

University of Northern Colorado Board of Trustees

Strategic Enrollment Management Updates

Recruitment/ Admissions Strategy

How do we get students
to apply and enroll?



FOCUS: SHORTER FUNNEL
From interest to enrollment

VS

Enrollment Strategy

How do we attract, enroll, retain,
graduate, and serve the right mix of
students to achieve institutional goals?



FOCUS: INSTITUTION-WIDE LIFECYCLE
From attracting students to graduation and beyond

Fall 2027 Admissions and Recruitment Key Populations

- **Dual/concurrent:** enters in high school, years before college
- **First-time first-year:** enters directly from high school
- **Transfer:** enters mid-degree, from community colleges and other institutions
- **Graduate/professional:** enters after a degree, often from UNC's own alumni

Grow UNC by making the path forward clearer for more Colorado learners — because where learning is personal, every path is different.

Making Early College Credit Count: Dual/Concurrent Enrollment

824

high school students
earning UNC credit this fall

739

Dual
Enrollment

24

Concurrent
Enrollment

61

TREP / ASCENT
(degree-seeking)

PARTNERSHIP REACH



11
districts

Partnering with
11 districts

16
high schools

COUNSELOR ENGAGEMENT



Investing in a
high school
counselor
engagement
program

ADOPT-A-SCHOOL PILOT



Teacher Cadet
Program at the
Career and
Technical Education
Center and the
Health Sciences
Academy at Greeley
Central HS

First-Time, First-Year Students: From Admitted to Enrolled

Widen the Door

Direct admissions partners:



Greeley-Evans D6:
1,000+ seniors in our
Fall '27 pipeline



Expanding to Aurora
Public Schools &
Colorado Early Colleges

Earn the Yes



Senior & Admitted
Student Experience
Program

- EXPANDING



Personalized
communication plans

- BUILDING



Earlier, targeted
financial aid offers

- UNDERWAY

Transfer Students

Rethinking the Transfer Experience

Our third point of entry: mid-degree transfer students from community colleges and other universities.



THE TRANSFER GAP

Too often, credits don't transfer cleanly or students learn too late where they stand. The result: they go elsewhere or stop altogether.

FOUR TACTICS FOR FALL '27

1 SPEED + CLARITY

Faster, more flexible transcript review plus targeted communications at the moments that matter.

2 POLICY

A UNC team, with technical assistance from AASCU, is identifying where our rules create unnecessary barriers.

3 CREDIT FOR EXPERIENCE

Faculty are developing portfolio review so working adults can earn degree credit for learning gained through work.

4 DIRECT PATHWAYS

Direct pathways with Aims in Greeley, Community College of Aurora, Red Rocks, and Front Range.

WHAT WE'LL WATCH

01

Time to credit decision

02

Transfer applicants choosing UNC

Graduate and Professional Students

The Final Point of Entry: Graduate and Professional Students

Our final point of entry is after a degree: graduate and professional students.



COLLEGE OF OSTEOPATHIC MEDICINE

First class now underway

Focus: selecting a strong second class.

3,000+

applicants competing for a second class

30:1

applicants for every seat

REAL DEMAND

for physicians trained here, for Colorado

THREE TACTICS FOR FALL '27

1 PROGRAM DESIGN

Aligning credit-hour requirements with Higher Learning Commission expectations and peer programs.

Updating transfer policies to accept relevant graduate credit.

Expanding online and low-residency degrees for working professionals.

2 EMPLOYER PARTNERSHIPS

Expanding agreements with school districts so teachers can earn graduate degrees with UNC — completing the pipeline from Teacher Cadet and TREP, to licensure, to a master's degree while teaching.

3 A SIMPLER PATH IN

Building a single UNC-branded portal for all graduate admissions, so every prospective student has one clear, consistent process, with targeted follow-up from first interest.

WHAT WE'LL WATCH

How many graduate applicants choose UNC

Thank You!