Enrollment/Access & Opportunity

We are committed to future enrollment growth that balances academic preparation, motivation and access. We will continue to recruit the best and brightest students with an enrollment plan which focuses on access and opportunity. We will increase statewide outreach to middle schools and expand recruitment in Southern Nevada. We will strengthen our Transfer Center in an effort to help students start their education at a Nevada Community College and transfer to the University.

Context for Planning
Several important factors in the effort to provide access and opportunity to Nevada students have been made apparent through the changing environment of the last few years. The fluctuating budgets in Nevada and other states have increased the importance of long-term planning and the need to capitalize on our strengths in recruitment.

1. Between 2003 and 2010, Nevada expects a 75% increase in the number of high school graduates. This growth will be characterized by erratic highs and lows of each incoming freshmen class for the next seven years. (Washoe and Clark County K-12 enrollment statistics, Office of the Nevada State Demographer). These fluctuating graduation rates greatly emphasize the need for our own statistical analysis of available information to project enrollment numbers, rather than relying on outside entities.

2. Nevada is among the five lowest college participation rates in the nation. (Post Secondary Report)

3. Nevada continues to be amongst the leaders of population growth in the nation. (American Demographics)

4. 70% of Nevada’s population is urban and is over 400 miles away. Scholarship resources directly impact the ability of students to come to the University of Nevada, based on statistical analysis by Noel Levitz.

5. The university has experienced a 24% increase in headcount enrollment from 1999 to 2003. (UNR Data Book)

6. UCCSN predicts an enrollment growth by 2010 that will exceed the 47% growth realized in the 1992-2002 decade. (UCCSN Enrollment Projection)

7. With a 66% increase in UCCSN Community College enrollment 1992-2002, the university may expect a similar increase in transfer students.

8. Nevada’s school aged population continues to increase in ethnic, racial and linguistic diversity. (Washoe County 35% students of color, Clark County 52% students of color)

9. Nevada continues to experience the largest increase in Hispanic/Latino population nationwide. (American Demographics)

10. Continued population growth in Las Vegas has resulted in re-apportionment of legislative and regent representation.

11. New admissions requirements to the Nevada universities become effective Fall 2006.

12. Impact of the changes to the Millennium Scholarship program upon recruitment and retention.

13. The extent to which California will be able to recover from its economic woes will
have a direct relationship on the health of Nevada’s economy.

2003 Enrollment/Access & Opportunity Accomplishments

1. Develop departmental and program based materials that are consistent in content, design, and message with the university’s overall marketing plan.
   • Developed new marketing and recruitment brochures in cooperation with university relations to reflect the strategic directions adopted by the institution. These include table brochures, search pieces, transfer brochure and viewbooks.
   • Implemented newsletters to meet immediate marketing needs and to communicate critical information on a regular basis to our constituency.
   • Production of departmental materials that have the same look and feel as the general recruitment materials remained a challenge. Departments were encouraged to use these as models in the development of program specific literature.

2. Coordinate college and departmental recruitment activities for improved coherence, consistency and economy of university marketing efforts.
   • The Enrollment Management Group of the Academic Affairs Student Services Council chaired by Steve Maples and Rena Hanks provided oversight to insure departmental input, cooperation and consistency of program content for Fall Preview, Wolf Pack Prep, New Student Orientation, College Fairs and School Visits, Campus Visitation Programs, Wolf Packed Fridays, Pack it In Day and Middle School visits.

3. Continue to make progress toward assuring the consistency of recruitment responses for all prospective students in terms of the materials received and information communicated through a standard protocol that is followed by all academic units.
   • The Enrollment Management Team monitored compliance in this area. (The implementation of the proposed new recruitment database will be a valuable tool in enhancing this effort.)

4. Continue to enhance web based information and services for prospective students to be consistent in content, design and message with the university’s overall marketing plan.
   • Enrollment Services redesigned all web presence and marketing publications to be consistent with the university web design. Recruitment calendar of when and where recruitment events take place are available on OPS website, conforming to university web calendar style.

5. Implement Diversity Recruitment Plan.
   • The Diversity Plan is an ongoing effort to reach students of color throughout K-12. Specific accomplishments are reported in the Diversity Plan Report.

6. Strengthen K-12 and business community partnerships through active participation with the Education Collaborative.
   • Collaborated with the Hispanic Chamber to host the first annual Latino Convocation March at the JTSU, where approximately 200 Hispanic and Latino WCSD High School and UCCSN students were recognized for their academic accomplishments.
and persistence in higher education.
• Communicated UCCSN admissions requirements to the members of the Education Collaborative through special presentation.

7. Partner with the Community Development Coordinator to provide community outreach to parents and students of color.
• Conducted a presentation in Spanish to the parents of prospective students associated with MALDEF, Mexican American Legal Defense.
• Designed a reception to meet the needs of bi-lingual students and their families during orientation in cooperation with Community Development and the Center.

8. Participate in the establishment of university enrollment goals that are reasonable and achievable.
• Assisted Institutional Research in the development of realistic expectations for freshmen enrollment.
• Assisted Residential Life and Housing in the planning for future residence hall demand through realistic enrollment projections.

9. Expand oversight of New Student Orientation to include evening and weekend programming prior to the opening of school.
• All publications and mailing reflected programming for four days and nights of Orientation Weekend. All campus activities were included in the planning and programming.
• Facilitated collaboration between all student services offices.
• Expanded New Student Orientation coordination to include all co-curricular activities associated with the four days of Orientation. Provided funding to Residential Life and Housing and ASUN/ Flipside for programming.

10. Relocation of Grad School and OISS to centralize admission functions.
All Admission functions relocated to the Student Services Building by the end of October, 2003 with the assistance of the Provost and Academic Affairs.

Enrollment /Access and Opportunity Goals for 2004
• Expand and enhance the recruitment effort in Southern Nevada.
• Expand recruitment efforts in Southern Nevada to include middle school outreach in an effort to improve the college participation rate.
• Expand middle school outreach efforts through formalized school visitations to campus to include special programming for first-generation college bound and non-native speakers of English.
• Continue to expand Spanish language materials and programs for parents and students.
• Create a “personalized” view book through the web whereby students create their own viewbook by choosing the content that best suits their needs and interests.
• Continue to communicate newly adopted UCCSN admissions requirements to prospective students, parents, k-12 personnel and university faculty and staff.
• Through partnership with the Davidson Institute, enhance outreach efforts to the brightest students in the state by offering a summer institute for the profoundly gifted.
• Initiate a conversation to re-conceptualize services for International Students.
Separate services for international students vs. international scholars. Establish Office for Prospective Students as the major recruitment contact for all international students.

- Continue to implement diversity initiatives that support the recruitment and retention of a diverse student population.
- Expand recruitment and advising efforts to secondary feeder markets. Continue to offer Fall Preview location and a Wolf Pack Prep Advisement Session to Northern California as a new market venue for these activities.
- Enhance Campus visitation program by offering Wolf Packed Fridays, a comprehensive visit program which includes tours, residential life, academic representatives, and student panels for prospective students and parents.
- Based on the information provided by Noel Levitz, re-conceptualize the enrollment process for new students from the combination of the application for admission and the scholarship application to the “rolling awarding” of scholarships to students beginning in the fall rather than the traditional one time award in the spring.
- Partnered with Student Access and Opportunity to Services to re-invent the Silver Scholars program for eighth graders as consistent with the university’s early outreach effort.

**Necessary Resources**

- Operating dollars for the Office for Prospective Students to handle increased travel costs within Nevada, California, and out of state, increased costs of college fair registrations, replacement of table banners, office supplies, travel for the southern office to Reno)
- Add 1.0 FTE recruiter to Southern Office for the enhancement of Southern Nevada efforts. Current staff is 3 professional and 1 classified. A fourth recruiter would enable additional middle school outreach.
- Add third classified staff for Northern Nevada OPS. One staff member is needed for tour management and special campus visitation program coordination.
- Add New Student Orientation Director. The expansion of NSO to include Opening Ceremony and the coordination of four days of extensive programming requires the dedication of one full time professional staff. The students are unwilling to support this cost through the Orientation fee.
- Additional professional staff support for the transfer center to institutionalize a formalized transfer student intake advisement process.
- Availability of 3,000 square feet of storage in Stead to accommodate the storage of 9,000 commencement chairs. Podia, flowers and other Commencement supplies. We are currently paying $1200/mo to accommodate OPS and Commencement storage at a storage rental due to the lack of storage available on campus.
- $200,00 for the purchase, licensing and implementation of a comprehensive recruitment and admissions data base program.

**Response to the Future of Student Services**

*Have a new middle school outreach program in place for both Washoe and Clark Counties incorporating at least 20 middle schools.*

- Southern Nevada participated in the PAYBAC program (a partnership between the
Clark County School District and community members to visit at risk middle school students to mentor and encourage those students to complete high school and continue on to higher education. Sixteen presentations at 15 middle schools were conducted.

• Southern Nevada Staff targeted Von Toebel Middle School to work with all seventh graders in an effort to prepare them for high school and college.
• Southern Nevada provided program support for the GEAR UP program in the south.
• Southern Nevada Staff also partnered with Northern Nevada Office to mentor students in the GEAR UP program through the summer camp event which included Southern Nevada, Reno and Rural students. In addition to the Gear Up summer camp, Northern Nevada office hosted students from several local and rural schools for financial aid, academic and admission presentations through the Gear Up program.
• OPS Staff continued to work with TMCC to provide GEAR UP programming.
• Northern Nevada Staff visited all Washoe County middle schools students in the Spring to assist with high school course planning.
• OPS Staff strengthened relationships with middle school teachers, counselors and principals through school visitations and presentations.
• SOS, in partnership with Circle K, sought donations for back packs for at risk middle school students. SOS and Circle K assembled and distributed these back packs to Vaughn, Traner and Dilworth Middle Schools.

Make all new recruitment brochures available in Spanish and English.
• The table brochure, search piece, transfer brochure, and application materials for admission were made available in Spanish. Spanish language information was also made available on the web.

Inform 8th and 9th graders of changing admission requirements
Sent letters in English and Spanish to all 8th and 9th grade students in the state of Nevada, and to principals and counselors, informing them of admission requirement changes and new Nevada residency requirements (70,000 letters). Policies regarding the establishment of Nevada residency for tuition purposes were carefully outlined, indicating that all Nevada High School graduates are eligible for Nevada residency, regardless of immigration status.

Student Services Division Statement on Diversity
• Admissions presentations made in Reno and Las Vegas to Spanish radio and television stations.
• The Office for Prospective Students was a founding member and sponsor of The Latino Convocation March.
• OPS staff worked closely with student leaders in MEXA to establish presentations in local high schools for Hispanic students on the opportunities and benefits of attending college.

River Story Update
In paragraph about Mya Hernandez, change sentence to “While she is on the web, she creates a personalized online viewbook (in Spanish and English) for more information about her future career, as well as sign up for Wolf Packed Friday on campus next week.”