entrance. It is EMSA's second adopted spot, the first being in front of Carter Hall. There is no cost to adopt a spot, but the adopters must keep their spot clean and weed-free. Adopting a spot is a great way to help keep our campus beautiful.

EMSA's new spot is a landscaped garden area complete with paths and benches right outside the clinic. EMSA adopted this new spot as a peaceful place to pause and for students, faculty, staff, and families to enjoy.



## Yee-Haw

For two years now, UNC Catering has catered at the Greeley Stampede. On Saturday, June 25, Clint Black was in concert and UNC catered at the Cuff Catcher.

They served a delicious rodeo meal including trail-blazing beef adovada with cornbread, honey chicken drumsticks, grilled corn on the cob, mini roasted russet potatoes, green bean salad, apple walnut coleslaw, watermelon, rocky mountain road brownies, and chocolate covered strawberry shortcake. It was enough to make any cowboy's mouth water! It's no wonder that UNC Catering has won the Bronze for the Loyal E. Horton award again this year.



## UNC Highlights: Our Students

### UNC at NACURH 2011

The University of Northern Colorado's Residence Hall Association had a very successful NACURH 2011. After a 15 hour drive, the delegation of nine joined the current IACURH Programming Chair, Kelsey Murray, as well as Jamie Lloyd, who were both representing IACURH at the National Level at Western Illinois University in Macomb, Illinois. NACURH is the National Association of College and University Residence Halls and is the largest student run corporation in the world. Each year, a school hosts the national conference, or NACURH. UNC is affiliated with the Intermountain Affiliate, (IACURH) Region.



The delegation cheered their way through the conference while attending programs, such as Boardroom, Corporate, a Careers in Housing Luncheon, and more. Three members of the delegation had been selected to present programs at NACURH as well. Jamie Lloyd, Sam Hyland and Kelsey Murray all presented programs on diversity and leadership development. UNC's Advisor, Chris Mullen, was also selected to present one Advisor Recognition Training program and a session on Stepping Outside Your Comfort Zone.

UNC's crowning glory came during closing ceremonies, where, UNC was considered for three awards at the National Level including Jamie Lloyd for the Distinguished Service Award, Chris Mullen as the Advisor of the Year and Lauren Koppel as the Student of the Year. Throughout the night, UNC could be found cheering on the countless victories of IACURH as well as other regions. By the end of closing ceremonies, UNC had received two awards, Advisor of the Year and Distinguished Service Award. UNC also had two members sworn in as IACURH Executives. Kelsey Murray was sworn in for her second term as IACURH's Programming Chair and Jamie Lloyd was sworn in as the IACURH Director. In addition, UNC was awarded a traveling trophy for their amazing spirit and cheering at NACURH.

Overall, the University of Northern Colorado had a successful NACURH 2011 Conference and each delegate was able to grow and learn from their experience. They look forward to applying those skills in the fall. RHA is looking forward to having a great time at NACURH 2012 hosted at the University of Colorado – Boulder!

*Kelsey Murray*

## The EMSA Den

### Awarded

- University of Northern Colorado Catering has won the Bronze for the Loyal E. Horton award. This is the second year running the catering team has won this prestigious award- Congratulations!

### Published

- Executive Director, Randall Langston, published an article, "Improving Collegiate Retention & Helping Students Be Successful" in the NASPA IV- West online newsletter. It features EMSA-sponsored BearsMATR as an effective device to positively influence student persistence and examines the role of student retention rates in institutions of higher education.
- Recently renovated Turner Hall makes May/June cover of Talking Stick Magazine, a national publication of campus housing with a picture of the front desk and lobby area.



## Campus Recreation

### Boot Camps Started July 11

The Campus Recreation Fitness program began its second round of Boot Camps on Monday, July 11. This small group training, led by a certified Personal Trainer, is designed to give you individual attention and group motivation. Burn calories and test your limits through a combination of cardio and strength training. All fitness levels are welcome and every exercise can be modified to suit your abilities. Participants can choose between two or three days per week, as well as mornings or evenings. A Campus Recreation membership is not required to participate. The next fall boot camps will begin October 17th.

The Campus Recreation Fitness program is also offered free Group Fitness classes to Campus Recreation members over the summer. Each week, 14 classes were offered in a variety of formats, including strength, cycling, yoga, step and Zumba™. For more information on all of these programs, contact Tricia Tort at [tricia.tort@unco.edu](mailto:tricia.tort@unco.edu) or 351-2068.



# EMSA In the Community

## Capitol Hill People's Fair

In the heart of downtown Denver, the 40th Annual Capitol Hill People's Fair was held June 4th and 5th. EMSA teamed up with the Graduate School and Extended Studies to set up an informational booth in Denver. More than 75 interested prospective students are now on UNC's mailing list. It was great exposure for the university as over a thousand people stopped by to hear about UNC and pick up some goodies.

Everyone was walking around downtown with a bear fan. We are already planning on attending next year's fair on June 2nd and 3rd.

Check out a video of the day's highlights:



[http://youtu.be/YTm0x7Ylr\\_0](http://youtu.be/YTm0x7Ylr_0)

## Crowley Foundation

The Crowley Foundation Scholarship fund is designed to provide inner-city youth with financial opportunities that will assist them in furthering their educational goals. There were 10 UNC participants who volunteered in the 5 mile walk/run on August 6th.



## Fourth of July Parade

UNC's entry in the Greeley Stampede Independence Day Parade earned second place in the parade's Best Overall Entry category, with judges citing the enthusiasm of the approximately 75 UNC employees and their family members and friends who were part of UNC's entry. The entry included a float festooned with blue and gold balloons and "Bringing Education to Life" and other UNC banners, Admissions' new Bear-branded van, roving walkers who handed out free UNC-branded mini-Frisbees and a squadron of UNC-branded Blue Cruiser bicycles that circled the float while float riders and walkers clapped to the beat of the UNC fight song as they proceeded down 10th Avenue in front of 80,000 spectators. Everyone showed their Bear Pride by wearing blue UNC t-shirts produced specifically for the parade. Enrollment Management and Student Access, which organized the entry, thanks everyone who volunteered and helped make the entry a success. Go Bears!



## Back 2 School Fest

On August 5th, Pepsi, Wal-Mart, and Clear Channel all made this event possible. They were able to give out school supplies including backpacks to the first 4,000 people that came in the door. Around 5:30 am there were people lining up and getting geared up for the day. We also contributed 1,000 bags to be given away.



## Arts Picnic

Here on our home court in Greeley, EMSA participated in their 3rd annual Arts Picnic on July 30th and 31st. This is always an awesome way to get kids to interact and for us to be able to interact with future bears.



## Dragon Boat Festival

Located at Sloan's Lake in Denver we were lucky enough to participate in this event with over 100,000 attendees on July 30th and 31st where we also received over 100 interest cards for the university. EMSA was the sponsor of the Passport to Asia event and provided an iPad for the winner of the participant drawing. Overall, it was a wonderful experience and the turnout was huge.

## Cinco de Mayo

The Cinco de Mayo parade on May 7, 2011 was a big success for EMSA. Many fans and frisbees were distributed and the volunteers had fun on the route snaking through downtown Denver.

*"Walking in the parade was a great experience. It was amazing to see all the bear fans and people enjoying our float. The kids loved the wrapped van."*

- Jessica Galindo.