Early Action Decision Release
Email and Portal

• Thursday, 12/12 at 4:30 p.m. students will receive an email encouraging them to check the Admissions portal

• When a student logs in, they will see their official decision

• New this year, students will also hear about Honors College (in addition to any merit scholarships, all in one letter)

• Once a student views their letter, there is much celebratory information and also next steps – i.e. pay their acceptance fee, register for an ASV or reception in their area, etc.
Print

• Admissions general letter and “welcome” brochure
• College/School Dean’s letters and brochures will arrive between 12/20-1/3
• Formal ASV invitations
• Future mailings include:
  • Sticker postcard
  • Career/outcomes brochure
  • President’s letter
Celebrating on social
Goal: celebrate with students and empower them to be brand ambassadors

• Leading up: will share a countdown sticker on Instagram stories
• Day of: Will post across channels welcoming the Class of 2024
• Will encourage and incentivize students to share their celebrations with us (via #uvm2024 or sending directly)
• Will share the best of the group and post on our social media page
AVATARS

UVM 2024

PROUD PARENT

UVM 2024
GIPHY STICKER

1.3 million views
Search
Sophomore and Junior Student Search

- **List Sources:**
  - 100,000 Sophomores and Juniors from College Board PSAT and SAT test takers. Names purchased in 3 test score bands to target communications.
  - 20,000 NRCCUA Legacy Locator names and Junior survey respondents in our primary market of zip codes within 300 miles of campus.
  - 20,000 ACT and PreACT Sophomores and Juniors

- **Geography:** Names purchased at the zip code level. 2,525 zip codes were identified through historical applications analysis, analysis of prospective students in zip codes with mobile students and zip codes that support our travel efforts.
Sophomore and Junior Student Search

- College Board High School Cluster data was overlaid on zip codes to further refine search efforts. This service overlays data on thousands of students and high schools to provide a more complete picture of the factors influencing students’ decisions. We are able to look at historical trends to see what types of high school and neighborhood clusters we have been successful in recruiting students from and locate similar students in new areas of the country.

- Utilized mobility data in zip codes > 300 miles away to identify students who are planning on going to college outside of their home state and/or bordering state.

- All names are purchased in test score bands and with academic interest and distance from campus included in the segments so that email communications can be individualized accordingly.
University of Vermont

All things have a place in our Academic Ecosystem. Including you.

THE CAMPUS Home to 10,700 undergrads. And lots of trees. And labs. A medical center. Studios. D-1 sports. And... you get it. THE CLASSROOM 100% of classes have fewer than 20 students. Which means more face time with professors.

THE CITY OF BURLINGTON A “Top 10 Tech Hub,” says Forbes. You’ll have really interesting internships. THE MOUNTAINS Stowe, Sugarbush, Smuggs, Bolton just an hour from campus. THE LAKE one of our most useful—and beautiful—classrooms.
We like to think of the University of Vermont as an academic ecosystem in balance. The breadth of our programs, research university resources, world-class faculty, ideal size, and vibrant location create an environment where learning just happens—everywhere.

College is a time when you’ll explore, make friends, discover new passions, prepare for a career, serve others. And, we might be a little biased, but we happen to think UVM has the right mix to make your college experience truly great.

Raise your hand, learn more.
Scan the QR code on the other side to connect with us now.

Everything is connected.

52% of students involved in internships or other experiential learning, 500+ study abroad options in 70 countries, 35 accelerated master's programs, 87% of students receive grants and scholarships, 18 D-1 teams and 80 club sports, 38 cows that help train our pre-vet majors, 1 top-ranked college town... All connect in a great college experience.
100+ MAJORS and many ways to combine interests.

Animal Science  
Anthropology  
Art Education  
Art—History  
Art—Studio  
Asian Studies  
Biochemistry  
Biological Science  
Biology  
Biomedical Engineering  
Business Administration  
Chemistry  
Chinese  
Civil Engineering  
Classical Civilization  
Communication Sciences & Disorders  
Community Entrepreneurship  
Community & International Development  
Computer Science  
Computer Science & Information Systems  
Dance  
Data Science  
Dietetics, Nutrition & Food Sciences  
Early Childhood Education  
Early Childhood Special Education  
Ecological Agriculture  
Economics  
Electrical Engineering  
Elementary Education  
Engineering  
Engineering Management  
English  
Environmental Engineering  
Environmental Sciences  
Environmental Studies  
European Studies  
Exercise Science  
Film & Television Studies  
Food Systems  
Forestry  
French  
Gender, Sexuality & Women's Studies  
Geography  
Geology  
German  
Global Studies  
Greek  
Health & Society  
Health Sciences  
History  
Human Development & Family Studies  
Individually Designed Majors  
Italian Studies  
Japanese  
Latin  
Latin American & Caribbean Studies  
Linguistics  
Mathematics  
Mechanical Engineering  
Medical Laboratory Science  
Medical Radiation Sciences  
Microbiology  
Middle Level Education  
Molecular Genetics  
Music  
Music Education  
Natural Resources  
Neuroscience  
Nursing  
Nutrition & Food Sciences  
Philosophy  
Physical Education  
Physics  
Plant Biology  
Political Science  
Psychological Science  
Public Communication  
Religion  
Russian  
Russian/East European Studies  
Secondary Education  
Social Work  
Sociology  
Spanish  
Statistics  
Sustainable Landscape  
Horticulture  
Sustainable Parks, Recreation & Tourism  
Theatre  
Wildlife & Fisheries Biology  
Zoology (CAS)  

Professional Programs:  
Pre-Dental, Pre-Law, Pre-Medical, Pre-Veterinary, and Pre-Physical Therapy
Email campaign

• Mirrors Fire Engine Red’s approach

• With additional segmentation for areas of study

• Topics for emails:
  1. introduction
  2. segmented academics (eight differentiated emails)
  3. high-ability
  4. financial aid/affordability
  5. outcomes
  6. hands-on experience
  7. international experience
  8. campus life/location (segmented by regional, in-state, out of region)
  9. Last chance to show interest
Dear Gloria,

The University of Vermont produces students who go on to impact the world and address strategic, social and environmental challenges. UVM students are explorers and achievers.

92% of the Classes of 2016-18 were employed or enrolled in graduate school within six months of graduation—and 95% of those employed reported satisfaction with their positions.

Our graduates are changing the world through top organizations such as Google, The New York Times, Tesla, and Massachusetts General Hospital.
Dear Gloria,

At the University of Vermont, we aim to create, evaluate, share and apply knowledge that benefits the global community. That’s why we encourage you to engage your education on an international level.

We offer nearly 500 study abroad options in 70 countries. A quarter of UVM students study abroad, in places such as Australia, Chile and Italy.
Dear Gloria,

At the University of Vermont, we understand that this is a busy time of year for you—but we don’t want you to miss out on the opportunity of a lifetime to pursue your dreams with us.