Enrollment Goals:

1) Talent: National Merit, Presidential scholars, Hispanic scholars, National Achievement
   a. Best and Brightest—Special visit day for top seniors
   b. Rising stars—special visit day for top juniors
   c. Special recruitment efforts for National Merit/achievement and Presidential and Hispanic scholars
   d. Advance Placement teacher days on campus
   e. High School counselor days on campus
   f. Early College

2) Diversity:
   a. Bilingual Presentations/staff
   b. Application Workshops
   c. ADAVEN presentations
   d. Financial aid workshops
   e. Specialized College fairs for first generation low income students
   f. 70% of recruitment staff people of color

3) Nevada Residents
   a. Nevada Bound Subsidized busing and air fare for Nevada residents to attend our all day college experience
   b. Fall previews: Taking the university and its schools and colleges to Las Vegas, Elko, and Reno to give students and parents a taste of what the university has to offer
   c. Washoe County Senior Transcript analysis
   d. Clark county GPA project
   e. Rural outreach to Nevada Schools
   f. On site admissions at Nevada High Schools

4) All Students
   a. Expansion of Campus Visit programs
   b. Predictive modeling
   c. Social Media/data mining Cappex/Chegg
   d. TargetX
   e. Scholarship leveraging
   f. Advance registration
   g. Telecounseling
   h. Yield Events: Reno, Elko, Las Vegas, Las Angeles, Sacramento, East Bay
   i. Test Score purchasing