

ESS Top Tier Initiative Status Update

Deepen our collaboration with CCSD, Nevada State, and the College of Southern Nevada to ensure seamless transitions into UNLV for qualified students by developing pipeline programs and using appropriate contingent admission programs and articulation agreements:

- Further developed Transfer Agreements with all NSHE institutions.
- Continued to promote and offer Articulation Agreements with every UNLV major and every NSHE institution. The nature of the agreement is tied to the catalog year.
- Continue our Raising Rebels Initiatives:
 - Gear-up College Ambassador Program.
 - Early Outreach Program.
 - College Readiness Curriculum, currently being piloted with a middle school. Hope to publish and provide to all college and career counselors in CCSD middle and high schools.
- Collaborated with high schools upon request to enroll students as non-degree for dual-enrollment high school/college courses.
- Continued to pursue early registration for high school students with large numbers of transfer credit, targeting CSN high schools and Nevada State high school.
- Continued fostering informal pipelines through recruiter's initiatives in CCSD. Recruiters give presentations to students of all ages and all stages in the admissions recruitment cycle.
- Continued to partner with UNLV college-specific recruiters (Engineering and Honors to date) to engage in faculty-based high school outreach as well as community outreach with local advising boards related to curricula.
- A Memorandum of Understanding with the College of Southern Nevada has been developed to refer students who have been denied admission to UNLV to CSN and allow seamless transfer for these students back to UNLV once they have completed a transferrable associate degree without the need to reapply to UNLV. The operating procedures for this MOU are in the process of being worked out to get ready for implementation.

Constructively involve deans and administrative faculty in recruitment activities and events:

- Began offering Spotlight Tours
 - Every College provides a 90 minute overview/tour 1-2 times/month throughout the year.
- Admissions, Marketing and Academic Affairs are currently collaborating to develop New Student Orientation (NSO) Welcome Videos
 - Admissions is collaborating with the Vice Provost for General Education (VPGE) and Central Marketing to develop 10 minute videos for every College to use in lieu of faculty presentation at NSO programs. This allows for more faculty involvement in recruitment activities.
- College Welcome letters
 - A welcome letter will be sent to admitted students on a rolling basis from the Office of Admissions on behalf of the Dean. This will assist in student engagement.
- Academic Advisement letters
 - A welcome email will be sent to admitted students on a rolling basis from the Office of Admissions on behalf of the Advising Center at each College. This will assist in student engagement.

- Admissions is currently working with the Academic Success Center (ASC) and Colleges of Business, Engineering and Sciences to implement a Pathways Majors program. This will be a manual process for 2016 and automated for 2017, once criteria are fully established.
- College Recruiters – Admissions is partnering in recruitment activities with recruiters from Honors, Engineering and Education.
- Gear-Up initiatives continue toward early outreach.
- Rebel Preview Open House programs will continue to be hosted.
- Soon-to-be Admitted Student Preview Days will be developed. There will be one in the fall and one in the spring.
- Various Scholarship functions are being determined via the development of a High Ability Outreach Recruitment Plan.

Other collaborative recruitment events include:

We organize:

- Asian Pacific Islander American Scholarship Fund (APIASF)
- National History Day (for CCSD)
- CCSD Counselor Professional Development – National American School Counselor Association (ASCA) Counseling Model (for CCSD)
- Boys & Girls Club (B&G Club) Youth of the Year Luncheon (for B&G Club of So Nv)

We assist in organization/marketing:

- Biomechanics Day (with Vice President for General Education(VPGE))
- Rebel STEM Academy (with VPGE)
- Dawson Summer Academy (with VPGE)
- Construction Career Day (with College of Engineering)
- Family Enrichment Day (With CCSD)

We just participate:

- First Robotics Competition
- Engineering Senior Design (Fall & Spring)
- CCSD CREW (College Readiness & Education Workshops – Fall & Spring)
- CCSD Science Fair
- Sun Youth Forum
- World Wetland Day (S. NV Water Authority)

Re-evaluate the process for recruiting undergraduates and graduate/professional students including key student recruiting geographic areas, especially those in the Western region (including Hawaii) and internationally:

- Have developed sophisticated geo-market research to determine target areas in western states.
- Using same geo-market research, determined target areas in non-WUE states as well.
- Hired two part-time regional recruiters to focus on the Inland Empire area of CA. This is a proof of concept and will inform future out-of-state student recruiting initiatives.

- Admissions is collaborating with Alumni, Advancement and Athletics to sync travel/events calendars in order to better leverage human and fiscal resources.
- Cross-functional territory management teams have been developed in Admissions in order to more effectively cultivate relationships with assigned high schools and assist students through the search and application processes at assigned high schools. This has allowed for more effective, targeted recruitment and relationship-building with both students and the school counseling community. It has also resulted in more efficient application processing and rendering admission decisions in a much more timely fashion.
- Territory Management Teams also involve a financial aid counselor on each of 16 teams. This will ensure a higher rate of completion of the FAFSA and, if appropriate, completion of verification documents.
- Admissions is currently working with Alumni Boards from UNLV colleges as well as Alumni Regional Networks to coordinate events as well as call admitted UNLV students.
- Admissions has developed a written recruitment plan that helps to define the areas for improvement in recruiting and develops a forum which helps to engage the campus in these discussions.
- Admissions has developed a set of budget priorities to enable further enhancements/improvements that include the extension of the Salesforce CRM for communication flows with prospective students (including inquiries, admitted and accepted students) as well as improvements in speeding up admissions processing through automation with a document imaging and workflow solution.