

ADMISSIONS AND PROSPECTIVE STUDENT SERVICES

PURPOSE

The Office of Admissions and Prospective Student Services recruits and admits students to the university through outreach initiatives and admissions processes.

STUDENT LEARNING OUTCOMES

- Prospective Students should see UVU as a real option for them to accomplish their educational goals
- Prospective students should feel a sense of belonging and acceptance at UVU while navigating the college selection process.
- Students should be able to easily navigate the often complex college selection and application process.
- Students should know and take meaningful action towards their next steps to become admitted and enroll in classes after applying to UVU.
- Students should be able to easily identify key points that demonstrate the importance of pursuing higher education.

SERVICES

The office of Admissions and Prospective Student Services helps students through the admissions funnel by providing services to students and the university in three key areas:

ADMISSIONS PROCESSING AND NAVIGATION

Process admissions applications for all incoming students, support students through the Admissions process, Utah College Application Week, residency, international admissions, educational content to support admissions access, deadlines awareness

RECRUITMENT AND MARKETING

Develop relationships with high schools counselors and teachers, Utah Higher Ed Day and Utah College Application Week, one-on-one appointments with prospective students, targeted ads, emails, texting, college fairs, open houses, conferences, banquets, campus tours, marketing materials

OUTREACH AND ACCESS

Develop relationships with teachers and organizations who work directly with underrepresented populations, teach college readiness in classrooms, host conferences for first-generation prospective students, utilize resources for the recruitment of underrepresented populations.

PROSPECT

560 Tours Given

87% tour guests say they are more likely to attend UVU after the tour

8,470 Prospects on a Tour

2021 "The 100 Show AIGA SLC" Copper Ingot
2021 "UPAA" First Place | Viewbook Category

15,000+ Total on a Tour

350+ Presentations Given

10 Admissions Events

8 States Visited

1,500 Event Guests

200+ High Schools Visited

APPLICANT

24,028 Transcripts Processed

7,163 Phone Calls (171% increase)
2,674 Office Visits (9% increase)

32,934 Admissions Applications

1,540 International Applications

1,790 Residency Applications

319 HB 144 Applications

ADMIT

9,000 Text Messages

200 Phone Calls



ENROLLEE

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