

# UCCS ENROLLMENT STRATEGIES: BUILDING FUTURES

As we look to the future, data-informed strategy is critical for the continued development of a thriving campus. In 2022, the UCCS Division of Enrollment Management was reimagined with the purpose of developing and expanding the comprehensive UCCS enrollment journey.

**Goal 1: Complete Formal Strategic Enrollment Plan by April 2024**

**Goal 2: Enrollment Stabilization with Credit Hour Growth**

**Goal 3: Hispanic Serving (HSI) Before 2025**



**NEW STUDENT ENROLLMENT +2.2% | FRESHMAN ENROLLMENT +3.5% | OVERALL ENROLLMENT -0.90%**

## OPPORTUNITIES: SUSTAINABLE GROWTH IN ACTION

### STRATEGY 1 : INCREASED STUDENT CULTIVATION WITH DYNAMIC AND PERSONALIZED COMMUNICATIONS

Five established communication campaigns engage and nurture our incoming student community.

*Tailor communications to align with student's positions in the enrollment cycle.*

- A recent outreach campaign increased the number of out-of-state undergraduate applications for Fall 2024 by 74.7% (+1,064) over this time last year.

**NON-RESIDENT FRESHMAN APPLICATION VOLUME:**

**1,387**  
FALL 2023



**2,406**  
FALL 2024  
*to date*

### STRATEGY 2 : NEW MARKET CULTIVATION

Enrollment Projection modeling opens new markets.

Five populations have been identified for enrollment growth:

- **New Western Regional Undergraduate (WUE) markets**
- **Graduate Students**
- **New Traditional Students:** First-time students entering in spring and summer terms or through an alternative pathway.
- **Online Programing:** Add online programs at a pace of two programs per year.
- **Domestic International Students:** International support and recruitment units to create a connected student journey.

### STRATEGY 3 : IDENTITY DEVELOPMENT TO SUPPORT VITAL POPULATIONS: BUILDING ON CU'S PROMINENCE

- **Hispanic Serving Institution:** Our goal is to achieve a minimum of 25% total undergraduate Hispanic or Latino full-time equivalent (FTE) student enrollment. Currently, our new student population stands at 21%.
- **Active-Duty Military Personnel:** New Tuition Assistance Grant launched to close the gap between UCCS tuition rates and earned military benefits.
- **Rural Postsecondary Pathways and Partnerships:** A University of Colorado Degree that feels like home
- **Pursue Carnegie Community Engagement**

### STRATEGY 4 : COURSE OFFERING MODIFICATIONS: SEATS AVAILABLE VS. SEATS FILLED

*Seamless transition from prospect to classroom with course demand analytics.*

**Benefits:**

- Credit hour production
- Student persistence
- Enrollment progression & reduced time to degree completion

### STRATEGY 5 : STRATEGIC ENROLLMENT PLAN

**The first UCCS formal Strategic Enrollment Plan will be complete in Spring 2024.**

The first UCCS formal Strategic Enrollment Plan (SEP) will be complete in Spring 2024. The Strategic Enrollment Management (SEM) Council is working closely with campus stakeholders to develop a holistic strategy for enrollment management. This approach aims to promote consensus-building, engagement, and innovative thinking across the entire institution, all with the ultimate goal of ensuring sustained student success. The Strategic Enrollment Plan Steering Committee, which is a component of the SEM Council, will assume the primary role in advancing this plan towards its completion.



# UCCS UNDERGRADUATE STUDENT RETENTION PROGRAMS & STRATEGIES

## NOVEMBER 2023 UPDATE

UCCS Ten-year average retention:

**68.5%**

Fall 2023 rate:

**67.1%**

By 2026 goal:

**73.5%**

Students leave UCCS for a variety of reasons: financial, challenges in academic preparedness and progression, health and mental wellbeing, and student engagement and belonging. Below are select strategies UCCS is implementing to help move the needle. Many of the strategies listed include a *DEI focus*.

### CHALLENGE 1 : FINANCIAL

- Student employment increase in pay and number
- Created scholarships for active duty military students

### CHALLENGE 2 : ACADEMIC PREPAREDNESS AND PROGRESSION

#### Excel Centers – Academic Support, Tutoring, and More

- Multiliteracy, Languages, Mathematics, and Science
- Partnership with Wellness for holistic support
- Developing wellbeing and community-building programming in Centers

#### Pathways and Student Progression

- Required Academic Advising for all 1st-year students
- Think30 — encourage 30 credits per year
- Meta Majors — explore careers in clustered fields
- Early alert referrals for support/coaching (*DEI focused*)
- Added 4 Advisors to reduce caseloads and increase level of service
- Implemented Salesforce Student Support Network

#### Gateway Program Seminar (GPS) and Compass Curriculum (General Education) – Implemented Fall 2014

- Academic program supports college transition
- Develop career skills employers value

#### Develop Faculty in Retention and Persistence Techniques

- Faculty trainings to learn strategies to enhance student success, universal design, culturally inclusive pedagogy, and effective online learning (*DEI focused*)

#### Learning Communities Pilot Linked to GPS Courses – Implemented Fall 2022

- 2nd-year pilot includes themes tied to various colleges, MOSAIC, and Wellness Center (*DEI focused*)

#### Textbook Affordability and Access Program – Implemented Fall 2023 (*DEI focused*)

- Students receive course materials by 1st day of classes
- Goal to increase academic success and decrease costs
- Ongoing engagement with Open Educational Resources

### CHALLENGE 3 : HEALTH AND MENTAL WELLBEING

#### UCCS Wellness Staffing

- Increased wellness staff to combat the mental health crisis

#### Established a Basic Needs Coordinator Position

- Single Stop, connects students to \$3.3M in food/shelter support from county, state, and federal resources (*DEI focused*)

#### CARE Team (Campus Assessment Response and Evaluation)

- Holistic student support in challenging times

### CHALLENGE 4 : ENGAGEMENT AND BELONGING

#### T. Rowe Price Career and Innovation Center

- Career Exploration and Planning Curriculum — partnership with Academic Advising and GPS courses with career curriculum

#### Veteran & Military Student Focuses

- TARGET — 4-year pilot for holistic support
- Boots to Suits — mentoring program

#### Student Engagement

- Expanded programs to increase student involvement (*DEI focused*)
- Club Match: Web-based connection to clubs/organizations
- Goal to expand LGBTQ+ Resource Center (*DEI focused*)
- Mentor Collective: Peer-mentor program focused on 1st-year and transfer students (*DEI focused*)
- Selected by NASPA for 2023 1st-Gen Scholars Network

#### Updated Complete Withdraw Process

- Shifted from a transactional to a support experience with return plan for students stopping out

### OTHER RETENTION EFFORTS

- Registration texting campaigns
- Expanded Intercollegiate Athletic Rosters
- Student Retention Strategic Plan development
- Review campus policies and practices impacting retention