Dear Colleagues,

I hope your spring semester is off to a great start. We have been busy in the Division of Enrollment Management and have several updates to share. There are two new presentations on the Division of Enrollment Management website: https://www.uvm.edu/dem/enrollment_management_presentations. The first is *Knowing our Competitors*, which includes information on the institution our admitted students attend who do not choose UVM. Second, is the presentation slides from the *Messaging Workshop* hosted in collaboration with Student Affairs on February 7.

The Catamount Data Center now includes data on Spring 2018 enrollment, as well as Summer and Fall/Spring average. This website, https://www.uvm.edu/~oir/?Page=data_center.html has been a great resource to our campus and we are very appreciative of our friends in the Office of Institutional Research.

**EAB Update**

In November, our campus invested in a new tool to improve the student experience at UVM and provide a resource for faculty advisors and staff who engage in student support. The tool is EAB’s Student Service Collaborative and includes both a web application for faculty and staff and a mobile application for students.

On January 30-31, consultants from the Education Advisory Board (EAB) met with the UVM Leadership and Engagement Teams, who will work to implement the new advising tool. The teams, which include
faculty, staff, administration and technical staff from across campus, discussed long and short term goals for the project and began to pinpoint initial content for early users within the mobile and web applications. The teams were also briefed in the functionality of the tools and capabilities around report generation and the power of predictive analytics within the platform were shared.

The Leadership and Engagement teams are meeting regularly. The incoming class of 2022 will utilize the mobile application included with the tool when they visit campus for June Orientation, and early training sessions on the web application in preparation for fall 2018 roll out will begin soon.

**New Assistant Coordinator for Retention and Re-enrollment**

Scott Pavek has joined the Division of Enrollment Management as the Assistant Coordinator of Undergraduate Retention and Re-enrollment.

Scott is a recent UVM graduate hailing from Barre, Vermont. Since his graduation in 2016, Scott has worked with the United States Senate, the University of Vermont Foundation, and most recently the UVM Registrar’s Office within the Student Services Center.

Scott will join Sarah Warrington, Coordinator of Strategic Retention where he will coordinate the Catamount Commitment program and the campus-wide re-entry process. Scott will be instrumental as a campus liaison for the day-to-day operations of the new advising tool, responding to user questions and offering training sessions. He will also help to retrieve and utilize data that will be used to inform our retention-driven actions and strategies.

Scott can be reached by email at rpavek@uvm.edu or by phone at 6-0588.

**Recognition Program for High Achieving First-Year Students**

On January 24, the Division of Enrollment Management, in collaboration with the Provost's Office and Deans from each of the colleges/schools, recognized the early academic success of more than 500 first time, first year students in attendance at a reception in the Davis Center. Each student received a letter over the winter break from their Dean noting their achievements in the fall semester and inviting them to attend the reception.

At the event, the students heard remarks from the Provost, David Rosowky, Dean of the College of Arts and Sciences, Bill Falls, Interim Dean of the Honors College, Lisa Schnell and Associate Professor, David Jenemann. Current students also spoke and offered insight and advice. The speakers encouraged the first-years to reach out to faculty, access involvement opportunities, including research and internship offerings, and find ways to make the most of their time at UVM.

Representatives from offices and departments, including each college/school, visited with students at information tables throughout the event. The students were eager to tap in to available resources, as they browsed tables about student clubs and organizations (i.e. Student Government Association, Campus Programs), fellowships and internships, campus leadership recruitment (i.e. Resident Advisors, AdvoCats tour guides and Orientation Leaders), civic engagement, etc.

**New Yield Event: UVM Live @ Five**

In addition to Admitted Student Days, calling campaigns and communications, this spring the Office of Admissions will host four live webinars for admitted students. Featuring UVM faculty from diverse
academic disciplines. Interaction facilitated by the Office of Admissions and Creative Communications will allow prospective students and their families to learn more about academic life at UVM through the eyes of some of our most distinguished professors. There will be short faculty interviews highlighting life in the classroom and their work with students at UVM. Though short, approximately 10 minutes each, these interactions promise to be a powerful opportunity for admitted students to discover more about our institution. It is an opportunity to talk with a live person living and experiencing UVM.

- Week of 2/19 – Alice Fothergill
- Week of 3/5 – Luis Vivanco
- Week of 3/26 - TBD
- Week of 4/2 – Josh Bongard

DegreeWorks and Summer Schedule are live

We are pleased to announce the successful go live of DegreeWorks, the new degree auditing software which has replaced the old CATS reports. With the addition of the College of Arts and Sciences who went live February 5th, the new degree audits are already having a positive impact at the University. We’ve received useful feedback from both students and advisors across the campus to help make this the best tool it can be. We are excited about the new features all faculty will be able to use in order to enhance advising sessions, and are eager to watch the new audits aid retention and graduation rates at UVM!

The Summer Schedule is Now Available

The link to the summer schedule of courses is here: https://www.uvm.edu/registrar/summer-semester. Students can begin registering for courses beginning March 2. The new summer graphic is below:

![Summer Schedule](https://www.uvm.edu/registrar/summer-semester)

Additional Federal Pell Grant Eligibility for Summer 2018

Current Undergraduate students that were eligible for the Federal Pell Grant program during the Fall and Spring semesters may be eligible for an additional 50% of their annual Pell Grant award to go towards summer session, should they enroll in at least six credits. This new eligibility is designed to encourage students who receive the Pell Grant to stay on track and graduate on time. An email will be going out to all current Pell Grant eligible students, making them aware of their possible eligibility for additional funding for summer enrollment.

Study Abroad Grant winners

Two UVM students were among the 100 awardees of $2,000 travel grants from IIE.

Updates from Creative Communications Services

Work continues in enhancing messaging, branding and communications strategies across campus. Two developments to be aware of and take advantage of:

Updates to the logo and a new logo system

To help with reproduction at various sizes and on various materials, the UVM tower has been redrawn in a simpler, more modern interpretation. The new university logo files are available for download and use from the Creative Style Guide site.

Also new is the creation of a logo system, which includes secondary and promotional logo formats. This new system will help ensure that, like all of our branding and messaging, the university’s various logos are consistent, professional, and help represent the University of Vermont to audiences near and far.

Updating and using the correct logos is an ongoing task and all of our responsibility. Please review the logo guidelines: https://www.uvm.edu/creative_styleguide/logo_guidelines

Social media guidelines

Creative Communications Services fields a lot of questions about how to start a social media account on behalf of a department or UVM organization. We’ve updated the university’s Social Media Policy and turned it into a set of guidelines that helps you answer a series of questions about whether and how to start a university-sponsored social media account. You’ll find the guidelines on the Creative Style Guide’s Education page: https://www.uvm.edu/creative_styleguide/education

Some stats from the university’s main social media channels in 2017:
  • 20 million impressions made
  • A 302% increase in posts to the #instauvm hashtag
  • #14 among all education brands on Instagram based on engagement
  • 155 takeovers by students, clubs & orgs and campus partners of our Snapchat account

Know a student or alum doing something amazing? Nominate them to take over our Snapchat account: andrea.estey@uvm.edu.

--Stacey Kostell, Vice President for Enrollment Management