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.
Sprint 1: Social Ads

Sprint 2: Google Display Ads
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
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, ≥ $spend,
    • continue coordinated marketing and communications w/msgs crafted according to student sentiment and actions. (I.e. community push in '21)
The Office of Student Success and Graduation was set as a presidential directive in Spring 2020.

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 be part of 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

- Eliminate Barriers to Completion
- Intervene with Off-Path Students
- Coordinate Cross-Campus Initiatives
Student Success & Graduation Transformation

Start Here

- Hardwiring Student Success
- Student-Centered Approach
- Defining Faculty Role in Student Success
- Wellness and Student Success
- The Murky Middle
- Eliminating Barriers and Financial Burdens
- Supporting Students with Technology
- Building a Sense of Belonging
- Robust Marketing & Engagement Plan
- Establishment of Stable Funding Model
- Reducing Non-productive Credits
- Enhancing Value of Curriculum
- Continuous Assessment & Improvement
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
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.