

Student Affairs Annual Highlights 2015-2016

Department Name: Admissions

Dash Board Indicators:

Admissions	2012-13	2013-14	2014-15	2015-16
Applications	24,690	25,776	29,547	*29,223
Yield Rate	52%	45%	54%	NA
Residency	3,575	4,040	4,547	*5,254
WUE	56	69	74	*25

*as of 5/1/16

Recruitment	2012	2013	2014	2015
PHST: Schools Visited	66	67	64	62
Students Seen	2,711	3,051	2,834	2,564
Campus Tours	NA	NA	NA	*590

*As of 12/8/16

Programming or Service Highlights:

Admissions:

- 3 FT and 2 PT staff moved from the Office of the Registrar to the Admissions Office.
- In an effort to make the admissions process simpler, students are able to supply their ACT score from their official high school transcripts.
- Set up Express Residency at the Admissions Hub where we are able to assist students with small residency issues and are able to process their residency on the spot.
- Created a Concurrent Enrollment Application fee waiver form to pilot at East, West, Highland and Cottonwood to encourage low income students to take a Concurrent Enrollment class.
- Developed a new Concurrent Enrollment Communication Plan to help Concurrent Enrollment Students understand how to register for classes, supply students with a digital copy of the Memorandum of Understanding and information on updating their application to become a fully matriculated student.
- Transition of Student Express area to the Admissions Hub where students can learn about programs of study, scholarships, application assistance and express residency.

Recruitment:

- 6 FT staffed moved from School Relations to the Admissions Office
- 3 FT staff were moved to Jordan, South City and West Valley to assist with Admissions at the sites
- Created new territories, goals and responsibilities for all Admissions Advisors.
- Developed a Strategic Recruitment plan for 2016-2017
- Participated at 8 Regional Financial Aid Nights throughout the Salt Lake Valley to promote FAFSA Completion.
- Assisted students in 25 local high schools in filling out SLCC Admissions Application during Utah College Application Week.
- Hosted over 400 prospective students and parents at Explore to showcase the programs and opportunities available at SLCC.
- Hosted 270 students at two Step Ahead Scholarship Nights to educate prospective students on scholarship opportunities available at SLCC.
- Spring Follow Up: Extended follow up boundaries to Tooele and Park City. Admissions Advisors and Ambassadors made 135 spring visits to 27 high schools.
- Presentations to promote SLCC Promise were given at high schools, Department of Workforce Services, Voc Rehab and LDS Employment Services