

Revised

Revisions shown in red text

Board of Trustees – December 2023

SEM and Admissions Update

Stephanie Torrez and Pete Lien
SEM Steering Committee Co-Chairs



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Discussion Topics

- SEM Plan Update
- Fall 2024 Admissions Targets (point-in-time)
 - UG New First-Time, First-Year
 - New Transfer
 - Overall Graduate
- Fall 2024 Admissions Updates
 - UG New First-Time, First-Year
 - New Transfer
 - Overall Graduate

SEM Planning Updates

SEM Goals - FINAL

Goal 1: Increase the recruitment and retention of degree-seeking undergraduate (UG) and graduate (GR) students to align with UNC's strategic vision for a diverse and vibrant community.

Goal 2: Increase non-degree, for-credit enrollment across undergraduate and graduate course offerings to support our communities' educational needs and professional growth.

Goal 3: Ensure that institutional policies and practices promote equitable access and opportunity for ALL students to succeed.

Goal 4: Foster a shared sense of responsibility for students' success.

Goal 5: Maintain an academic portfolio that reflects our high-quality standards and commitment to career readiness and lifelong learning.

Goal 6: Sustain a distinctive and inclusive identity that reflects UNC's strengths and showcases our value proposition.

Goal 7: Maintain the fiscal vitality of UNC while ensuring attendance is financially manageable.

SEM Website: <https://unco.edu/campus-sem/>

Examples of SEM Work



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Admissions Partnership Group (A.P.G.)

APG is a cross-functional workgroup comprised of campus representatives with touch points throughout the admissions process including college recruitment contacts, Deans and recruitment liaisons, select program directors including Honors, Soar, CHE, Bear Central, alumni relations, etc.

The goal of APG is to improve collaboration, grow knowledge and awareness, and increase campus engagement in recruitment best practices.

Standing agenda items

- Enrollment funnel and admissions updates
- Key dates: Deadlines, Free App Days, Large Visit Days, etc.
- Calls for support and engagement from campus partners

Key Admissions Enhancements

- **Campus Recruitment Toolkit** – an electronic central repository of shared resources to facilitate all campus interactions involving admission activity.
- **APG Portal (Admissions Partnership Slate Portal)** – secure access to real-time information including student queries, requests for admissions support, etc.

Fall 2023 Financial Aid Optimization Outcomes

New First-Time and Transfer

Undergraduate Pell Eligible Profile								
	Fall 2022			Fall 2023			Δ	
Population	Total Headcount	Pell Eligible Headcount	% Pell Eligible	Total Headcount	Pell Eligible Headcount	% Pell Eligible	Headcount	% of Population
New First-Time	1,193	347	29.1%	1,228	394	32.1%	+47	+3.0%
New Transfer	535	162	30.3%	535	179	33.5%	+17	+3.2%

Pell-Eligible New First-Time & Transfer Students

- Fall 2023 NFT +\$5,700 average award
- +47 NFT Pell Eligible students
- +17 TR Pell Eligible Students
- 3% increase in Yield Rate for “0” EFC NFT students

UNC Colorado 1st Year Admissions Guarantee

1st Year Summary

- Increased awareness of external stakeholders contributing to application increases
- Expedited decision-making for qualified residents
- Sustained increases in the quality of the application and admitted student pool (see figure below, as of 11/15/23)

Term	Fall 2022			Fall 2023			Fall 2024		
	Admits	Confirmed	Conf. Rate	Admits	Confirmed	Conf. Rate	Admits	Confirmed	Conf. Rate
High School GPA									
4.00	218	5	2%	1,269	29	2%	1,532	24	2%
3.80-3.99	104	3	3%	620	12	2%	819	20	2%
3.40-3.79	146	3	2%	1,039	33	3%	1,081	34	3%
3.00-3.39	124	3	2%	649	35	5%	804	27	3%
Below 3.00	25			179	11	6%	173	17	10%
GPA Not Recorded	1	1	100%	7			27	3	11%
Total	618	15	2%	3,763	120	3%	4,436	125	3%

High School GPA figures are only provided for New First-Time (NFT) UG admits.

Retention & Success Activities

- **HSI steering committee** which includes subcommittees for admissions/recruitment and retention/student success and crossover membership from SEM Steering and Subcommittees.
- **Updates to policies and practices** to expand access and improve the student experience.
 - Examples: Bursar hold threshold increase, adjustment to withdrawal deadline, financial and test preparation assistance for students who need to take the Praxis for teacher licensure.
- **Actively seeking opportunities** to enhance and support the needs and interests of students pursuing unpaid internships or un-paid work-based learning.
 - Example: State Farm Good Neighbor Citizen Grants.
- **Climate and Student Experience studies** to ensure that our retention and success efforts are informed by students' needs and interests.
- **College success committees with a focus on the faculty role in student success.**
 - Example goal from HSS: Integration of Career Readiness competencies in the HSS curriculum so students may understand the variety of career opportunities in their area of study.

Fall 2024 Enrollment Assumptions



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Fall 2024 Enrollment Planning Assumptions

Targets for Fall 2024

- New First-Year UG Students: 1,300 Students
- New Transfer UG Students: 550 Students
- Graduate Enrollment for Fall 2024 to remain level: 720 (same as Fall 2023)
- First-Time, First-Year (FTFY) Retention Rate: 74% (Fall 2023 to Fall 2024)

Fall 2024 UG Admissions Data

UG Admissions by the Numbers (as of November 15)

New First-Time (NFT)

- Current Admitted Students: 4,198 (+689 compared to point-in-time last year)
- Fall 2024 Admit Goal: 9,398 (currently at 44.7% of goal)
- Current Confirmation Deposits: 124 (+6 compared to point-in-time last year)

Admissions Status	Fall 2023 Final	Fall 2024 Goals	Fall 2024 YTD %
Admitted	8,885*	9,398	44.7%**
Confirmed/Deposited	1,255	1,327	9.3%
Enrolled	1,229	1,300	Begins late Spring
Yield (Admitted to Enrolled)	13.8%	14%	N/A

* UNC's 2nd largest admitted student cohort.

** *During the previous three recruitment cycles, UNC was consistently at 42% of our final admit number on November 15.*

Fall 2024 UG Admissions Data (Transfer)

Transfer Students (as of November 15)

Point-In-Time One-Year Comparison

- Current Admitted Students: 117 (+16 compared to point-in-time last year)
- Fall 2024 Admit Goal: 1,086 (currently at 11% of goal)
- Current Confirmation Deposits: 57 (+10 compared to point-in-time last year)

Admissions Status	Fall 2023 Final	Fall 2024 Goals	Fall 2024 YTD %
Admitted	1,049	1,086	10.7%*
Confirmed/Deposited	720	743	10.3%
Enrolled	531	550	N/A
Yield (Admitted to Enrolled)	50.6%	50%	N/A

** During the previous three recruitment cycles, we have been around 9% of our final Transfer admit number by November 15.*

Fall 2024 Graduate Admissions Update

Graduate Admissions by the Numbers (as of November 15)

Point-In-Time One-Year Comparison

- Current Admitted Students: 146 (+24 point-in-time last year)
- Fall 2024 Admitted Student Goal: 1,500 (currently at 9.7% of goal)

Admissions Status	Fall 2023 Final	Fall 2024 Goals	Fall 2024 YTD %
Admitted	1,496	1,500	9.7%*
Enrolled	719	720	N/A
Yield (Admitted to Enrolled)	48%	48%	N/A

**During the previous recruitment cycle, we were at 8% of our final Graduate Admit number on November 15.*

International and Graduate Student Enhancements

New Initiatives and Staffing

- ❖ **Added three** new positions to our graduate admissions & recruitment team
 - Associate Director of Graduate Admissions
 - **Two** Graduate Recruitment Specialists focused on domestic and international graduate student populations for Greeley campus and programs
- ❖ Realigned territory management for undergraduate admissions counselors
 - Two admissions counselor positions now include a focus on international student populations (both those living in the U.S. and internationally)
- ❖ Updated undergraduate admissions processes
 - New confirmation process
 - Revised internal communication and collaboration between the Office of Global Education and admissions teams

UNC Tuition Promise Proposal

What is the UNC Tuition Promise?

- UNC is committed to addressing the college affordability needs of our students through the new UNC Tuition Promise initiative.
- The UNC Tuition Promise initiative is a combination of grants that cover tuition and fees beginning in Fall 2024 to all UNC students who qualify.

UNC Tuition Promise Requirements

1. Student must be a Colorado Resident or eligible ASSET student
2. Student must file FAFSA (or CASFA) on time to be fully eligible
3. Student must apply for and receive COF
4. Student must be enrolled in 12+ credits (cover up to 16 credits)
5. Student must have Satisfactory Academic Progress (SAP)
6. Student must be an Undergraduate working on first bachelor's degree
7. Student must have a total family income below \$65,000
8. Student must have more than \$0 of gross need

THANK YOU!



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