



Enrollment Management

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Enrollment Management

Overview of Enrollment Management

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Enrollment Management – Who We Are

Our Mission

- The Enrollment Management team champions accessibility and inclusivity, providing tailored support for every student, regardless of their background or circumstances. We remove barriers by providing excellent service and proactive support and empower students by meeting them where they are in their educational journey.

Our Core Values

- **Student-focused:** Students come first and are at the center of all decisions.
- **Accountability:** Taking ownership of responsibilities, delivering on commitments, and ensuring transparency in actions to achieve collective success.
- **Collaboration:** Engaging with others to bring together diverse perspectives and strengths to achieve shared goals.
- **Solutions-oriented:** Proactively identifying challenges and driving solutions for impactful outcomes.

Priority for This Year:

- Our priority is to enhance student success processes, improve new student enrollment strategies, and deliver service excellence to reduce administrative burdens on students.

What we do

Office of Admissions

Undergraduate student recruitment

Transfer student recruitment

Events and campus visits

Financial aid literacy

Application processing

Admissions systems & technology

Office of Student Success

Lynx Central – information & resource hub

Transfer Initiatives

Student Success Coaching

Student Success Technology

Retention and graduation initiatives

Office of Financial Aid & Scholarships

Advising

FAFSA processing

Packaging

Disbursement

Scholarship management

Financial aid systems & technology

Compliance

Office of the Registrar

Student records

Course & room scheduling

Transfer credit evaluations

Degree audits and conferrals

Academic catalog and curriculum management

Registrar Systems & Technology

Veteran's Educational Benefits

Compliance reporting

Accomplishments

Office of Admissions:

- Hosted the largest-ever Admitted Students Day and a new Transfer Night event.
- Increased incoming transfer students compared to prior year

Office of Student Success:

- Improved the retention rate by 1% over the prior year.
- Introduced Milo the Bot for incoming classes, achieving a 42.2% engagement rate.

Lynx Central:

- Improved wait times and issue resolution, serving 7,652 in-person and 26,913 students via phone.
- Implemented a Student Satisfaction Survey with 78.2% of respondents rating their experience as 3 or higher on a scale of 1-5.

Financial Aid:

- Participated in over 30 events, including New Student Orientations and FAFSA Workshops.
- Achieved higher FAFSA completion rates than the Colorado State average.
- Aid processed and delivered on time for the Fall semester despite FAFSA challenges.

Registrar's Office:

- Significant improvements include streamlined workflows for enrollment certifications, a new tutorial video on the VMSS website, a request process for the Yellow Ribbon program, automated credit notifications for the Military Experience Form, Teams chat groups for quick responses, periodic VA Student Benefit Briefings, and monthly visits from the State Veterans Liaison Officer.
- The Registrar's Office converted the grade forgiveness policy to automatically include all student repeat attempts, providing a more equitable solution. Additionally, new legislation allows Peace Corps veterans to apply for in-state tuition benefits.
- Streamlined Transfer Credit Evaluation by using TES (Transfer Evaluation System) and Transferology software to expedite and standardize course equivalencies.

Accessibility & Inclusion

- **Office of Student Success:** Leads the Black Student Success Initiative and supports first-generation students through dedicated coaching.
- **Lynx Central:** Ensures website accessibility and offers a chatbot for 24/7 support.
- **Office of Financial Aid & Scholarships:** Provides financial aid and scholarships to support diverse student populations.
- **Office of Admissions:** Engages with first-generation and Latinx students, offers Spanish-speaking tours, and translates recruitment materials into Spanish and Vietnamese.



Measures of Impact



- Student surveys administered through Lynx Central are sent to students who interact with Lynx Central, Financial Aid, and Registrar offices.
 - 78.2% of respondents rated their experience as three or higher on a scale of 1-5, with an average rating of 4.02 for positive interactions with staff.
- Feedback and Attendance Tracking: Post-event surveys and event attendance tracking help recognize staff and student ambassadors for positive feedback and identify the most effective times for hosting events.
- Track and monitor performance data: for example, applications, admissions offers, registration, FAFSA completions, packaging completion, transfer evaluations, continuing student registration, and holds.

Budgets Impacts

- There have been minimal impacts to our current budget as the Chancellor and Executive team made decisions to maintain budget levels to support student enrollment.
- In the past year, we have hired the necessary positions needed in all enrollment management areas to stabilize department operations in Financial Aid & Scholarships, Lynx Central, Admissions, and Enrollment.



Our Goals



Student Success – improve student success processes to help students maintain eligibility to continue registering and ultimately graduate.



New Student Enrollment – execute data-driven strategies to support new students starting classes at the university.



Service Excellence – improve the student experience and reduce the administrative burden on students.

Thank you!

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