

OFFICE OF ADMISSIONS

November 19, 2008

UC 10189 08F
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Djuana Young

Executive Director of Admissions

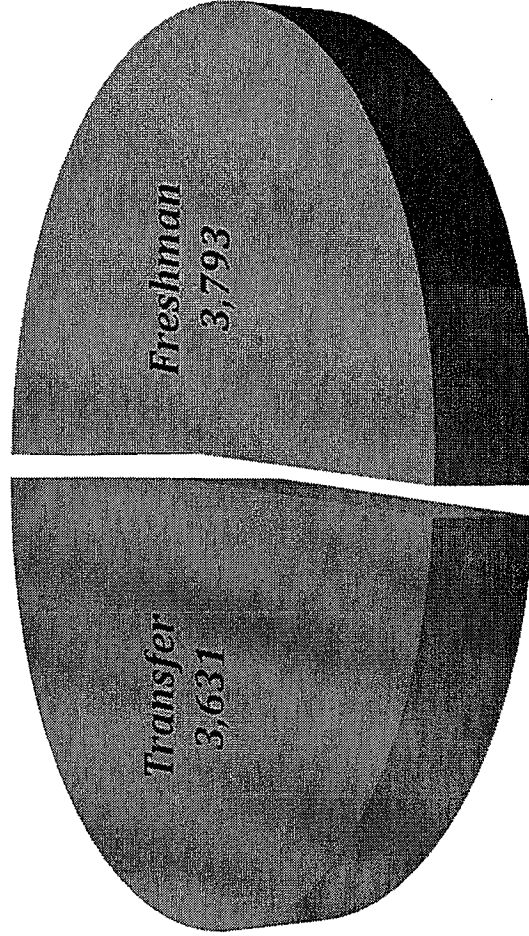
Jeff Fuller

Director of Recruitment

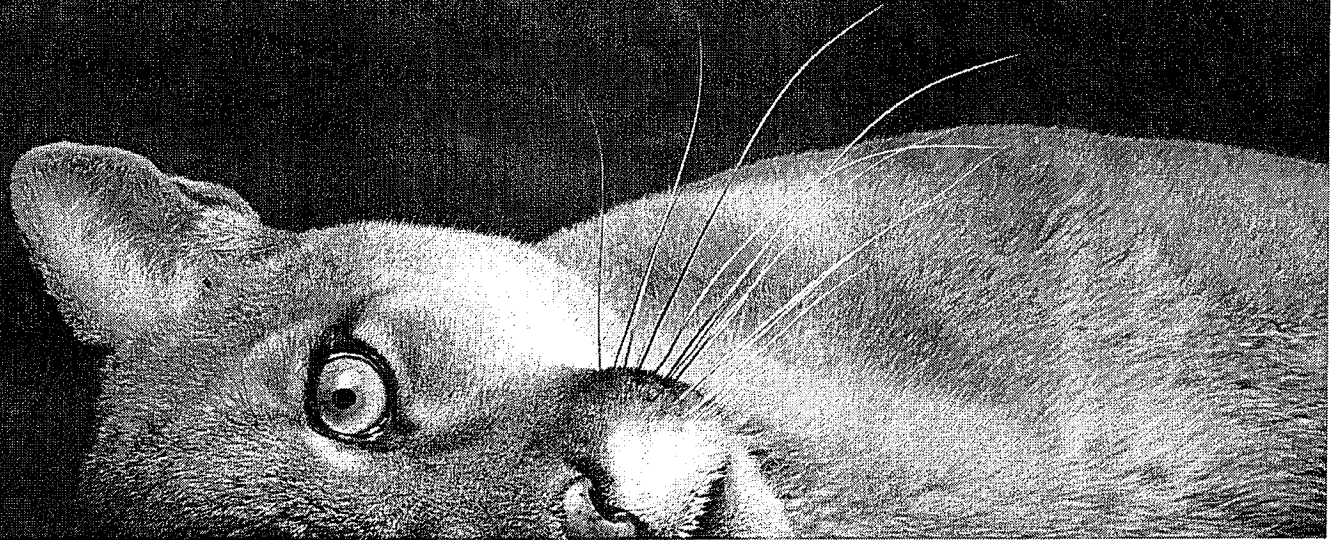


Fall 2008

New Student Enrollment 7,424

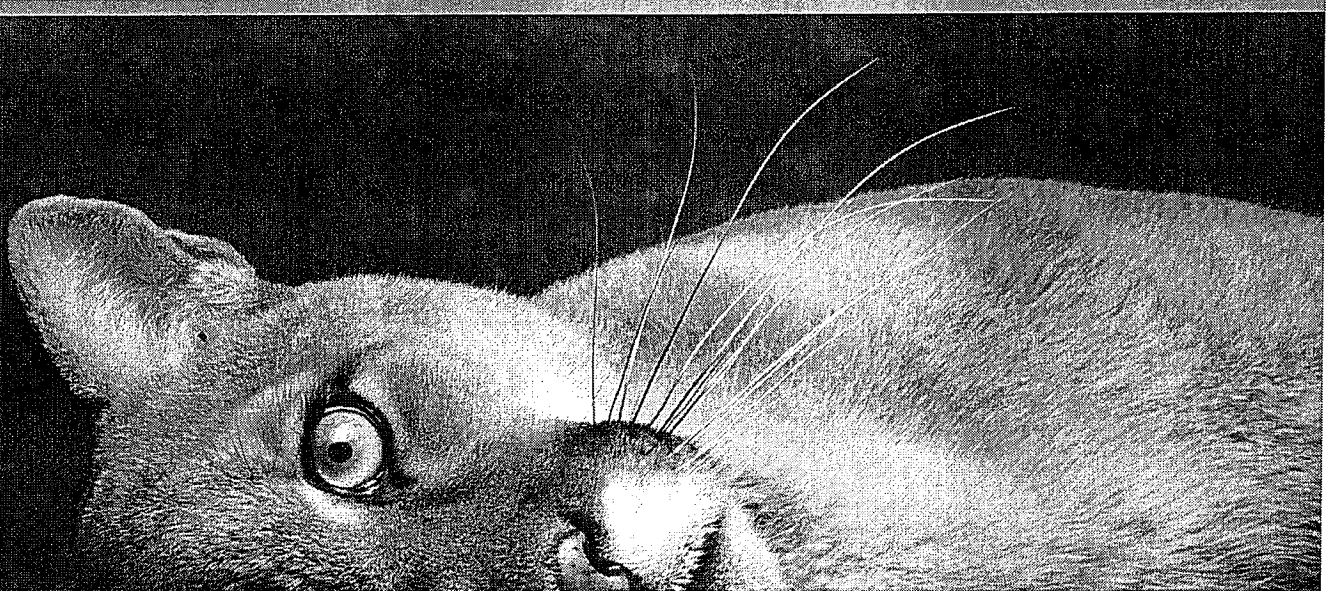
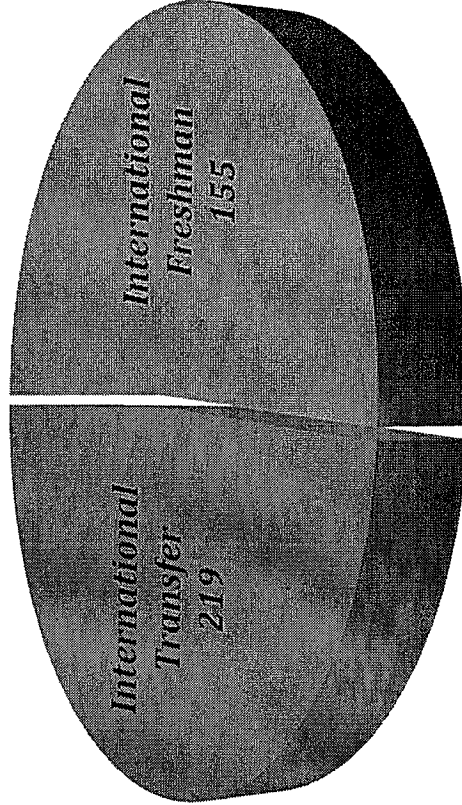


*Largest Entering Class in the
University History*

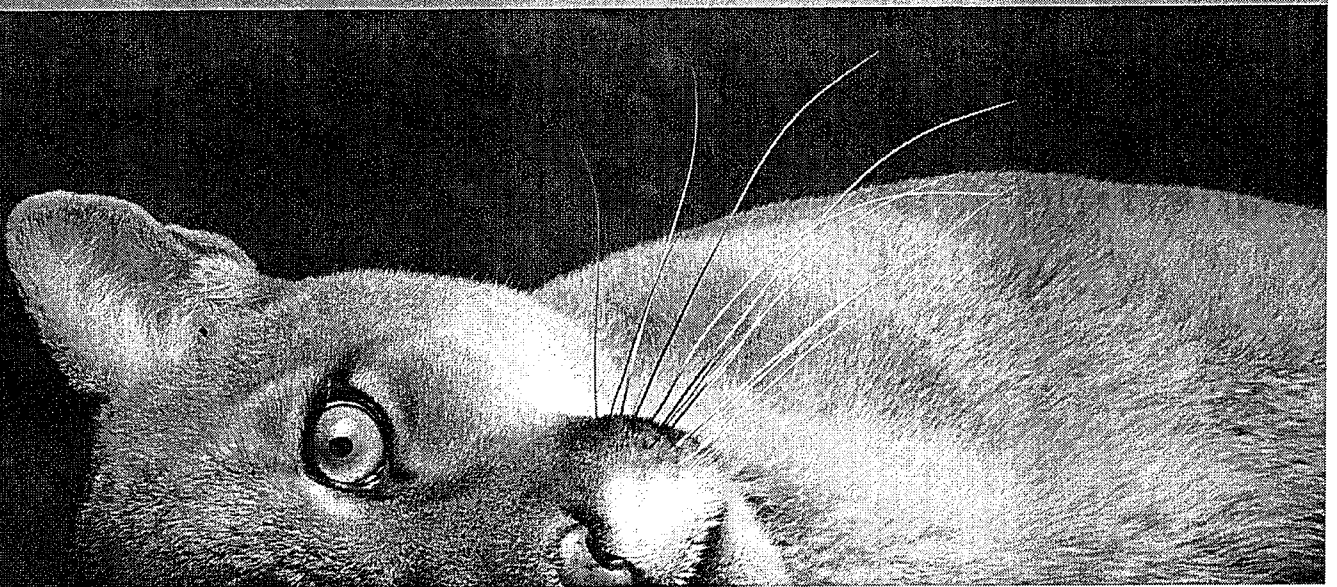
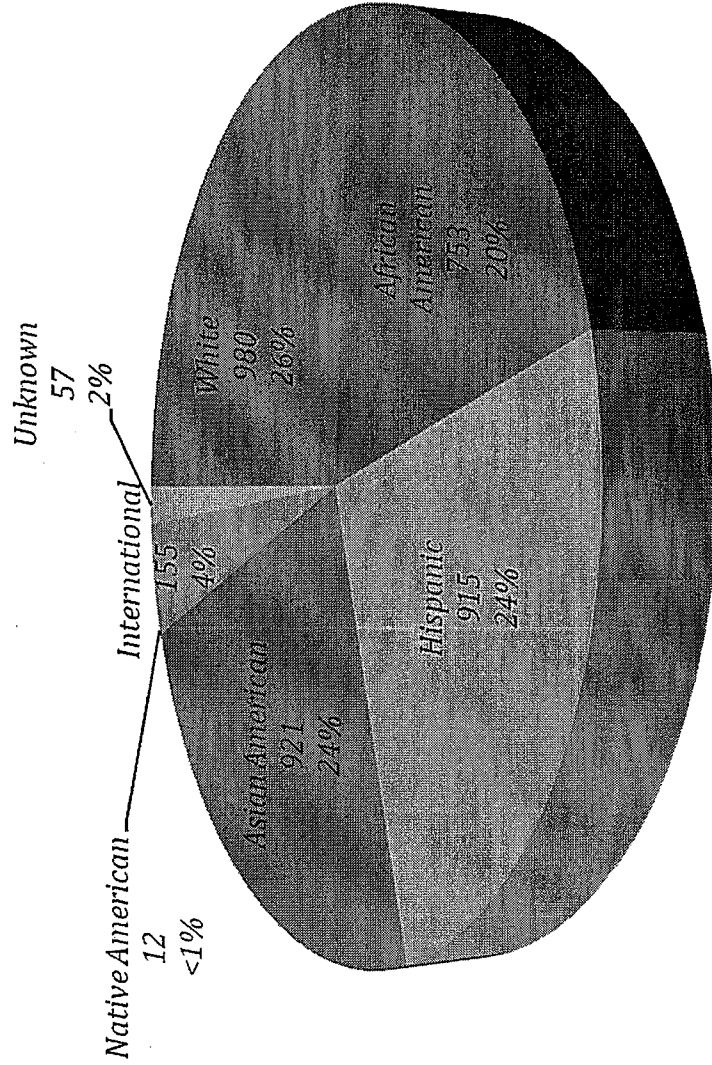


Fall 2008

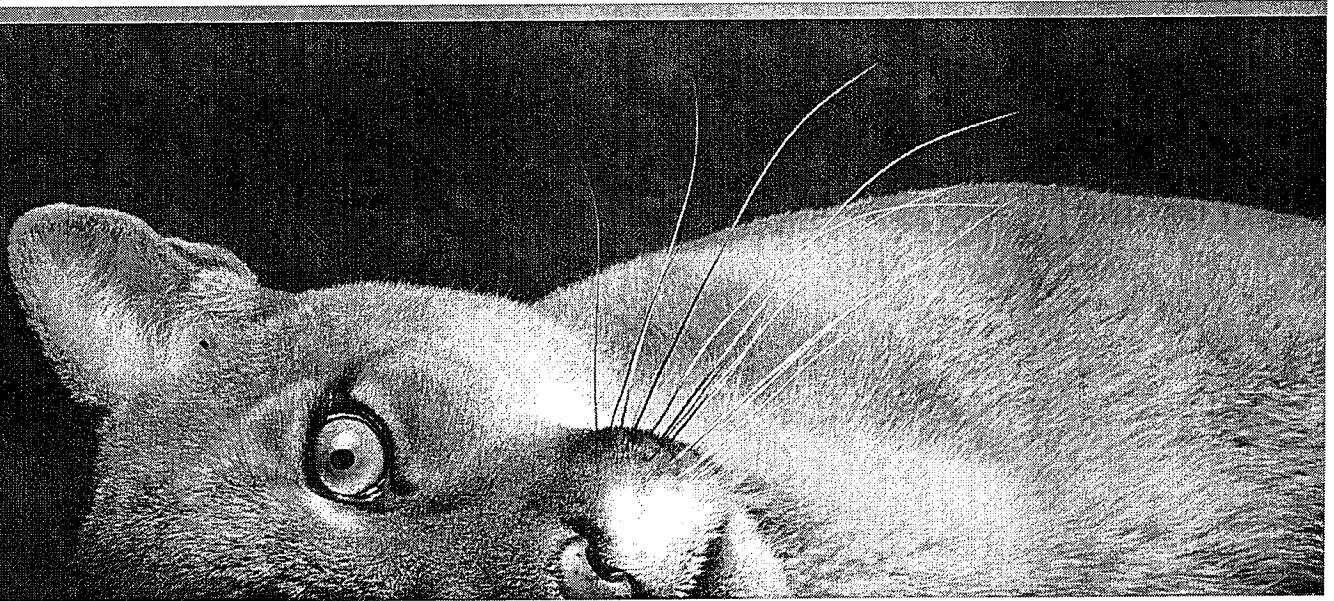
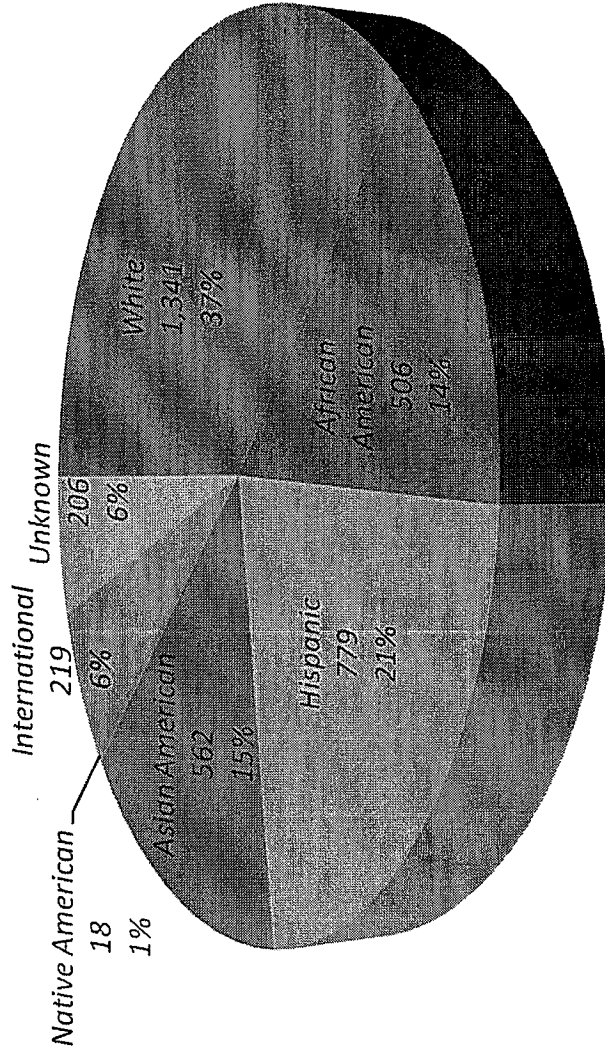
New International Undergraduate Enrollment 374



Diversity of 2008 Freshman Class

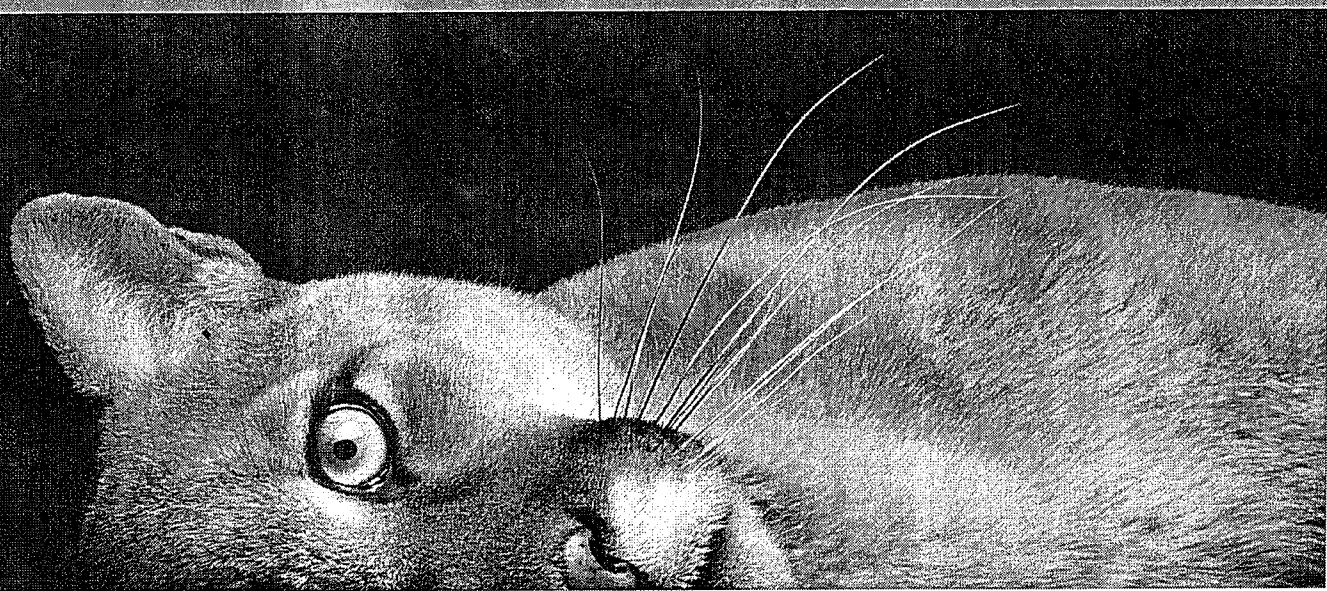


Diversity of 2008 Transfer Class



Successes From 2008 Recruiting Year

Freshman	Transfer
<ul style="list-style-type: none"> ➤ Recruitment Plan ➤ Phone Call Campaigns ➤ Cougar Fiesta ➤ Yield Campaign 2008 45% 8495-Admit 3793-Enroll 2007 44% 7995-Admit 3503-Enroll ➤ Redesigned Recruiting Materials ➤ Timing of Student Financial Aid Awards 	<ul style="list-style-type: none"> ➤ \$1.1 Million Awarded in Scholarships ➤ Yield Campaign 2008 62% 5840-Admit 3631-Enroll 2007 62% 4347-Admit 2683-Enroll ➤ Ease of Transferring <ul style="list-style-type: none"> ➤ Achieving the Dream ➤ 6 Transfer Academic Advisors ➤ Relationship with Community Colleges

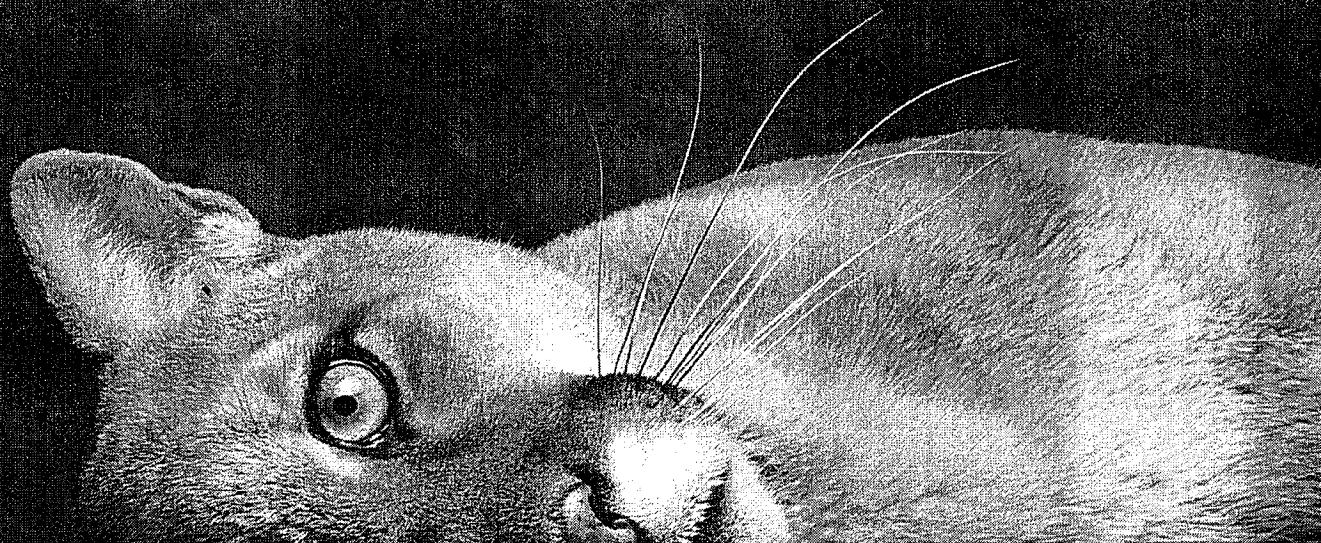
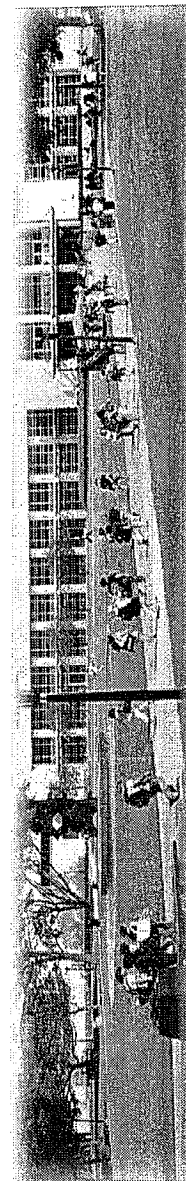
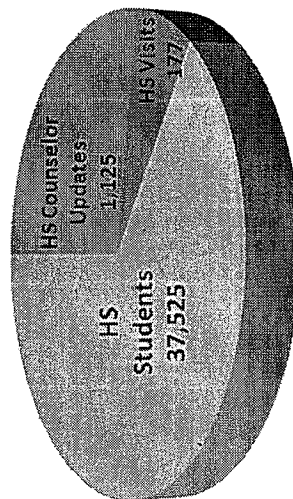


Recruiting the Class of 2009

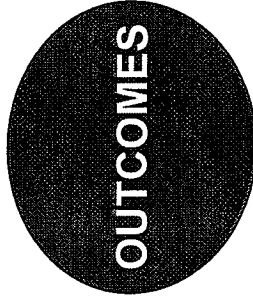
Programs

Recruiting Events

- Out of State Recruiting
 - Cougar Preview
 - Top Scholar Reception
 - Scholarship Reception
 - Admitted Student Day
- Transfer Students*
- Discover UH
 - On the Spot Admits

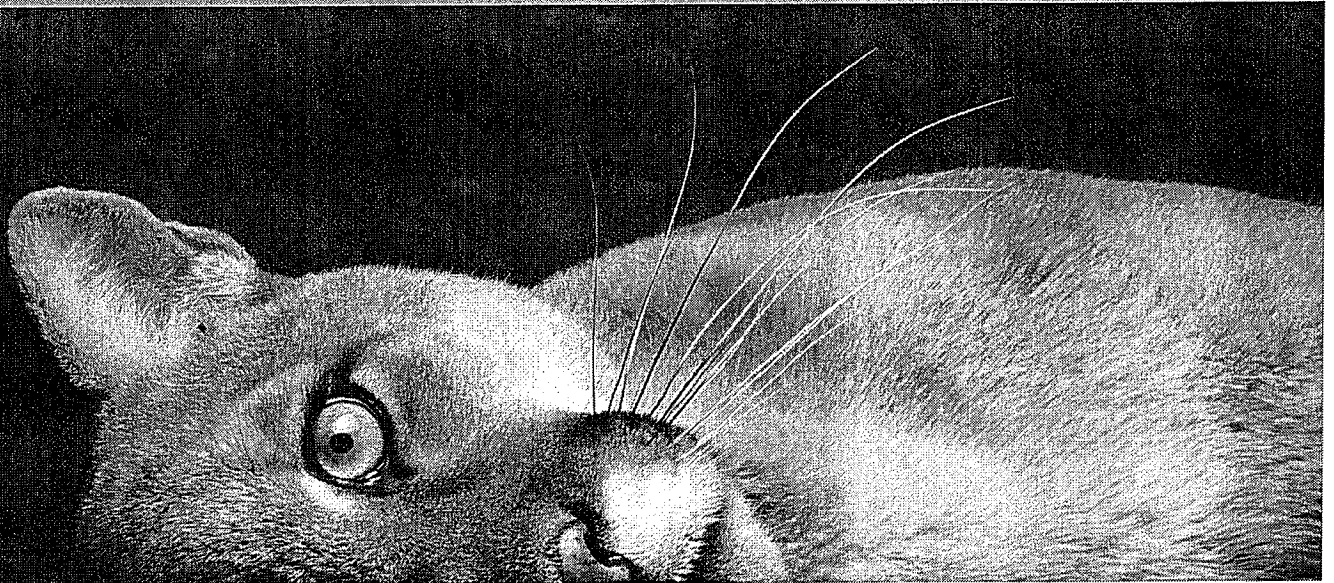
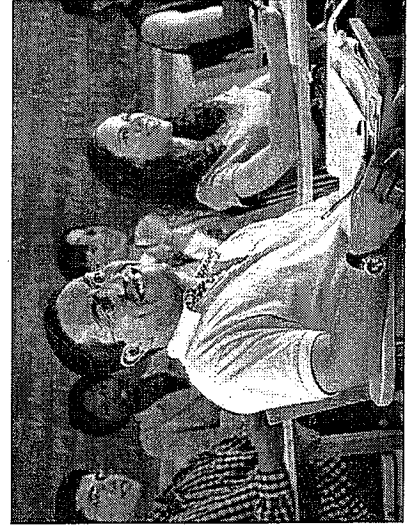


2010 - 2015 Keys to Creating an Enrollment Plan



- Freshman
- Transfer
- International

- Recruiting
- Marketing
- Customer Service
- Technology



Recruitment

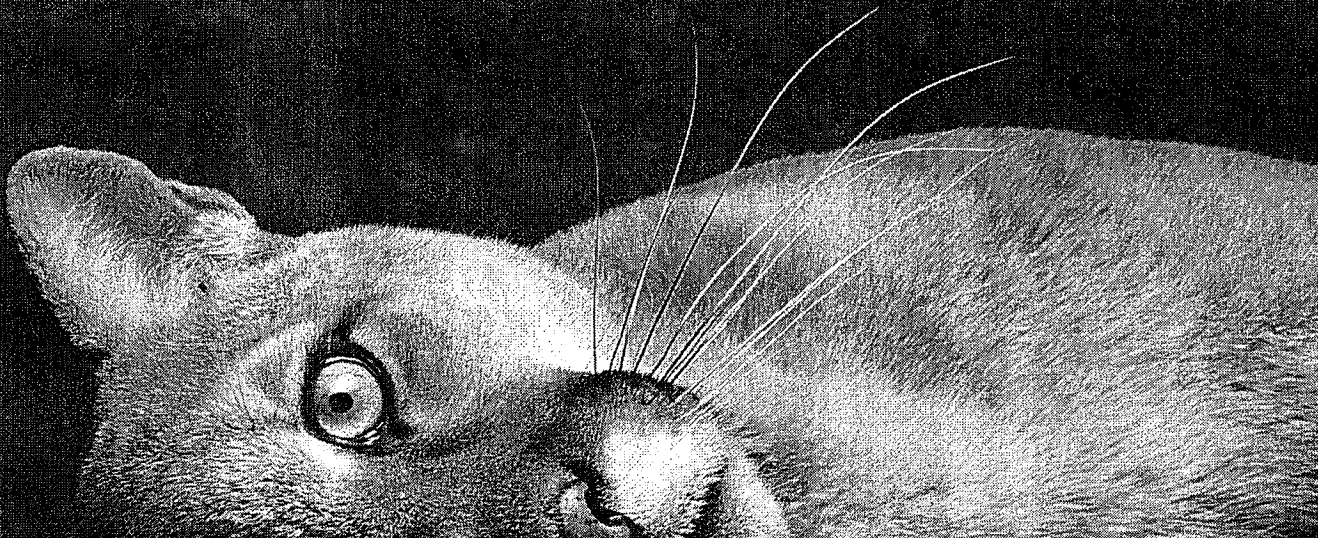
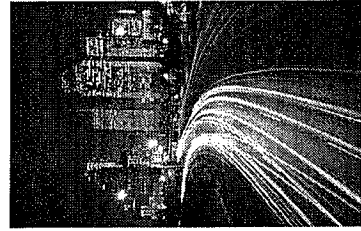
University of Houston Presence	Houston
<p>Increasing Enrollment</p> <ul style="list-style-type: none"> ➤ Identify Targeted Markets ➤ Outreach ➤ Traditional Students ➤ Out of State Enrollment ➤ Academically Talented <ul style="list-style-type: none"> ➤ Increase SAT to 1100 by 2012 ➤ International Students ➤ Veterans 	<p>Maintaining and Increasing Market</p> <ul style="list-style-type: none"> ➤ Maintain Market Share in Houston ➤ Establish Regional Office <ul style="list-style-type: none"> ➤ Central Texas ➤ Dallas/Fort Worth ➤ Increase Web Presence



Marketing

Develop and Implement Marketing Plan

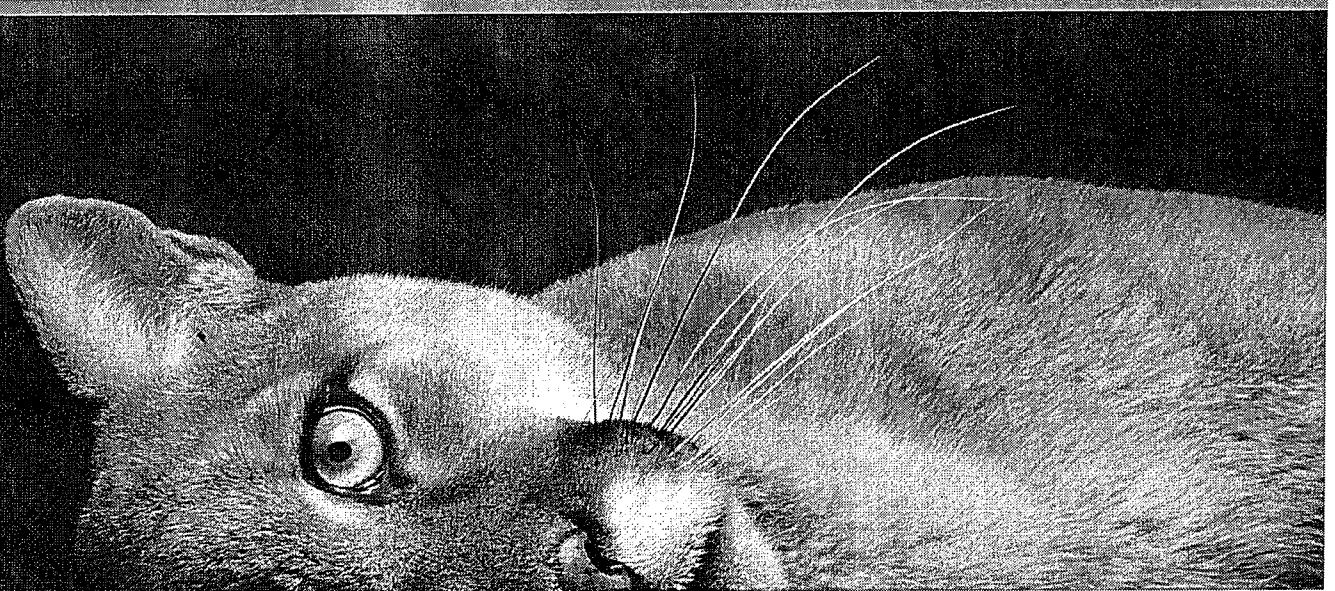
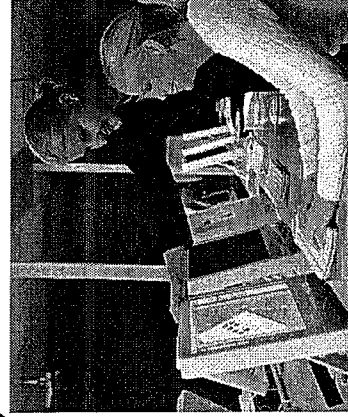
- **Develop New Publications and Messages for Targeted Markets**
- **Involve the University of Houston Community**
- **Create an Integrated Communications Plans**
- **Increase Quality Contacts to Admitted Students**
- **Partner with University Community to Increase Yield**



Utilizing Technology

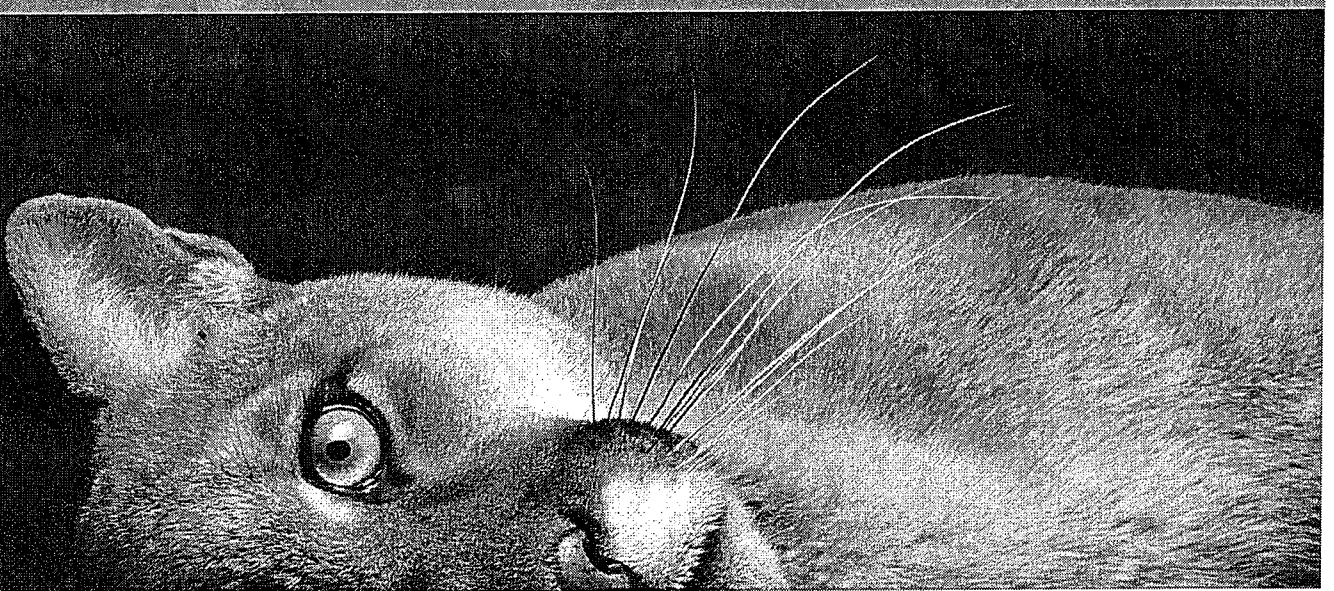
Processing and Technology

- Integrating International and Domestic Processing
- Facilitate entry to the University
- Building a university-wide focus tool to manage communication plans for all students



Steps to Reaching Recruitment Goals

- **Increase the Selectivity of the Freshman Class**
- **Increase the Size of the Transfer Class**
- **Create Transfer Friendly Community**
 - **Increase the University's Focus on Transfer Initiatives**
 - **Implement a March 15 Priority deadline for transfer students**
- **Establish Early/Priority Deadlines for Freshman and Transfer Recruitment**
 - **Create non binding/non financial admission deposit**
- **Increase Urgency with Orientation Registration**
 - **Investigate new ways to do orientation**
- **Financial Aid will be Packaged and Awarded by April 1**
 - **Increase communication with students and parents**
 - **Disbursement of financial aid a week prior to school starting**
- **Obtain Financial and Campus Buy-in for Comprehensive Out of State and International Recruitment**



Guiding Principles

- **Increasing the selectivity and size of entering class**
- **Maintaining the commitment to diversity**
- **Enhancing the recruiting process from prospect to enrolled student**
- **Collaborating with University community**
- **Renewing the University's commitment to transfer students**

