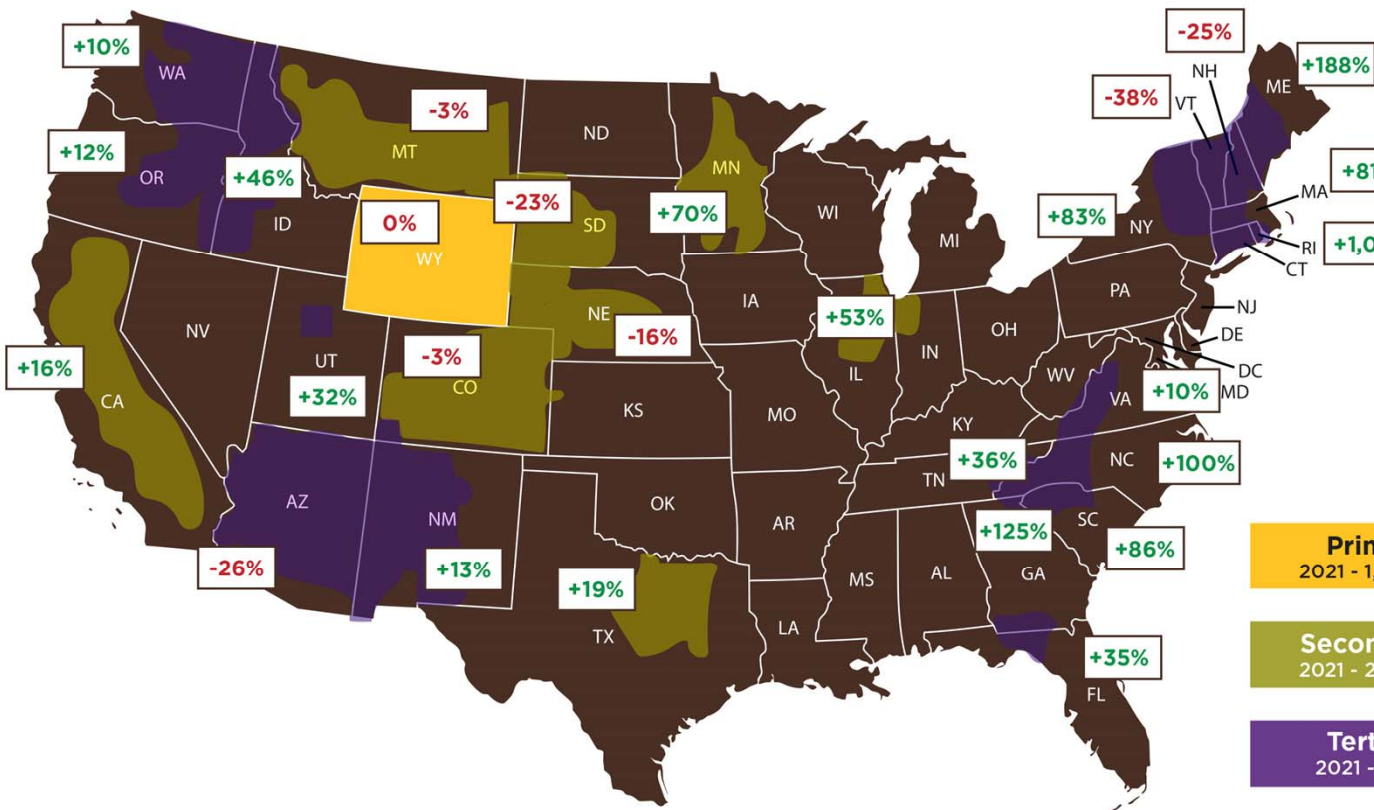




**Student Recruitment and
Retention Efforts
2020-21**

YOY Target Market Performance - By State



Primary Markets

Our primary target market continues to remain the state of Wyoming.

Secondary Markets

Secondary markets were identified as markets that have shown growth potential and/or make up a strong portion of the university's current enrollment.

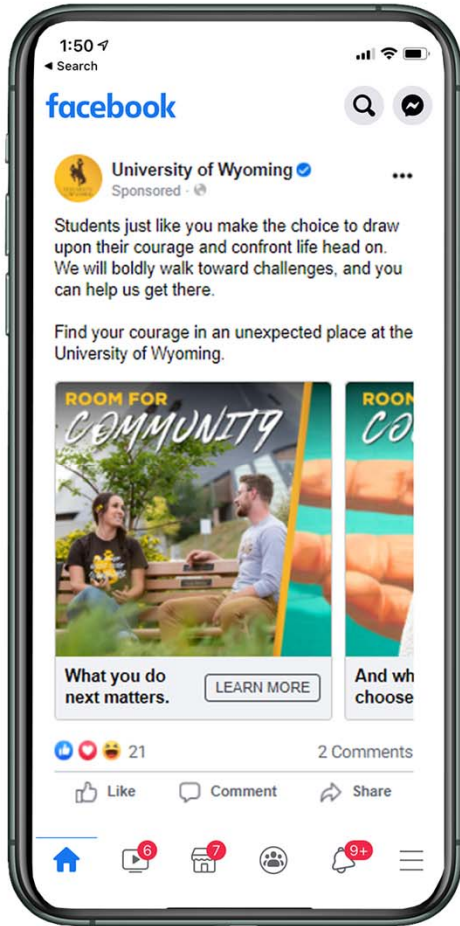
Tertiary Markets

These markets were identified to recruit academically-driven students who live in populated areas, such as the Appalachia region, who may see Wyoming as a retreat away from crowds and highly competitive universities.

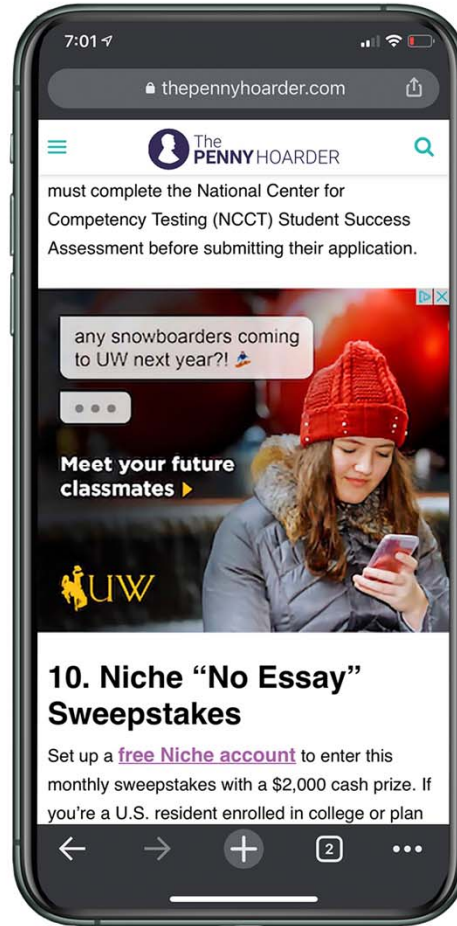
Primary Market
2021 - 1,380 | 2020 - 1,372

Secondary Markets
2021 - 2,415 | 2020 - 2,315

Tertiary Market
2021 - 742 | 2020 - 571



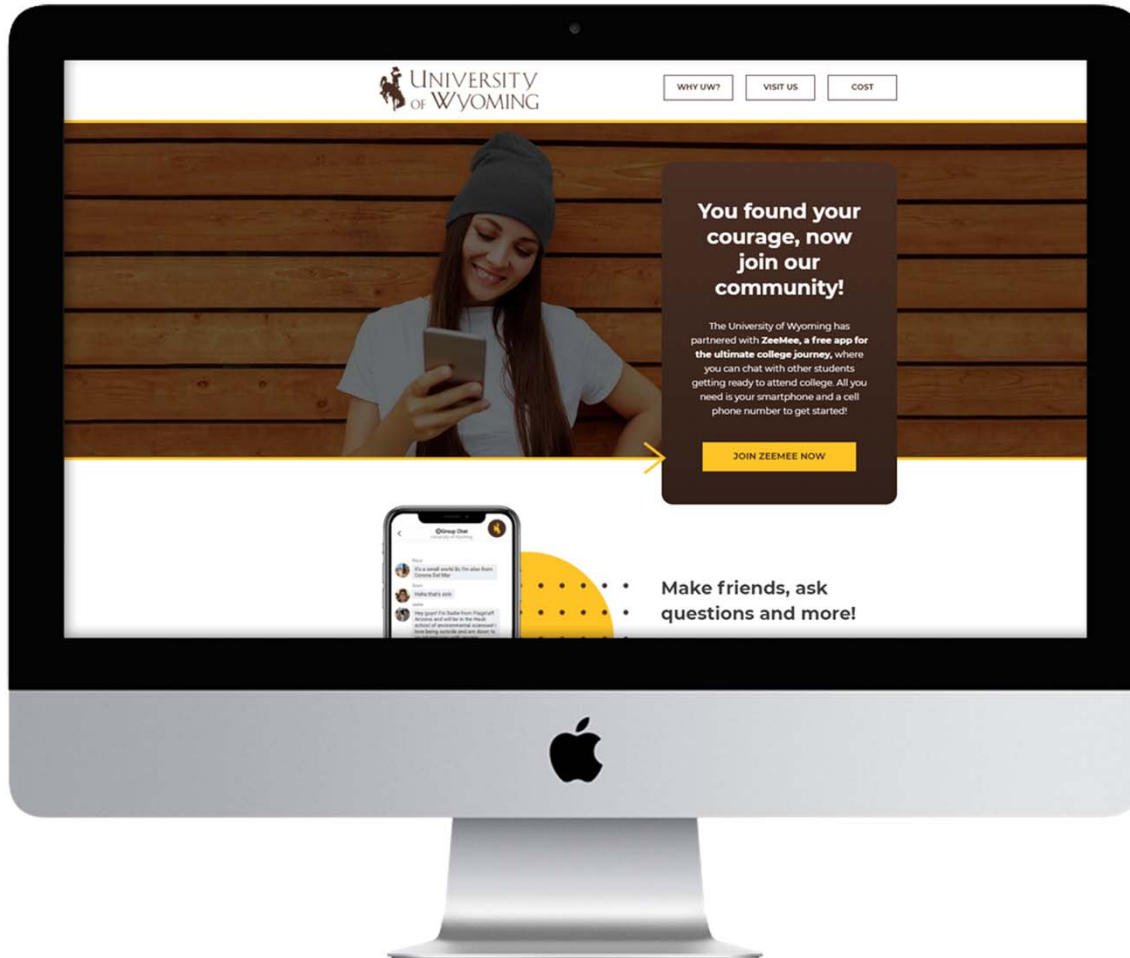
Sprint 1: Social Ads



Sprint 2: Google Display Ads



Sprint #1:
Social Media
Carousel Ad
Progression



Campaign Landing Page

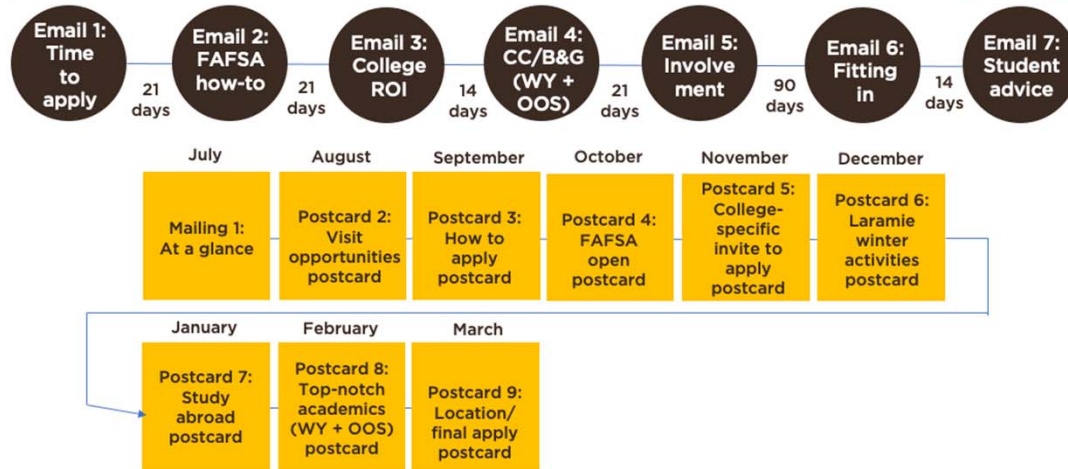
- Main Calls to Action
 - Sprint 1: Form Fill
 - Sprint 2: Join UW's ZeeMee App
- 118,802 Web Visits (YTD)
- 642 Inquiries/Conversions
- Average students receives 40 points of contact

FLOW CHART — FY PROSPECTS

Normal year

Start: June 2021

End: May 2022

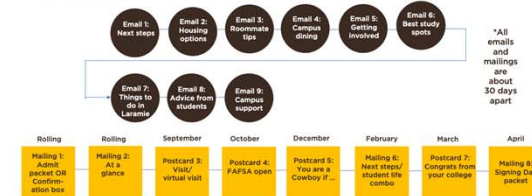


FLOW CHART — FY ADMITS + CONFIRMS

Normal year

Start: September 2020

End: May 2022



Communications Plan

- **Transfer Efforts**

- Unified MOU – greater opportunity and response to student needs
- Pre-TCE – Credit evaluation services
- Block Articulations – broadest approach to credit acceptance
- Transfer Mentors – onboarding services for incoming trs (App-Enroll)

- **Fall 22 - Based on 21 performance**

- Mirror geographic reach and audience, \geq \$spend,
 - continue coordinated marketing and communications w/messages crafted according to student sentiment and actions. (i.e. community push in '21)

Office of Student Success and Graduation

The Office of Student Success and Graduation was set as a presidential directive in Spring 2020.

UNIVERSITY OF WYOMING



COWBOY COACHING


PEER-TO-PEER MENTORSHIP

- Connect with upperclassmen who know the ropes.
- Ask important questions with no judgement.
- Celebrate academic and personal success with your mentor.
- Find a friend, while staying on the path to graduation.


Sign up now!


COVID-19 SALIVA TESTING INSTRUCTIONS

- 

Go to your personal link
You will be sent a unique pre-paid link to order COVID-19 test(s). Each link entitles you to ONE test. The link is assigned to you specifically and should not be shared or forwarded.
- 

Create your account
Click the link and create your account using a valid email and password. You only need to create an account once and you should use the same login information for any future test order.
- 

Enter your information
Each time you place an order, you will be asked to provide personal details, answer questions around exposure and symptoms (if any) and provide your shipping address.
- 

Complete your test order
Once you complete your order you will receive an email confirmation with order details.
- 

Meet our providers
When your tests arrive, read the blue instruction pamphlet included in your test kit to meet with a Vault test supervisor in a Zoom video call.

Once ordered, your test will be shipped to you via UPS.

- When you receive your order, join a Zoom room by going to covidtest.vaulthealth.com and signing in with your email and password.
- Don't eat, drink, chew gum, or smoke for 30 minutes before your test.
- Drop your package at a UPS drop-off point. [Find a location here](#)

You will receive an email from hello@updates.vaulthealth.com with your result within 24 hours from when your package arrives at the lab.

MARK YOUR CALENDAR!

- August 3-7: Order Your Test
- August 11-13: Take Your Test
- August 17-21: Move-in Week
- August 24: Classes Start

UNIVERSITY OF WYOMING uwyo.edu/campus-return

POKES SUPPORT LOCAL WITH COWBOY CASH

UNIVERSITY OF WYOMING

HOW TO USE:

EXCHANGING COWBOY CASH
Using Cowboy Cash is quick and easy. Students fill out the business portion of their order form. They then use that form to receive their change in cash from the business. Each student will receive five \$5 gift certificates.

WHERE TO USE:

SMALL, LOCALLY-OWNED BUSINESSES
Cowboy Cash can be used for dining, goods or services at small, locally-owned businesses that are following the Albany County health and safety guidelines.

COWBOYS CAN

BE SAFE WHILE SHOPPING
UW is committed to supporting businesses that are following the Albany County health and safety guidelines. Students are also expected to do their part when using Cowboy Cash. We are asking students, teachers, parents and faculty to help.

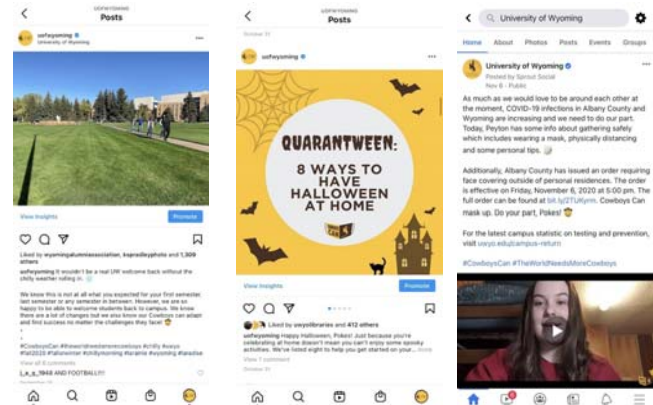
SUPPORT LOCAL

GIVE OUR LOCAL ECONOMY A BOOST
Use local businesses everywhere shopping responsibly. The purpose of Cowboy Cash is to give students' local economy a boost before the end of the year.

TO LEARN MORE OR TO FIND MAINSTREET SQUARE'S BUSINESS DIRECTORY VISIT: [MAINSTREET.ORG/DIRECTORY](https://mainstreet.org/directory)

Cowboys Can - Social Messaging Campaign

Cowboys Can began as a hashtag that lived under posts that fit within safety messaging surrounding prevention, testing and other protocols. It evolved into a full messaging campaign with a lighter tone and showed students they can still have a good semester while staying safe.



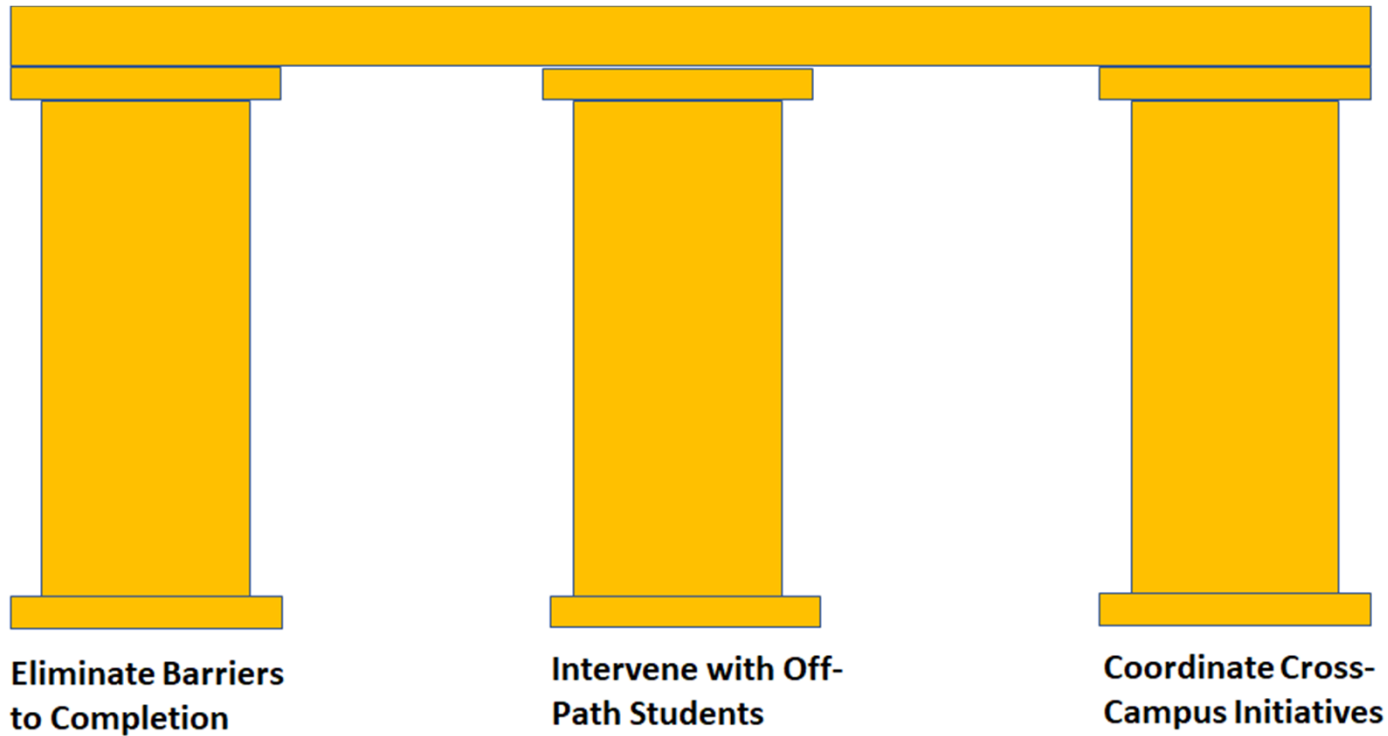
We also created a social media contest called #MaskMonday to help encourage students to wear masks on and off campus and be eligible to win gift card prizes. Additionally, our Cowboys Can team reached out to actual UW students on Facebook who were advocating for safety in their comments and asked them to become part a brief video series toward the end of Phase 3. This helped students who wanted to have an in-person experience encourage their friends and peers and followers to maintain the same safety guidelines.



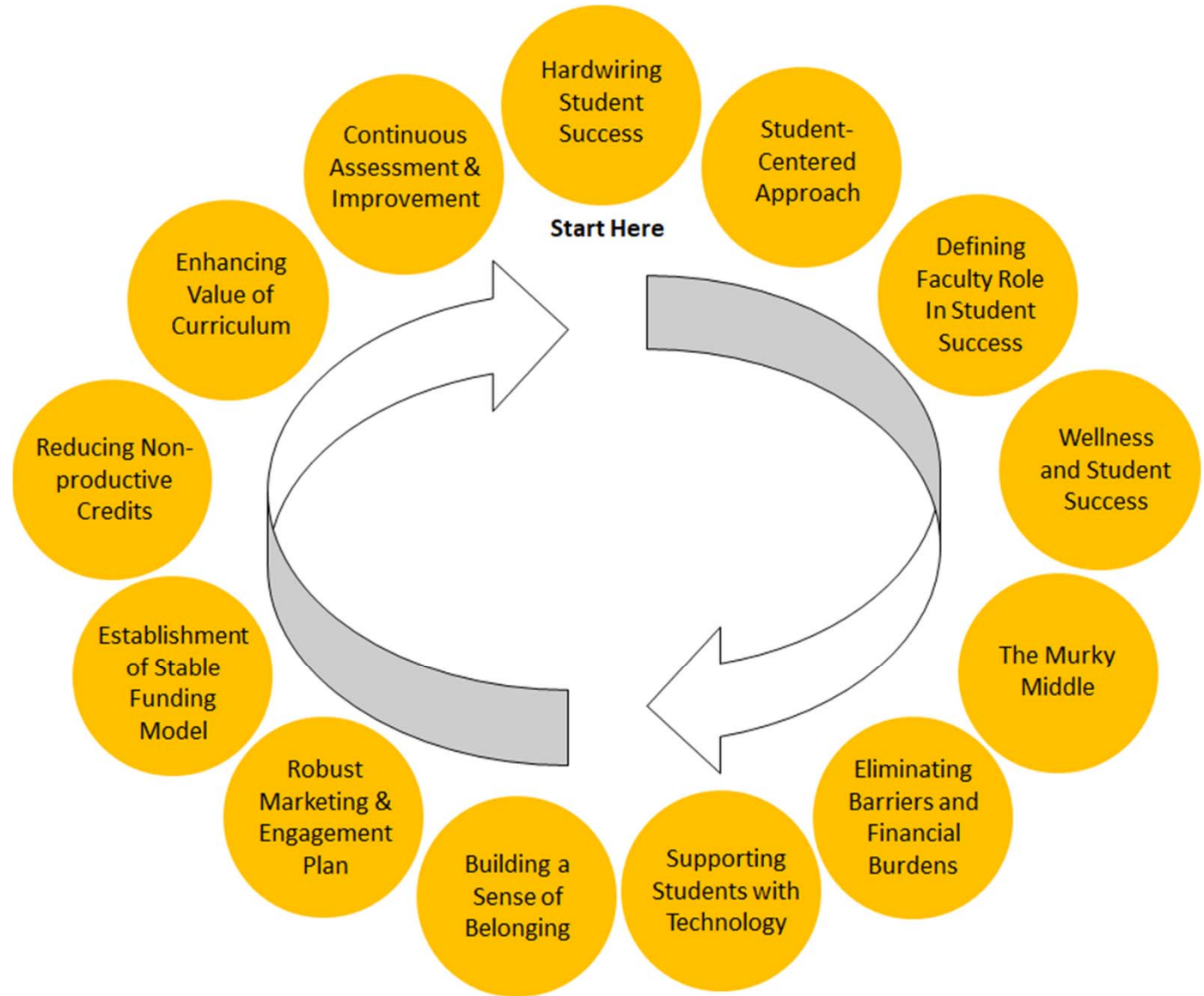
Big Picture



The Three Pillars



Student Success & Graduation Transformation



Notable Details

Admit Hub

- AI retention text bot - will launch in spring 2021

Call back campaigns

- Stop-Outs and Wellness
- 2,567 students reached spring 2020

Launched Parent Advisory Board

- Parent team to discuss ongoing student success initiatives

Know 5 Project

- President's Cabinet - each assigned a sophomore student to get to know
- Alumni Affairs volunteers piloting sophomore students spring 2021

Student Success Coalition

- Student onboarding planning
- Helping students understand the ins and outs of registration
- Sophomore retention planning



THE WORLD NEEDS
MORE COWBOYS.

Thank you for your time. Questions
or comments welcome.

Appendix

AFFORDABILITY

A student's inability to afford college is almost always identified as one of the top reasons for stopping or dropping out of college. At UW, we are working diligently on creating affordable options for our students.

INVITATIONS

Helping students do the right things at the right times is vital to their success. Invitations is a critical component to helping them achieve their goals. This will include nudging at-risk populations and helping all students feel like they matter and that we want them to be successful.

SUPPORT

Creating a holistic, individualized, student-focused support team will allow us to start evaluating what we do well and what we need to improve on. Support also means helping educators create authentic relationships to foster a greater sense of support among our students.

RESEARCH

At the University of Wyoming, we collect a lot of data. In order for the information to be useful, it will be critical that we are collecting the right data, analyzing it thoroughly, and present in bite sizes that are easy to understand.

PURPOSE

The key to increasing student retention and success is to create a common purpose that gets all parts of UW working together. As an institution, having a shared purpose where everyone shares responsibility is key to helping raise retention efforts on campus.

ENGAGEMENT

We know that students who feel a sense of belonging persist at a higher rate. Creating a sense of belonging by reducing barriers students face will increase our retention rates.

