Council of Chairs

November 4, 2020

Present: John Cull, Bryan Hoyt, Robin Woodard, Scott Bevins, Andy Cox, Tom Costa, Brandy McCarroll, Amy Clark, Trisha Folds-Bennett, Amelia Harris, Jacob Somervell, Robin Benke, Michael McNulty

**Updates from Vice Chancellor for Enrollment Management Chris Dearth:**

**Continued Approach:**

Admission Counselor Training

Tour Guide Training

New Emphasis on Campus Visit Experience

Data-Informed Decision Making

Recruitment Marketing

Timely Financial Aid Offers

New Scholarship Model

**New Methods:**

Virtual Visits and College Fairs

Virtual Information Sessions (Tuesdays at 3pm)

Saturday On-Campus Visits

* Sat., Oct. 3 at 10am
* Sat., Oct. 17 at 10am
* Sat., Nov. 7 at 10am

Daily Campus Info Sessions and Tours (Through Fall Semester)

Spring Events TBD – preparing for on campus & virtual

**Freshman Admissions**

Aug. 14:

10,985 inquiries

1,079 Applicants

855 Admitted

11 Denied

298 Deposits

89 ARC Applications

72 ARC Admissions

39 ARC Deposits

SAT Avg (Deposits) – 1095

GPA (Deposits) – 3.43

**Locality**

Targeted specific areas across VA: Roanoke Area, Shenandoah Area, Tidewater Area

Not neglecting our normal regions, but extending effort in those targeted areas.

**State of the ARC**

We do not have resources to recruit the entire ARC

Sent mailings to the entire ARC, but focused on “State of Wise” area

**Transfer Admissions**

Aug. 14

MECC – 32

SW VA Comm College – 14

VA Highlands Comm College – 11

240 Applicants

166 Admitted

125 Deposits

**UVA Wise Within Reach**

Tuition and fees 100% covered

VA Residents

Family Income of $40,000 or Less

Qualify for Admission to the College

Not paid by institutional funds!

134 returning students

56 new transfer students

175 first-time freshman

365 total students

**Net Price Calculator (NPC)**

Provides an accurate look at qualifying Financial Aid and Scholarships

Is NOT an official offer of financial aid or scholarships (subject to change)

<https://www.uvawise.edu/financial-aid/net-price-calculator/>

**Questions**

SAT Average – why did it drop from 1333 to 1084 from Aug. 2016 to Aug. 2017? SAT recalibrated their scoring.

There is a movement with a lot of schools going test-optional. With the pandemic it makes sense and we will be looking at what we do moving forward. We have to have some sort of method in place to evaluate students.

GPA for high school students -- It is weighted on a 4.2 scale.

Are we pricing ourselves out of the market? Most students do not pay “ticket price.” 88% of our students receive some form of financial aid.

If there is anyway Chairs could know when potential students are coming through? Chris said they are trying to do better to capture interest in majors. They currently leave it up to the student if they’d like to sit in on a class or meet faculty. They might try to send each area a list of visitors for the week to see if any faculty might be available.

What is your number 1 challenge in Admissions?

Resources. We are extremely short staffed. More counselors would allow us to better cover the state of VA. We also need boots on the ground in the ARC. The silver lining of the pandemic has allowed us to reach more students virtually. Each counselor is responsible for 300(ish) applications and of those 75 or so are admitted and attend.

Are there programs that come up in the recruitment process that you have to say we don’t offer? Engineering stands out. Out of state markets ask about architecture.

We will be looking at setting enrollment goals? What do you see as the ultimate goal? Overall, we should be welcoming at least 400 incoming freshmen and 100 transfers.

Is there a way to reach out to non-traditional students? We’ve talked about some programming that might attract these students. He doesn’t foresee anything happening by Fall 2021.

**Updates from Genna:**

Data-driven

Intel from competitive analyses of financial aid programs, etc.

Rely on social media and website analytics

**Attracting Students**

Paid Digital Campaign

Print Publications

Email Collateral

**Paid Digital Campaign – Google Adwords**

Content:

Branded keywords: “Virginia college,” “interdisciplinary degree,” “exploratory degree”

All academic programs

Campaigns for new programs (RN to BSN; future M.Ed.)

Social Media

**Print Publications:**

Sophomore Search  
Junior Search

Making sure to highlight quality education

Want students to see themselves and students like them so they can really envision themselves here

**Email Collateral:**

As students show interest in the College, they can sign up to receive informational emails

Information about what they’ll do in academic programs here can really help students grasp what it’s like to be a student

**Matriculating Students:**

Website

Additional Publications (Chris’s Acceptance Packet)

Additional Enrollment Email

Environmental Graphics

**Upcoming Projects for Enrollment**

Virtual Tour/Interactive Map

Yield Mailer

High School Counselor Webpage

**Marketing Advancement & Economic Development**

Advancement:

Campaigns for Annual Fund, Athletic Giving, Events

Assist Alumni Association and Highland Cavalier Club in Fundraising

Economic Development:

Promotion of Forum

Digital Production of Forum

**Branding/Perception Work**

New Merchandise for Bookstore

Brand.uvawise.edu

Additional work with vendors to increase revenues

Additional Market Research & Competitive Analysis

**What’s Next?**

Getting Your Input:

Educational Experiences

Unique Courses

What Grads Do

Why Students Should Study Your Discipline(s) at UVA Wise

More!

Will inform:

Website Content

Email

Social Media

Stories for the .edu

Special Initiatives Necessitate Marketing Plans

**Questions:**

Slogans – Who came up with the slogans? Are they representative of our mission? There is no slogan for UVA Wise – we want our story to be told with an authentic experience rather than a slogan. Marketing world is moving away from slogans because of that reason.

Publications – Genna can send some out once they’ve been printed.

Is there any plan to do advertising in terms of local tv channels and radio? We’ve not gone down the tv road – we are not sure this will reach our goal demographic. We will look at what’s performing well and what isn’t. We can consider YouTube and other avenues. We do have a radio ad on local radio.

**Trisha:**

Semester wrap up:

We are hopeful we can get through Thanksgiving week, but make sure your faculty are prepared to go virtual just in case.

Trisha has gotten more requests from students regarding the local COVID positivity rates.

There are NO in person exams. We are fully online after Thanksgiving.

We do suspect after the holidays a lot of people will use leave. We need to be flexible about working remotely.

We are checking on pausing Rachael Hulme’s time with us. We need to consider when we’ll want her in the spring. Andy suggested if she could post some best practice videos.

Faculty workshop - use part of the day for training with Rachael.

Jan. 15 – Faculty Workshop

If you have student workers or researchers- they can return after Thanksgiving, but will need strong messaging regarding their safety and practices during the holiday.

Campus will not be shut down, but Res Halls and dining, etc. will be closed. International students are being taken care of.

Trisha is making a recommendation to Chancellor Henry this week regarding hiring proposals.

A number of staff in the Library are retiring and a number of department administrative assistants. We have to work together as a group to see what positions are vacated and we’ll have to have some difficult conversations about the best use for them. Is it a time to consider some restructuring? We might stagger hiring.

The faculty retirement package is waiting for the governor’s signature. Once they are announced, faculty have 45 days to decide; after they decide they have 7 days to retract their intent to retire; after that period we are able to prepare the job ad. We want to do a comprehensive ad for these positions. We can contextualize it.