Telling UVM’s story

Amanda Waite
Creative Communications Director
We are in the process of repositioning UVM.
What is “Re-positioning UVM?”
WE ARE NOT JUST EDUCATING COLLEGE STUDENTS.
WE ARE NOT JUST EDUCATING COLLEGE STUDENTS. THAT’S WHAT WE DO, NOT WHO WE ARE.
NOT AN ENTERTAINMENT/AMUSEMENT COMPANY.
THEY’RE IN THE BUSINESS OF MAGIC.
NOT A SPORTS APPAREL COMPANY.
THEY’RE IN THE BUSINESS OF CHAMPIONS.
WE ARE NOT EDUCATING STUDENTS.
WE ARE ELEVATING HUMANKIND.
Recent awareness study of prospective student identified a gap between top tier college attributes and associations with UVM

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Importance Rating</th>
<th>Perceptions of UVM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offers highly ranked academic programs</td>
<td>Top Tier</td>
<td>Modest</td>
</tr>
<tr>
<td>Has outstanding faculty</td>
<td>Top Tier</td>
<td>Modest</td>
</tr>
<tr>
<td>Doesn’t just impart knowledge, prepares students for life</td>
<td>Top Tier</td>
<td>Modest</td>
</tr>
<tr>
<td>Has great job placement</td>
<td>Top Tier</td>
<td>Not Strong</td>
</tr>
</tbody>
</table>
A WORLD-CLASS FACULTY
That loves to teach.
Montage – theater, teaching, legislature all kinds of experience

MORE EXPERIENCE.

STEM

DISCOVERY HALL
TALKING POINT
LEAD WITH ACADEMICS.
Academic Ecosystem

The Mountains

The Lake

The City of Burlington

Our Campus
THE MELOSIRA, DOCKED ON LAKE CHAMPLAIN, SERVES AS AN ON-WATER RESEARCH FACILITY.
BURLINGTON

A Top Ten Tech Hub – Forbes
A Best Town Ever – Outside Magazine
TALKING POINT

IT’S NOT JUST THE BEAUTY OF BURLINGTON THAT’S ATTRACTIVE. IT’S THE ATMOSPHERE.
What everyone says

Facts, Stats, Information
Lists, Rankings

What UVM can say

Stories, Anecdotes, Personality
What everyone says

We have 200+ clubs and organizations and countless opportunities for student life

What UVM can say

There's so much to do on and off campus here that you can rent a GoPro from the library to capture some of the greatest moments of your life
95% Of those employed six months after graduation are satisfied with their positions

Not saying ALL figures are bad

To give an example, Julie graduated last year with a degree in ____ and got a job with ____ doing ___ because she had been prepared via her experience with ____ and involvement with ___. We help students find a career they are passionate about. That’s a common thing around here and is the mindset of our culture and our students.
TALKING POINT

BRING IT TO LIFE. MAKE IT MEMORABLE.
UVM Presentation Checklist

- Don’t apologize
- Give examples
- Be authentic
- Be proud of UVM
- Talk about who we are and who we aspire to be
- Broaden perceptions of UVM
- UVM is an investment, not a value
- Don't be afraid to be great
Hot Topics at UVM

Annie Stevens, Ph.D.
Vice Provost for Student Affairs
High-Risk Drinking
Alcohol Use: National Context

Every higher educational institution in the country is having conversations about high risk drinking.

According to EverFi’s Fall 17 data, 35% of new students (N=528,700) enrolled in universities across the country were characterized as drinkers before even attending their university.
Alcohol Use: Campus Context

UVM has turned the curve on high-risk drinking:

- We have seen a 19% drop of high-risk drinking over 5 years

Systemic Approach to change includes:

- Educational resources and alternative programming for students
- Parent and family engagement
- Revised academic calendar
- Data-driven approach to culture change
UVM WON A NATIONAL EDUCATION AND PREVENTION EXCELLENCE AWARD RECOGNIZING OUR WORK FOR DRASTICALLY DECREASING HIGH-RISK DRINKING ON CAMPUS.
Cannabis and Other Drugs
Cannabis Use

Cannabis is also a national issue.

- This year, UVM’s President’s Commission on Alcohol and Other Drugs is focused on applying the same systemic problem-solving to this issue
- Vermont Law change (July 1, 2018) will not change UVM policy
CANNABIS LAW CHANGE WILL NOT CHANGE OUR APPROACH BECAUSE ILICIT DRUG USE IS A DETRIMENT TO STUDENT LEARNING AND SUCCESS.
Other Drug Use

<table>
<thead>
<tr>
<th>Drug Type</th>
<th>Pre (N=2,914)</th>
<th>Post (N=1,509)</th>
</tr>
</thead>
<tbody>
<tr>
<td>LSD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADD/ADHD Drugs</td>
<td>1.50%</td>
<td>1.50%</td>
</tr>
<tr>
<td>Psychedelics or hallucinogenics</td>
<td>1.00%</td>
<td>1.00%</td>
</tr>
<tr>
<td>Cocaine</td>
<td>0.50%</td>
<td>0.50%</td>
</tr>
<tr>
<td>MDMA</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Tranquilizers</td>
<td>1.00%</td>
<td>1.00%</td>
</tr>
<tr>
<td>Inhalants</td>
<td>2.00%</td>
<td>2.00%</td>
</tr>
<tr>
<td>Other opiate-type drugs</td>
<td>1.50%</td>
<td>1.50%</td>
</tr>
<tr>
<td>Amphetamines</td>
<td>1.50%</td>
<td>1.50%</td>
</tr>
<tr>
<td>Barbiturates</td>
<td>1.50%</td>
<td>1.50%</td>
</tr>
<tr>
<td>Salvia, divinorum or salvinorin</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Heroin</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Synthetic marijuana</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Methamphetamine</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Rohypnol (&quot;rohypnol&quot;) or GHB</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Anabolic steroids</td>
<td>0.00%</td>
<td>0.00%</td>
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</tbody>
</table>

Source: AlcoholEDU
Sexual Assault
Sexual Assault

- UVM follows national best practices around educating and responding to sexual assault.

- Compared to the national average, UVM had more students agree with the following statements: (Haven Fall 2017 Snapshot)

  • “Officials take reports of sexual assault seriously” (90% vs. 84%)
  • “My school is committed to preventing sexual assault” (93% vs. 87%)
  • “There are good support resources at my school for students who are going through difficult times.” (92% vs. 85%)
TALKING POINT

STUDENT SAFETY IS OUR TOP PRIORITY.
Engagement
WHAT MAKES UVM UNIQUE?

OUR LEVEL OF STUDENT ENGAGEMENT

83% of UVM students are involved in a co-curricular activity on campus compared to 64% nationally. (Project CEO 2017)

Source: Project CEO 2017
WHY DOES INVOLVEMENT MATTER?
INVOLVED STUDENTS LEARN MORE

The top 5 skills that involved students learn are...

Teamwork
Oral Communication
Decision Making
Problem Solving
Planning, Organizing and Prioritizing Work

Source: Project CEO 2017
HOW DO STUDENTS GET INVOLVED?
WE MAKE IT EASY TO CONNECT WITH

200+ CLUBS AND ORGANIZATIONS

First-year students will complete an involvement form at Orientation and club presidents email them prior to their first meeting in the fall semester.
RESIDENTIAL LIFE HAS INTRODUCED LEARNING COMMUNITIES

Students who live in learning communities are more satisfied with their decision to attend UVM and have a higher sense of belonging at UVM compared to non-Learning Community residents.

Source: First Six Weeks Survey
TALKING POINT

THE HOUSING PROCESS IS SIMPLE

**MAY 4:** Complete housing & meal plan contract (rank learning communities)

**END-OF-MAY:** Receive Learning Community Placement

**JUNE:** Attend Orientation and meet people in your college and community

**AUGUST:** Room and roommate assignments released
AND WE HAVE A ROADMAP FOR STUDENTS CALLED THE

FOUR-YEAR PLAN FOR CAREER SUCCESS

These interactive worksheets help students track their goals and are an easy-to-follow guide for succeeding in their first year.
At UVM, engagement is the norm.
Diversity at UVM:
Past, Present, Future

Ryan Hargraves
Director of Admissions
At UVM, establishing a diverse and inclusive culture is a top priority.
What is diversity? What is inclusion?
- Despite regional demographics (less than 6% of Vermont’s population is of color) the University has achieved significant progress during its recent history

- We have seen the number of Students of Color (‘SOC’ - Asian-American, Latino, African-American [Black] & Native American) students climb during the past decade

- Approximately, 13% of UVMs undergraduate population is a part of the SOC cohort
QUIZ
Past

- UVM has a history of inclusion, enrolling and graduating students of color (Andrew Harris, an African American, first black college graduate UVM, 1838) to publicly call for an end to slavery and full equality or all African-Americans

- Ellen Hamilton and Lida Mason, graduated Phi Beta Kappa as the first female graduates in 1875

- All three completed their UVM studies well before the end of slavery and the suffrage movement and decades prior to most other major post-secondary institutions in US
Hamilton & Mason
Present

- UVM is a place that values all forms of diversity, and uses holistic admission to identify and recruit a dynamic and talented incoming class from all regions of the world.

- Our students represent over 60 countries. UVM as such offers a wide range of support structures for students (as well as faculty and staff) regardless of identity.

- UVM has, among other entities, an active Hillel (approximately 20% of students identify as Jewish), a Center for Cultural Pluralism, which focuses on the intersections of issues of culture and social justice, and a Mosaic Center for students of color, but open to all.
The University of Vermont holds that diversity and academic excellence are inseparable. A distinguished university, particularly one that is a public land grant, must be accessible and inclusive to all who can positively contribute to and excel at the institution, regardless of individuals’ backgrounds and circumstances, including race, color, gender, gender identity and expression, sexual orientation, national and ethnic origin, socio-economic status, cultural and geographic background, veteran’s status, religious belief, age, disability, and other characteristics.

(From BOT “Why Diversity” Statement, 2015)
Marketing the Cost and Value of UVM

Stacey Kostell
Vice President for Enrollment Management
A UVM Education is a Valued Investment
What are the issues?

• We have a high sticker price, one of the most expensive publics nationally

• Assumption is that no one pays full sticker price

• Cost vs. Value
# UVM Total Cost of Attendance (2017-2018)

<table>
<thead>
<tr>
<th>Vermont Resident</th>
<th>Out-Of-State</th>
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<tbody>
<tr>
<td><strong>Tuition</strong></td>
<td><strong>Tuition</strong></td>
</tr>
<tr>
<td>$15,504</td>
<td>$39,120</td>
</tr>
<tr>
<td><strong>Room &amp; Board</strong></td>
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</tr>
<tr>
<td>$12,052</td>
<td>$12,052</td>
</tr>
<tr>
<td><strong>Fees</strong></td>
<td><strong>Fees</strong></td>
</tr>
<tr>
<td>$2,236</td>
<td>$2,236</td>
</tr>
<tr>
<td><strong>Books</strong></td>
<td><strong>Books</strong></td>
</tr>
<tr>
<td>$1,200</td>
<td>$1,200</td>
</tr>
<tr>
<td><strong>Misc</strong></td>
<td><strong>Misc</strong></td>
</tr>
<tr>
<td>$1,882</td>
<td>$2,312</td>
</tr>
<tr>
<td><strong>Total Cost</strong></td>
<td><strong>Total Cost</strong></td>
</tr>
<tr>
<td>$32,874</td>
<td>$56,920</td>
</tr>
</tbody>
</table>
Comparing Cost

When comparing cost, there are four billable items:

- Tuition
- Fees
- Room (Residence Hall)
- Board (Meal Plan)
Other Expenses

- Books and Supplies
- Travel and Personal Expenses
- Travel Expenses

Financial aid is based on the total cost of attendance but difficult to compare
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<tr>
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<td>Fees</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$29,792</td>
<td>Total Cost</td>
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<tr>
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<td>$39,120</td>
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<td>$2,236</td>
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<tr>
<td></td>
<td></td>
<td>$53,408</td>
</tr>
</tbody>
</table>
In-State Student Scholarships

Vermont Scholarship: $6,000 – $7,000  
(Highest academic performance)

Patrick Family Scholarship: $4,000 - $5,000  
(Based on academic performance)

Justin Morrill Scholarship: $2,000  
(Based on academic performance)
Out-of-State Student Scholarships

Presidential Scholarship: $15,000 – $18,000
(Highest academic performance)

Trustees Scholarship: $8,000 - $13,000
(Based on academic performance)
On average, 66% of need met for UVM students
83% of UVM admitted students received merit scholarships and financial aid in 2017

42% of Vermonters go tuition free
Student Indebtedness

Vermont residents = $26,928
Non-residents = $35,582
32% of in-state students and 47% of out-of-state students graduate with no loans
# Retention and Graduation

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>UVM</th>
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</thead>
<tbody>
<tr>
<td>First-Year Retention</td>
<td>80%</td>
<td>86%</td>
</tr>
<tr>
<td>Four Year Graduation</td>
<td>36%</td>
<td>64%</td>
</tr>
</tbody>
</table>
* 93% of UVM graduates become employed or attend graduate school within six months of graduation – UVM sixth month career outcome survey

* 95% satisfied with their position
Medical School Admit Rate

- UVM Graduates: 63%
- National: 42%
Questions?