



GVU[™] DATA SUMMIT

AI in Enrollment How the New Admissions and Recruitment CRM is Changing the Game

Chad Johnson, Director of Admissions

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GVU[™] DIGITAL
TRANSFORMATION



CHAD JOHNSON

Director of Admissions

1. It it's Star Wars, I am most likely there
2. Food tastes better when cooked outside or over a fire
3. Gardening is for making salsa
4. Excel can solve any life problem
5. Grew up in West Jordan, Utah
6. Been at UVU full-time since 2012
7. Graduate from UVU and UofU
8. Free time is spent with family or watching movies

OUR PORTFOLIO

ADMISSIONS OPERATIONS

- Admissions application
- High school transcript processing
- CRM Management
- International and graduate admissions
- Residency and the residency app

ON-CAMPUS RECRUITMENT

- Daily and group campus tours
- Prospective student events
- Marketing and advertising
- Recruitment collaboration

OFF-CAMPUS RECRUITMENT

- Utah Higher Ed Day
- Out of state recruitment/college fairs
- In state recruitment/high school visits
- Direct marketing
- Email and text communication

DESIGN

- Viewbook
- Out of state and international guide
- Undocumented student guide
- Event signage and materials
- Digital marketing design and videography

RECRUITMENT FUNNEL

Non-Lead 1
Possibly come to UVU

Prospect 2
Contact information collected

Incomplete App 3
Started app, but not submitted

Applied 4
Submitted app, but not fully admitted

Admitted 5
Officially been admitted to UVU

Enrolled 6
enrolled in at least one class

MARKETING FUNNEL

Awareness

Making prospective students and their families aware of UVU, it's history, and it's offerings.

Consideration Upper Funnel

Making prospective students consider applying to UVU.

Consideration Lower Funnel

Making prospective students consider enrolling in classes.

Decision

The prospective student is ready to enroll in classes and may be considering several options before enrolling. They will be comparing programs, pricing and other factors.

RECRUITMENT ACTIVITES

- Name buys
- RFI Forms
- UHED
- Campus Tours
- Emails
- College Fairs
- Diversity in Leadership Conference

- UCAW
- Campus Tours
- Auto-admit
- Open Houses
- High school visits
- Transfer school visits
- Visits to businesses
- Emails
- Postcards

- Admitted student event
- Presidential Scholarship Banquet
- First Generation Day
- Emails
- Texting
- School and College recruitment

MARKETING ACTIVITES

- Influencer Marketing
- Display Ads
- Social Ads
- YouTube (office hours)
- Blip Billboards
- Radio/TV ads
- Transit ads
- Print Ads

- Digital display ads
- YouTube (Wolverine stories)
- Ballpark billboard

- Organic/Paid Searches
- YouTube (Faculty Footnotes)
- On-campus digital signage and installations

- Max Connect (Agency)
- Retarget Digital Ads (Social/display)

WEB PROPERTIES

- UVU Home (uvu.edu)
- Why UVU (uvu.edu/why)
- Degrees and Programs (uvu.edu/catalog)
- UVU Welcome (uvu.edu/admissions)

- Apply (uvu.elluciancrmrecruit.com/apply)

- My UVU (my.uvu.edu)
- Academic Calendar (uvu.edu/schedule)
- Academic Advising (uvu.edu/advising/advisors)
- Campaign Landing Pages
- Orientation (uvu.edu/orientation)

- Financial Aid (uvu.edu/financialaid/scholarships)



mongoose 



eventbrite

ELLUCIAN CRM RECRUIT



mailer lite



TERRADOTTA

 DATA SUMMIT





A GAME-CHANGER



EMAIL MARKETING

- 370,000 admissions marketing emails were sent last year
 - Write the text
 - Design the email
 - Download the email list
 - Upload the list to MailerLite
 - Verify the email
 - Send the email



RECRUITMENT

- 100's of presentations and appointments throughout the year
 - Scan student data at college fairs and UHED through StriveScan and Qualtrics
 - Download report
 - Clean data
 - Upload into Recruit
- Appointment system through AIS or Microsoft Bookings
- Off-hour support is spotty



EVENTS

- 11 prospective student events and 642 campus tours given
 - Build event in Eventbrite
 - Email and text through MailerLite for advertising
 - Email through Eventbrite for attendees
 - Check in through Eventbrite
 - Download report from Eventbrite
 - Clean data
 - Upload in to Recruit



ADMISSIONS APP

- 33,000 admissions applications a year
 - Minor customization to ask questions on app
 - Quick manual review of applications for accuracy
 - Manual communications with residency
 - Outside system used for communication about missing items
- Rely on manual review to detect fraud



ADMISSIONS APP





LESSONS LEARNED

PICK THE RIGHT PEOPLE

1

Choose someone who represents each core user type

2

Have them review the RFPs from their point of view

3

Consider altering the data security scores so they are pass/fail and are only scored by those who know it

IF YOU DON'T KNOW, ASK

1

The vendors were more than willing to clarify a feature

2

Don't just assume something works or not

MEET REGULARLY

1

Meet often to discuss any features during RFP selection

2

Meet at least weekly during implementation with your implementation team

3

Make sure information is shared with key stakeholders throughout the process

PLAN CHANGE MANAGEMENT

1

Who needs to be informed

2

Who needs to be trained

3

What do they need to be trained on

4

Set aggressive but realistic dates for go live and training

A FEW OTHER THINGS

1

Become best friends with John Richards

2

Keep a running agenda or project list for meetings

3

Be highly selective on what will be in phase 1 and phase 2

4

CELEBRATE! This was a big project and deserves a celebration.



QUESTIONS?