New Students

- 2531 First Time First Year Students
- 448 Transfers
- 87 New Global Gateway Students
Class of 2021

- 43 States
- 12% Students of Color
- 22% Vermont
- 62% Female
- 1265 SAT - Best ever
Retention and Graduation

- 87% Retention (males 87.4%)
- Vermonters retained at 91.7%
- 64% Graduated in 4 years
- 76% Graduated in 6 years
Admissions Update

2018 - 2019 Changes, Strategies and New Initiatives
Birth Dearth Creates a Demographic Cliff

Gen Z High School Graduates Won’t Be Enough to Fulfill Growth Goals

High School Graduate Growth Rate Plateaus Before Decline

Number of High School Graduates and Compound Annual Growth Rates

GROWTH (pre-2013)
+1.6% growth rate

STAGNATION (2014-2023)
-0.1% growth rate

DECLINE (2023-????)
-0.6% growth rate

Source: EAB analysis of WICHE data.
New Regional Director

Candice Duckworth
Regional Associate Director
Candice.Duckworth@uvm.edu or (802) 489-6130
Delaware, New Jersey, and Pennsylvania
New Regional Director

Jesus Ramirez
Regional Associate Director
Jesus.Ramirez@uvm.edu or (802) 489-6615
California, Oregon, and Washington
We Received a Grant!
Deeds in the District

DCPS Pilot - one of three of Coalition partner institutions (VT, UT - Austin) to receive funding to support innovation in line with the Coalition’s mission
Changes to Applicant Review

**Qualitative Indicators**
- Adversity/Grit
- Love of Learning
- Leadership
- EC Involvement
- Cultural Fluency
- New Optional Essays
New Optional Essay Prompts

• Imagine it is the morning of August 28, 1963 and Twitter has already been developed. Dr. Martin Luther King Jr. has contracted the flu. Rather than giving his historic “I Have a Dream” speech from the Lincoln Memorial in Washington, DC, he instead sends out a Tweet that highlights the central point of his speech. What does he Tweet (in true Twitter fashion, no longer than 280 characters) and why?

• A time traveling connoisseur gives you a remote with two buttons: pause and rewind. Which would you prefer to use on your own life and why?
New Optional Essay Prompts

• Congratulations! You have been elected to give a TED Talk. You will give an 18-minute presentation on the topic of your choice to a room full of people who are eager to hear your insights. This talk will also be recorded and made available online, with the opportunity to go viral and affect millions. What is the title of your talk? What is the message you are trying to get across? What would you say in the final minute of the presentation that would leave a lasting impression? Explain.

• At the University of Vermont, we have a set of core values called Our Common Ground, which define how we work, live, study, do research, and participate as members of the community. Each core value statement falls under one of the following words: Respect, Integrity, Innovation, Openness, Justice, and Responsibility. Choose one word from Our Common Ground and explain why it is important to you, how it has impacted you, and how you have incorporated it into your life.

• Why UVM?
Kim Howard
Director, Office of International Education (OIE)
On-campus Employment:

- Limited to 20 hours per week total
- Must be paid by UVM, work generally taking place physically on UVM campus

Off-campus Training:

- Authorization required for paid and unpaid structured experiences
- Experiences must tie to course credit
- OIE must process authorization called “CPT” or ”AT” before training begins
- “Volunteering” is only for truly charitable/civic engagement
- If your unit has courses with structured internship components, an authorization reminder in syllabus helps set students up for success.

The consequences of not following these (and other) rules are more serious for our students than ever. We are available to consult at internationalstudents@uvm.edu or 656-4296. Students may visit walk-in hours from 1-4PM Daily.
Unlawful Presence
Goals 2018 - 2019
GOAL: Efficiently manage admissions and enrollment process to increase the academic profile and diversity for new first-time, first-year students.

- Attract applicant pool of increased geographic diversity and academic quality.
- Increase applications from qualified male students.
- Improve overall academic profile and diversity of FTFY students.
Number of Male Applicants, Admits and Enrolls 2013-2018
Number of Student of Color, Applicants, Admits and Enrolls 2013-2018

Apps

Admits

Enrolls
Number of Students of Color Enrolled

- 2013: 337, 13.5%
- 2014: 305, 13.2%
- 2015: 278, 11.6%
- 2016: 269, 10.8%
- 2017: 330, 12.5%
- 2018: 295, 11.5%

Legend:
- # Enrolled
- % of Total Class
SATC released a new test for class of 2017.
GOAL: Utilize transfer students to help meet enrollment goals in programs with capacity.

- Implement partnership programs with Bunker Hill Community College and Bergen Community College that include 2+2 progression plans and scholarships in majors where we have capacity.
- Outreach to transfer students who are Phi Theta Kappa.
SFS - New Partnership with CampusLogic

- UVM branded platform
- Easing the process of financial aid verification
- Easy access from all devices
- Secure document upload
- Built in logic to avoid common errors
- E-signature compliant
- Some auto-verification and follow up
Welcome!

Below is the list of items the Financial Aid Office needs you to complete for the financial aid verification process. Click on any section to view the detailed list of requirements.

Contact the Financial Aid Office with any questions.

- [Independent Verification Form]
- [Selective Service]
Welcome!

Below is the list of items the Financial Aid Office needs you to complete for the financial aid verification process. Click on any section to view the detailed list of requirements.

Contact the Financial Aid Office with any questions.

**Independent Verification Form**

You were selected for a process called verification. You will need to verify certain information you reported on your application. In order to do so, you will need to complete this web form. Depending on your responses, you may see additional steps added to complete this section.

- [ ] 2018-2019 Independent Verification Web Form

**Selective Service**

When processing your Free Application for Federal Student Aid (FAFSA), the Selective Service System did not may not have provided enough information on your FAFSA to register. All males between the ages of 18-25 may be required to register for Selective Service.

- [ ] I have already registered
- [ ] Look Up Your Selective Service Registration
- [ ] Upload Selective Service Registration Confirmation

All individuals born male in or after 1960 are required to register for Selective Service in order to be eligible for financial aid. To prove that you have registered or were already registered, please upload documentation of your registration. You can collect the necessary documentation in the following ways:

- Visit the Selective Service System website and enter your credentials to do an online lookup of registration. If the online lookup finds your record as registered, you may use a copy of the registration confirmation.
- When you register with Selective Service you will receive a confirmation letter by mail. Upload it to show proof of registration. If you do not have a copy of the letter, call the Selective Service System at 1-800-382-1017 to request a copy of your registration letter.

Submit
Please join us at the
SFS Partnership Conference
Thurs., Oct. 11
GOAL: Improve retention rates and the percentage of students who graduate in four years.

- Successfully implement EAB’s Guide application.
- For 2018-2019, achieve adoption rates of 90% and for new FTFY.
- Use data collected from Guide intake survey to create strategic communications based on student interest, goals and needs.
## GUIDE APP - FTFY INTAKE SURVEY DATA

<table>
<thead>
<tr>
<th>Survey Questions</th>
<th># of Student Responses</th>
<th>% of Students Selecting Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to get involved in clubs and organizations</td>
<td>1648</td>
<td>69%</td>
</tr>
<tr>
<td>I'm interested in study abroad</td>
<td>1426</td>
<td>59%</td>
</tr>
<tr>
<td>I am interested in internship opportunities</td>
<td>1336</td>
<td>56%</td>
</tr>
<tr>
<td>I am interested in research opportunities</td>
<td>1218</td>
<td>51%</td>
</tr>
<tr>
<td>I plan to work part-time</td>
<td>1096</td>
<td>47%</td>
</tr>
<tr>
<td>I'm interested in volunteering</td>
<td>1027</td>
<td>43%</td>
</tr>
</tbody>
</table>

Note: ~2400 FTFFYs Attended June Orientation
GOAL: Continue to enhance marketing and communications efforts to increase interest from prospective students, families and other key influencers.

- Launch the interactive, online campus map and create virtual tours to support recruitment efforts.
- Enhance digital communications strategy, with improved targeting of content to segmented audiences; improve use of analytics to gauge content performance.
- Continue working on strategic tactics, outlined in the Academic Reputation Plan, to influence our academic reputation with peers and school counselors.
LIVE INSTRAGRAM CHAT with UVM Students

Have questions about UVM? Ask our student tour guides, right here in our Instagram story.
Communication Update
Our new online, interactive map is live.
It all started here. This is the original parcel of land given by our founder, Ira Allen, to create the University of Vermont in 1791. To the east, it's flanked by a collection of historic buildings along University Row, among the most stunning architectural displays found on any college campus.

For our students, the UVM Green is also a symbol of beginnings. On opening weekend, first-year students gather here for the Twilight Induction Ceremony, an important rite of passage that sets the tone for their college experience.
Welcome

Ian Thomas Jansen-Lonnquist
University Videographer
Initial Projects:

- Building our campus b-roll library
- Developing video style guidelines
- Opening Weekend events
- Day in the Life (*Oct*)
- Learning Communities
- Video series development
We’re looking for you to share:

- Visually interesting events and research
- Standout students
- An interesting class or lab happening in the field
What ingredients make a great video?

- Color
- Movement
- Interesting sounds
- Nature & animals
- Characters
- Insider access
- Details, textures
What ingredients make a great video?

Ask yourself: will this story make someone scrolling through social media or paging through my website stop & watch?

- Is it beautiful?
- Is it interesting, unique?
- Is it informative?
Pitching Video: video@uvm.edu

Say “Hi” and then tell Ian:

- Who, what, where, when and why
- The central figure or subject
- The takeaway you’re hoping for
  - Overarching goals
  - Departmental goals
  - Short-term goals
- Where you see this video going (website, Insta, Youtube, Facebook, possible future uses)
- Your Audience: who are you trying to reach?
We’re #1!

For engagement on Instagram among Division I schools.