



### **New Recruiting Expense Program Code 1101**

Enrollment Management's goal is to recruit, enroll and support an academically strong and diverse student body in alignment with UW's mission. Our efforts are focused within our region, across the country, as well as internationally.

To achieve our enrollment goals in a timely and cost-effective manner, we need your help. To appropriately track our recruitment efforts, we will be utilizing **Program Code 1101** campus wide. Use of this code is effective immediately.

Program Code 1101 should be used in the following instances:

- Percentage of Employee Salaries related to undergraduate recruitment including temporary or work-study employees
- Colleges and offices associated with undergraduate recruiting/marketing activities
- Recruitment software costs
- College Fairs/ Off campus events
- Recruiting Events on Campus
- Travel related to recruiting (i.e., fuel/mileage, food, lodging)
- Digital & Traditional Marketing (i.e., social media, print materials, etc.)
- External recruitment agency fees (if you use them)

For any questions on qualifying expenses and implementation please reach out to Justin Mandujano at [jmanduja@uwyo.edu](mailto:jmanduja@uwyo.edu).

### **Contact Information**

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