

Student Services Annual Highlights

2013-2014

Department Name: School Relations

Dash Board Indicators:

Fall High School Tour	2009	2010	2011	2012	2013
Schools Visited	100	106	114	66	67
Students Seen	3,786	3,625	3,582	2,711	3,051
Ethnic Students Seen	1,184	1,262	1,195	1,039	1,108

Programming or Service Highlights:

Recruitment:

- There are 14,425 prospects in the communication database that are invited to each event on campus. This database is enhanced by third-party purchased lists.
- There are currently 3,299 active prospects that are in the pipeline to apply. Recruiters offered 723 individual contact services such as concurrent enrollment updates, admissions applications, scholarships and financial aid assistance.
- Better collaboration has been set in place with Institutional Marketing in order to coordinate all recruitment efforts and to make for consistent messaging.
- This year each recruiter was assigned a territory and individual goals were set. Each recruiter was responsible for tracking their data. Prior to this, Enrollment Services staff recorded the prospective data.
- Recruiters are sending a series of mass e-mails to new applicants. The average is 350 e-mails per month.
- Contact procedure was implemented for incomplete applications. Typically, 200 incomplete applications are responded to within an 8-day period from the time they apply. Institutional Marketing responds to partial applications beyond the 8-day period with follow-up e-mails.
- A new collaboration was developed by integrating School of Applied marketing staff into our area. This enabled better coordination and tracking of recruitment and outreach efforts for SAT.
- Better analytics were set in place this year, and we were able to determine that we have an average of 63% conversion rate from application to enrollment for our targeted schools.

- A new procedure has been set in place for the Contact Center to manage contacting continuing students to encourage increased registrations. We developed a temporary database for them to use until their new database is in place.
- Collaboration was developed with the new First Year Experience Office who will offer the new "Bridge to Success" program. Our recruitment staff brought in over 100 students to register for the bridge program.
- Outreach and Recruitment collaborated with the Black Student Union Club to organize a new "African/African American High School Conference" We had 180 African American students bused in from Davis, Salt Lake and Granite School Districts. Advising, TRIO and Student Employment also collaborated.
- A continued collaboration with Latinos In Action Club has been fruitful, and we have been able to offer a successful "Hispanic/Latino College Day" to area high school students.
- We collaborated with other USHE institutions for the state-wide "Expect the Great" event for all African/African American students and families.

Recruitment & Outreach Events:

Numbers Served	Event	Target Audience
258	Native American Youth Conference	Youth from SL and reservations
156	Step Ahead Scholarship Night	High school seniors
96	General Financial Aid Night	High school seniors
153	Explore SLCC!	All prospective students and high schools Seniors and their parents
186	Pacific Island College Day	Pacific Island secondary students
180	African/African American College Day	African/African American junior and high school students
46	General Financial Aid Night	All high school seniors
310	Hispanic/Latino College Day / LIA	Hispanic/Latino secondary students

Program Review Highlights:

- Program Review was completed in May, 2014.
- Among the "Commendations" for School Relations are:
 - The self-study was well-written;
 - School Relations built and maintained strong relationships within the public schools it serves;
 - Community partners speak highly of our outreach efforts;
 - Access such as Gear Up and PACE programs are well-run;
 - Units across Student Services agree that this department does a good job in its recruitment efforts of high school students.

Outreach Highlights

1. The School of Applied Technology (SAT) Marketing Representative was added to the Outreach area focusing on alternative schools and the adult and community population. Working with the Outreach Advisor, 4,107 alternative and underserved high school students were contacted and 2,163 community and adult students were served at FAFSA workshops, SLCC tours and events, school presentations, and tabling.
2. Partnerships for Accessing College Education (PACE) recruited 92 students for a total of 175 served. 10 events were successfully hosted. With an additional part-time PACE Advisor and a VISTA PACE advisor, 6,582 student contacts, 1028 phone calls, 498 emails and 918 mailings were made this year.
3. The first three-day PACE summer job shadowing program was developed by our VISTA PACE Advisor with 19 juniors and seniors participating. The students attended resume writing and interviewing tip workshops before job shadowing or participating in a medical field exploration. The Career Exploration program had 55 students sign up with 29 participating in the six-hour, four-day program.
4. Early Outreach staff (junior high students) served 2,711 students with campus tours and Utah Scholars presentations at school sites.
5. Gear up federal grant project has been serving selected students from five Granite School District schools this year. We are currently serving over 400 students in grades 8-12 and first year of college. Of those, 57 Gear up graduating seniors are attending our "Bridge to Success" program and 42 graduating Gear up students have applied to college for Fall 2014.