

ADMISSIONS OFFICE

Unit Plan: 2009 - 2014

The Admissions Office has identified the following goals to be pursued and completed by 2014. These goals have been developed to aid the university reach the objectives set forth in Creation of the Future 3.

Work with campus leadership and stakeholders to establish and achieve enrollment goals and priorities.

Establishment of enrollment goals and priorities is not specifically mentioned in Creation of the Future 3, but is a critical issue that must be examined as part of many of the motifs and action items included in the document. Desired enrollments, defined in terms of quantity by student type, by academic program, geographic diversity, ethnic diversity, etc. will in part impact how UW defines "Access." Enrollment goals and the strategies needed to achieve them will play a role in determining resources and may result in reexamination of admission policy and procedure and may impact discussions related to scholarship awarding policy and procedure.

Working together with our internal partners in academic units and alumni networks, the Admissions Office will coordinate recruitment strategies that cast a "wider net" than previously attained and that achieve determined enrollment goals.

In a leadership role, work with partners statewide to increase college-bound population in Wyoming.

WICHE projects a national decline in high school graduates from 2009 to 2014. In Wyoming, we continue our decline in high school graduates. From 1998 to 2008, the number of high school graduates has declined more than 15%. From 2009 to 2014, WICHE projects an additional decline of 11%, dropping Wyoming high school graduates below 5,000.

Given these demographic trends, two things are certain. First, the competition among colleges and universities for the shrinking college-bound pool of students will become more elevated. Second, colleges and universities must consider their role in promoting higher education to students at younger ages in an effort to create a larger "pipeline" of college-bound students. In Wyoming, we have known about the need for promotion of college options to younger students. We are fortunate to have many great efforts coordinated by many different entities. We have done a poor job, however, coordinating amongst ourselves to create efficiencies and ensure we are reaching all students.

Creation of the Future 3 addresses the need to increase the proportion of Wyoming students who earn baccalaureate degrees and the need to work with a variety of partners to increase college-going rates in the state. UW must take a leadership role in create synergies among pre-existing programs and support. The Admissions Office, together with campus partners such as Student Educational Opportunity will lead this charge. Through research of existing state and community programs and efforts related to college preparation, we can help align and coordinating resources as well as develop programming to reach students and parents who are underserved.

Work with campus partners to improve scholarship awarding practices in a way that meets enrollment goals and the development and the alumni relations goals of colleges.

The Admissions Office will work with campus partners develop a plan that is best for the institution as a whole, taking the many goals and desires of our units and those we serve in to account. The Admissions Office will adjust awarding processes and marketing of the scholarships as a result of any changes made.

Adapt to the enrollment challenges and special needs of growing student populations including returning veterans, “swirling”, non-traditional and returning students.

While UW continues to serve a very traditional student body on the Laramie campus, improvements are needed to serve those “non-traditional” students who wish to study here. The Admissions Office must also be prepared to adjust processes and programming to meet the needs of the changing times. We have known over the past years that older degree seekers are enrolling for the first time and have special needs. Research suggests more students are “swirling” or taking coursework from multiple institutions, either simultaneously or one after the other as they pursue a degree. The number of veterans returning from combat seeking a degree has also been growing.

Improve transitional programming to meet the varied educational and social needs of students all types.

In addition to adjusting the recruitment and enrollment processes to meet the needs of emerging “student types,” we must also consider process and programming related to the successful college preparation of these students and how we can best help them transition to life at UW. The Admissions Office role in this is to provide appropriate pre-enrollment orientation programming and effective communication with these students.

Traditional age students have and will continue to have changing needs as well. The Admissions Office must monitor these needs and develop appropriate communications and orientation programming to meet these needs. This will include close work with academic and support services as well as K-12 partners. It will require appropriate use of technology and a synergy of resources to provide clear direction for students as they prepare for, apply to, and matriculate at the University of Wyoming.

Improve student transitions to the University of Wyoming through work with campus partners on advising and registration processes.

The Admissions Office will, along with other enrollment and academic units, review advising and registration practices and work to make improvements that serve a growing enrollment. Much of this advising and registration process takes place at orientation programming coordinated by the Admissions Office.

Grow multicultural and international enrollments to academically and socially enrich the campus environment.

The UW Admissions Office must lead efforts to identify and attract an ethnically and culturally diverse student population. As stated in Creation of the Future 3 under Access: Inclusiveness, the responsibility falls to UW to reach out to underserved populations to help provide them with higher education opportunities, and to “cultivate the diverse and heterogeneous society that our

graduates will find as they enter an increasingly multicultural workplace and an ever more global economy.”

As previously mentioned, WICHE projections show a declining number of high school graduates. Among that population however, the Hispanic graduation population is expected to grow by 25%. The Admissions Office will work with partners to promote higher education among Hispanic youth across the state and region in an effort to increase college going rates among these students. We will also work to serve Wyoming’s American Indian youth using similar partnerships and programming.

Historical ACT and College Board data shows significant differences in average scores among ethnic minorities and Caucasian students. This holds true in Wyoming as well. As such, the Admissions Office will help lead an examination of UW scholarships and admissions policy as they relate to the realities of diverse student populations.

The Admissions Office will continue to invest in recruitment of international students to achieve the set goal of having 700 total international students enrolled at UW. To create efficiencies in recruitment, more coordination and synergies should be sought among the Admissions Office, Graduate School, International Programs, and academic units. Resources to support a full time international recruiter and international travel will be sought.