Recruitment and Outreach

- GEAR UP
- Prospective Student Services
- Center for the Advancement of Leadership
- School Community University Partnership
- Student Affairs Web Services
- TRiO Pre-College Programs
- Turning Point / Care About Childcare / Wee Care Center
- Women’s Success Center
- Equity Center

Our departments help keep the lights of UVU burning bright all across our region!
Strategic Objectives:

1. Manage growth using strategic enrollment approaches, processes, and opportunities.

2. Provide an inclusive environment for underrepresented populations.

3. Cultivate engagement through partnerships with local civic, educational, and professional communities.

4. Foster student success by providing leadership development opportunities.
OBJECTIVE 1: Manage growth using strategic enrollment approaches, processes, and opportunities.

- Stabilize enrollment on a steady pattern of growth for the institution.
- Integrate and implement a social media marketing campaign.
Goal 1.1

- Stabilize enrollment on a steady pattern of growth for the institution.
  - Ambassador Travel
    - $15,000 immediate one-time
    - $15,000 base
  - Cultural Envoy
    - $20,000 immediate one-time
    - $20,000 base
Goal 1.2

- Integrate and implement a social media campaign.
  - Social Media Consulting
  - Work with University Marketing to create a social media marketing campaign.
  - Implement PURL campaigns focusing on specifically targeted prospective student populations.

$30,000 immediate one-time
Goal 1.4


- Ken Garff Keys to Success Program
  - $60,000 immediate one-time

- Recruitment Coordination with Presidential Travel
  - $10,000 immediate one-time
  - $10,000 base

- International Recruitment
  - $80,000 immediate one-time

- Native American Outreach
  - $10,000 immediate one-time
  - $10,000 base
OBJECTIVE 2:
Provide an inclusive environment for underrepresented populations.

- Provide an ongoing business strategy for the Wee Care Center
- Utilize academic venues to expand the reach and awareness of services for women, non-traditional men, and underrepresented populations.
Goal 2.1

- Establish an ongoing business strategy for the Wee Care Center.
  - Strategy to maintain services for children of non-traditional and underserved populations.
  - With increased capacity, funding is sought to facilitate the transition through the next year as new business strategies are incorporated.
  - Continue to seek additional funds through a variety of sources including private donors and federal and state granting agencies.

- $100,000 immediate one-time
- $75,000 one-time

Our beautiful new Wee Care Center adds more than much-needed space—it provides peace of mind for more of our students with little ones!
Goal 2.3

▪ Utilize academic venues to expand the reach and awareness of services for women, non-traditional men, and underrepresented populations.
  
  • Expand the reach of the Equity Center and its ability to provide high quality conferences for prospective and current students.
    ✓ “Expanding Your Horizons”
    ✓ “Empowering Your Tomorrow”
    ✓ “The Clothesline Project”

▪ $10,000 base
OBJECTIVE 3:
Cultivate engagement through partnerships with local civic, educational, and professional communities.

- Solidify and sustain SCUP UVU PREP STEM Program.
- Sustain SCUP South Franklin Community Center (SFCC) Program.

So much is at stake for these young men and women—let’s not let our support waiver!
Goal 3.1

- Solidify and sustain SCUP UVU PREP STEM Program.
  - Establish new and solidify existing STEM relationships with school districts and UVU internal partners.
  - Secure funding for 1 FTE Program Coordinator and 1 part-time hourly position to execute and provide support for the program.

- $20,000 immediate one-time
- $80,000 base
Goal 3.4

- Sustain SCUP South Franklin Community Center (SFCC) program.
  - Part-time Coordinator and Tutors
  - Continue program in support of UVU literacy and numeracy initiative.
  - Continue partnership with United Way of Utah County.

- $10,000 immediate one-time
- $13,000 base

Just imagine what he’ll be able to build in the future...with a college education, of course!
THANK YOU!