

## AGENDA University Affairs Committee September 10, 2020

- I. Approval of Minutes July 9, 2020
- II. Review of Operational Metrics
- III. Fall Enrollment Update
- IV. COVID Transition & Continuity Update
  - A. Academic Affairs
  - B. Student Affairs
  - C. Research, Economic Development & Engagement



#### **University Affairs Committee**

September 10, 2020

Agenda Item:	I. Approval of Minutes – July 9, 2020
Responsible Person:	Leigh Fanning Committee Chair
Action Requested:	Action
Notes:	

#### University Affairs Meeting – Board of Trustees July 9, 2020 Virtual Meeting

**BOT Members Attending**: Leigh Fanning (interim chair), Max Joyner, Vince Smith and Tucker Robbins

Meeting started at 10:15am.

Ms. Fanning opened the meeting at 11:00am by reading the conflict of interest statement as well as the Jurisdiction Review and Conduct Statement for University Affairs.

Meeting from the April 2020 UA meeting were approved without dissent

#### ■ Metrics

#### ■ Academic Affairs – Grant Hayes

O Projecting the enrollment numbers for the fall was harder due to COVID. We, like all other schools, saw delays in the student's next steps will fall in enrollment. We are on point right now to welcome a very healthy freshman class. We had the most freshman applications in ECU history with more the 22,500 applications. We have had fewer numbers of transfer applications and admits during this time as we just couldn't recruit at community colleges. We are only down about 60 transfer enrollment deposits, which we hope will improve. Fall 2020 enrollment in the colleges are all on target with the exception of just a few high demand programs. Our total enrollment is trending toward being up about 6% at this point.

#### ■ Research – Mike Van Scott

COVID is impacting our June/July numbers because we aren't see our normal
expenditures as usual. We think we will be trending ok but expect a tail off
by the end of the summer.

#### ■ Student Affairs – Virginia Hardy

- We feel pretty good with our housing contract commitments, but we do expect to lose some students due to cancellations. These folks are believing that they are doing this because their classes are all online. We hope that they will be back on campus in the spring. As of July 6th, we have 5,579 folks with paid contracts which would put us at capacity.
- o For Counseling, we are seeing higher than normal numbers especially with our counselors are doing teletherapy sessions. Students in summer sessions can still get their counseling sessions, but folks not enrolled in the summer can still get some services, but they have to pay \$100 to continue to get services. SGA and SA are working together to see if we can do more to help them.

#### ■ Return to Campus Highlights

#### ■ Academic Affairs – Grant Hayes

o Fall semester begins on August 10th to lower the risk to the community. We are eliminating Fall Break and ending the semester the day before Thanksgiving. We are trying to eliminate too much travel to and from campus. Spring 2021 will start in mid-January and Spring Break is cancelled again to reduce risks for travel. We are doing two 7.5-week blocks for the fall and spring to give us more flexibility to adjust our academic delivery depending on the pandemic impacts. The Office of Faculty Excellence continues to help faculty with course design and online delivery enhancements. Classroom capacities are being adjusted based on social distancing standards in place. Courses with attendance over 50 students will be moved online to meet the standards. Attendance records will be kept and assigned seating will be utilized.

#### ■ Student Affairs – Virginia Hardy

- We will be a bit different in the residence halls such as with the move-in process. We will do this in two waves starting July 22 and run for two weeks. We are having students come in, move in and set up their room, get their keys and then they will leave campus. Each student will get a specific date to return to the hall to start the semester. There will not have visitation in the halls this fall and will not have in-person programming in the halls for the fall.
- o For students that test positive or are exposed we have an RFP out to be able to move them off campus to receive the necessary services and health treatments. They will still be able to participate in classes online. The dining halls will be reduced to about 25-50% capacity with social distancing in place. Self-serving areas will be removed, and all items will be given to students from Aramark staff. We will close a few retail spaces to help with management. We will have an app where students can order food in advance and then pick it up at two locations. Seating in the student center will be less so we are providing more space in one of the ballrooms for people to sit. For those students moved off-campus due to illness we provide them with food from Aramark too.
- The Rec Center will open if the governor permits. If not, we will have alternative options to offer programs. Student Activities will have some programs of less than 50 people, but most of the programs will be virtual. The same goes for Greek Life too.
- Transit will have a different look this fall. They will have a one-way entrance and one way exit from each bus. Some routes will be longer which will reduce the number of routes we are offering. Many Pirate Express routes will not run in the fall due to safety and limited drivers. All people on the buses will be required to wear masks.

#### ■ Research – Mike Van Scott

O As we review our processes for students going out to do research, we have seen that these environments are pretty controlled, and we are taking special safety precautions and adding responsibility to all involved to be safe. We have committees and planning groups working on plans to stand up the research options again. Part of that is to evaluate when we may need to cease or alter plans for students. There are multiple phases of review and approval at ECU depending on the level of impact to COVID exposure or persons exposed/positive. All programs will be monitored and logged into our inventory. This will help us track each site and helps us keep a tab on who is where and what they are doing and can help us identify hot spots should they arise. There is also a whistleblower option as well for those wanting to report improper actions or activities.

#### Questions from Board

- How will we handle refunds if we have to go online? Right now we don't have a
  definitive decision made at this point and we will get guidance from the UNC
  System to ensure that decision is system-wide.
- o For those living on campus and have all classes online, can those students move off campus for the fall? Yes, that is an option for students fully online and we have cancelled those contracts.

Meeting Adjourned at 11:07 am



#### **University Affairs Committee**

September 10, 2020

Agenda Item:	II. Review of Operational Metrics
Responsible Person:	Leigh Fanning Committee Chair
Action Requested:	Information
Notes:	



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CEO Tracking Sheet	
Fiscal Year - 2020	

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Plan Actual +/-		7 1,814	2,103	2,517	2,836	3,521	3,842	4,124	4,304	4,559	4,759	
Plan Actual +/-	207 131	8 1,804	2,133	2,386	2,665	3,333	3,622	3,844	4,071	4,363	4,599	
Actual +/-		1 (10)	30		(171)	(188)		(280)	(233)	(196)	(160)	
Actual +/-												
+/-								10,273	9,478	2,353	4,823	
								4,612	14,568	2,009	5,605	
YTD+/-								(5,661)	5,090	(344)	782	
								(5,661)	(571)	(915)	(133)	
	[ ]		T									\$50,3
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					1,9/1,535	2,083,102	1,305,038				7,513,788	
					(1,145,/49)	(1,397,448)	(2,/30,/38)				(425,224)	7,37
		4 3,463,272	3,525,991	5,458,002	4,312,253	2,914,805	184,067	638,058	2,944,400	7,804,329	7,379,105	\$7,3
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Plan 2,825,79 Actual 3,919,9: +/- 1,094,1:	27,572 4,308,824 2,825,794 2,272,488 3,919,922 7,706,502	4 509,022	7,079,154									
Plan 2,825,79 Actual 3,919,9: +/- 1,094,1:	27,572 4,308,824 2,825,794 2,272,488 3,919,922 7,706,502 1,094,128 5,434,014	4 509,022	7,079,154									
Plan 2,825,75 Actual 3,919,95 +/- 1,094,11 YTD+/- 1,094,11	27,572 4,308,824 2,825,794 2,272,488 3,919,922 7,706,502 1,094,128 5,434,014	4 509,022 2 7,037,164	509,779	373,914	467,593	522,082	605,366	467,389	450,583	900,410	1,190,852	\$7,5
Plan 2,825,75 Actual 3,919,9 +/- 1,094,1: YTD+/- 1,094,1: Plan 799,73	27,572 4,308,824 2,825,794 2,272,488 3,919,922 7,706,502 1,094,128 5,434,014 1,094,128 6,528,142 799,753 643,157	4 509,022 2 7,037,164 7 615,115	509,779				605,366					
Plan 2,825,75 Actual 3,919,9: +/- 1,094,1: YTD+/- 1,094,1: Plan 799,7: Actual 871,80	27,572 4,308,824  2,825,794 2,272,488 3,919,922 7,706,502 1,094,128 5,434,014 1,094,128 6,528,142  799,753 643,157 871,803 1,311,985	4 509,022 2 7,037,164 7 615,115 5 802,974	509,779 558,181	472,328	590,532	227,781	605,366 170,839	619,458	888,489	2,348,932	924,628	\$9,7
Plan 2,825,75 Actual 3,919,91 +/- 1,094,11 YTD+/- 1,094,11  Plan 799,71 Actual 871,84 +/- 72,00	27,572 4,308,824 2,825,794 2,272,488 3,919,922 7,706,502 1,094,128 5,434,014 1,094,128 6,528,142 799,753 643,157	4 509,022 2 7,037,164 7 615,115 5 802,974 8 187,859	509,779				605,366					\$7,5 \$9,7 2,24 \$2,2
Actual 5,:		359,260 8,568,964 27,572 4,281,251 27,572 4,308,824 325,794 2,272,488	359,260 8,568,964 3,255,217 27,572 4,281,251 845,551) 47,572 4,308,824 3,463,272 325,794 2,272,488 2,173,407 3994,128 5,434,014 509,022	359,260         8,568,964         3,255,217         3,461,244           27,572         4,281,251         [645,551]         62,718           27,572         4,308,824         3,463,272         3,525,991           325,794         2,272,488         2,173,407         1,801,219           319,922         7,706,502         2,682,429         1,843,209           399,128         5,543,014         509,022         4,990	359,260 8,568,964 3,255,217 3,661,244 4,424,771 27,577 4,281,251 665,552 62,718 1,932,011 27,577 4,308,824 3,663,572 3,525,991 5,458,002 825,794 2,272,488 2,173,407 1,801,219 1,321,163 319,922 7,706,502 2,682,429 1,843,209 2,940,046 94,128 5,434,014 509,022 41,990 1,618,884	\$59,260 \$8,586,964 \$2,552,17 \$3,461,244 \$4,343,771 \$1,971,355 \$2,5777 \$4,008,834 \$3,662,273 \$1,621,249 \$1,932,011 \$11,65,269 \$2,7572 \$4,008,834 \$3,662,272 \$3,525,991 \$5,458,002 \$4,312,259 \$25,794 \$2,272,488 \$2,173,407 \$1,801,219 \$1,321,163 \$1,652,160 \$19,992\$ \$7,706,502 \$2,682,429 \$1,843,209 \$2,940,066 \$1,709,917 \$9,9128 \$5,434,014 \$9,909 \$2,618,884 \$78,757 \$1,991,285 \$3,443,014 \$9,909 \$2,618,884 \$78,757 \$1,991,285 \$3,443,014 \$9,909 \$2,618,884 \$78,757 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$4,459,015 \$1,991,285 \$1,991	\$39,260 \$8,588,964 \$3,552,317 \$4,61,244 \$4,24,771 \$1,971,535 \$2,083,102 \$1,257,772,772,772,772,772,772,772,772,772	\$39,260 \$,858,964 \$325,217 \$,361,244 \$424,771 \$1,971,335 \$2,083,102 \$1,300,088 \$2,577,782 \$2,782 \$2,782 \$1,982,972 \$1,982	\$59,260 \$,858,964 \$325,217 \$,361,244 \$4,24,771 \$1,971,315 \$2,083,102 \$1,305,088 \$3,569,221 \$2,577 \$4,306,824 \$3,652,727 \$3,259,91 \$5,550,02 \$4,312,253 \$2,914,805 \$184,665 \$638,658 \$25,794 \$2,272,488 \$2,173,407 \$1,801,219 \$1,321,163 \$1,652,160 \$1,844,691 \$2,138,962 \$1,651,443 \$19,922 \$7,706,507 \$2,624,291 \$1,432,09 \$2,400,046 \$1,730,917 \$95,717 \$318,962 \$2,137,513 \$94,128 \$5,434,04 \$5,902 \$4,900,148 \$4,901 \$2,138,962 \$1,213,751 \$1,941,259 \$1,243,26	\$59,260 \$,568,964 \$325,217 \$,361,244 \$4,24,771 \$1,971,335 \$2,083,102 \$1,305,088 \$1,569,221 \$5,310,227 \$2,7572 \$4,306,824 \$3,65,275 \$3,5799 \$1,578,0027 \$4,306,824 \$3,663,272 \$3,575,991 \$5,310,227 \$4,306,824 \$3,663,272 \$3,575,991 \$5,850,027 \$4,312,573 \$4,916,824 \$3,663,272 \$3,575,991 \$5,850,027 \$4,312,573 \$4,916,824 \$3,663,272 \$3,575,991 \$5,850,027 \$4,312,573 \$4,916,824 \$4,691 \$2,138,962 \$4,916,824 \$4,916 \$4,916,824 \$4,916 \$4,916,824 \$4,916	\$39,260 \$8,586,944 \$3,255,217 \$4,61,244 \$4,24,771 \$1,971,335 \$2,083,102 \$1,395,308 \$3,569,211 \$5,310,227 \$10,862,661\$ \$27,572 \$4,208,284 \$3,652,527 \$3,642,748 \$4,24,771 \$1,971,335 \$2,083,102 \$1,395,308 \$3,569,211 \$5,310,227 \$10,862,661\$ \$27,572 \$4,308,284 \$3,652,272 \$3,525,991 \$5,485,002 \$4,312,253 \$2,944,805 \$184,067 \$638,058 \$2,944,00 \$7,804,239\$ \$25,794 \$2,272,488 \$2,173,407 \$1,801,219 \$1,321,163 \$1,652,160 \$1,844,691 \$2,138,962 \$1,651,443 \$1,592,059 \$3,181,448 \$19,922 \$7,706,502 \$2,682,429 \$1,843,209 \$2,940,066 \$1,730,917 \$995,717 \$18,904 \$2,313,751 \$1,965,150 \$6,869,719 \$991,128 \$5,484,041 \$909,022 \$4,990 \$1,618,884 \$78,757 \$68,574 \$1,190,985 \$62,088 \$393,091 \$6,882,715 \$1,882,884 \$78,757 \$68,574 \$1,190,985 \$62,088 \$393,091 \$6,882,715 \$1,882,884 \$78,757 \$68,574 \$1,190,985 \$62,088 \$393,091 \$3,888,271 \$6,882,71	\$39,260 \$8,588,964 \$3,252,177 \$4,612,844 \$4,24,771 \$1,971,539 \$2,683,102 \$1,365,088 \$3,569,921 \$3,10,227 \$10,862,661 \$7,513,788 \$27,572 \$4,006,824 \$3,662,725 \$3,529 \$15,545,002 \$4,312,525 \$2,914,805 \$184,667 \$638,058 \$2,944,400 \$7,804,379 \$1,379,100 \$25,794 \$2,272,488 \$2,173,407 \$1,801,219 \$1,321,163 \$1,652,160 \$1,844,691 \$2,138,962 \$1,551,443 \$1,592,059 \$3,181,448 \$4,207,676 \$19,922 \$7,706,502 \$2,682,479 \$1,843,209 \$2,940,046 \$1,709,177 \$195,717 \$18,904 \$2,313,751 \$1,952,059 \$3,181,448 \$4,207,676 \$19,922 \$7,706,502 \$2,682,479 \$1,843,209 \$2,940,046 \$1,709,177 \$195,717 \$18,904 \$2,313,751 \$1,952,059 \$3,181,448 \$4,207,676 \$19,922 \$1,706,502 \$2,682,479 \$1,843,209 \$2,940,046 \$1,709,177 \$195,717 \$18,904 \$2,313,751 \$1,952,059 \$3,181,448 \$4,207,676 \$1,992



CEO Tracking Sheet Fiscal Year - 2020 University Affairs Committee

						FY2021													
KPI	Measurement	Prior Year	Target	Variance	Target	July	August	September	October	November	December	January	February	March	April	May	June	Total	
				Monthly Plan	22,567	0	290	895	11,769	4,044	1,716	1,918	989	581	234	93	38	22,567	
				Monthly Actual		34													
New Freshman Applications	Number of new freshman	22,567	22,567	Monthly +/-		34													
	applications submitted			YTD A -tI		0													
				YTD Actual YTD +/-		34 34													
L	I	1	1	1107/-		34	120												
	I	1	1	Monthly Plan	4,438	0	0	65	153	222	282	547	694	873	1,448	433	117	4,834	
				Monthly Actual	.,	0	0					-	-	0.0	2,			.,	
New Freshman Enrollment Deposits	Number of enrollment deposits paid by new	4.024	4,438	Monthly +/-		0	0												
New Fresilinan Enrollment Deposits	freshman	new 4,834 4,43		YTD Plan		0	0												
	iresiiiiaii			YTD Actual		0	0												
				YTD +/-		0	0												
				Monthly Plan	3,195	0	0		169	176	127	401	419	405	410	525	465	3,195	
	Number of new transfer	for		Monthly Actual  Monthly +/-		4	60												
New Transfer Applications	applications submitted	3,195	3,195	YTD Plan		0	0												
	аррисастоть завитесса			YTD Actual		4	64												
		1		YTD +/-		4	64												
	•	•									•	•		•				1	
				Monthly Plan	1,635	0	0	4	21	15	20	108	187	267	313	340	360	1,635	
				Monthly Actual		0	0												
New Transfer Enrollment Deposits	Number of enrollment	1,635	1,635	Monthly +/-		0			,							,			
New Hunsier Emonment Deposits	deposits paid by new transfers	2,033	1,033	YTD Plan		0													
				YTD Actual			0												
	I.			YTD +/-		0	0				l .								
		ı	1	Monthly Plan	1,877	10	22	13	52	108	61	165	325	364	255	278	225	1,878	
				Monthly Actual	1,077	11		13	32	100	- 01	103	323	304	255	270	223	1,070	
	Number of new graduate	4.050	1,877	Monthly +/-		1	-6												
New Graduate Admits	admits.	1,858		YTD Plan		10	32												
				YTD Actual		11													
				YTD +/-		1	-5												
	Total Enrollment Number of registered 26,794		Plan	27,062	0	0	0	0	0	0	0	0	4,658	14,714	2,029	5,661	27,062		
Total Enrollment		27,062	Actual		0	0													
	students			+/- YTD+/-		0	0												
	I	1	1	Y ID +/-		U	U												
	I	1	1	Plan	\$53,842,864	5.706.472	4.589.112	4,389,027	3,637,421	2,667,985	3,336,409	3,725,211	4,319,466	3,334,960	3,215,040	6,424,686	8,497,075	53,842,864	
	Sponsored awards, excluding			Actual	<b>400/012/001</b>	15,182,604	.,,	1,000,000	0,001,122	2,001,000	0,000,000	0,:20,222	1,020,100	0,000.,000	0,220,010	0,121,000	0,101,010	00,012,001	
Sponsored Awards	Sponsored Awards ECUP and SoDM contracts \$ 57,685,1		\$5,727 \$53,842,864	+/-		9,476,132													
	con and soom contracts			YTD +/-		9,476,132													
					i i				1							1	l l		
				Plan	\$43,159,112	4,574,167	3,678,519	3,518,136	2,915,667	2,138,591	2,674,383	2,986,037	3,462,378	2,673,222	2,577,097	5,149,870	6,811,046	43,159,112	
Research Awards	Research awards	\$ 26 219 225	\$43,159,112	Actual		5,425,192													
Neseal CIT Awards	Nesearch awards	2 20,518,225	3 30,310,22	543,133,112	+/-		851,025												
			1	YTD +/-		851,025													
				Plan	\$9,893,965	1,048,600	843,278	806,511	668,399	490,259	613,086	684,531	793,729	612,820	590,784	1,180,576	1,561,391	9,893,965	
	Sum of indirect cost of			Actual		1,600,050													
F& A Awarded	sponsor awards awarded	\$ 9,787,929	\$ 9,983,965	+/-		551,450													
		L	L	YTD +/-		551,450		L			L	i		i					
				Plan	4,250							500	450	675	1,375	1,100	150	4,250	
Housing Contract Commitments Fall	On campus housing contract			Actual															
2020 First-Time First-Year Students	commitments (Jan-Jun)	4,082	4,250	+/-															
			1	YTD +/-												,			
					40.5	,		4.0	4.0	4.0	,							40.5	
		11.000	10.500	Plan	10,500	450 467		1,300	1,300	1,200	400	650	1,300	1,300	1,200	400	300	10,500	
Counseling Center Visits	Annual Visits	11,068	10,500	Actual +/-		467 17					<b> </b>								
				YTD +/-		17													
	1			110 47-		17	103	l			l	1	L	L					



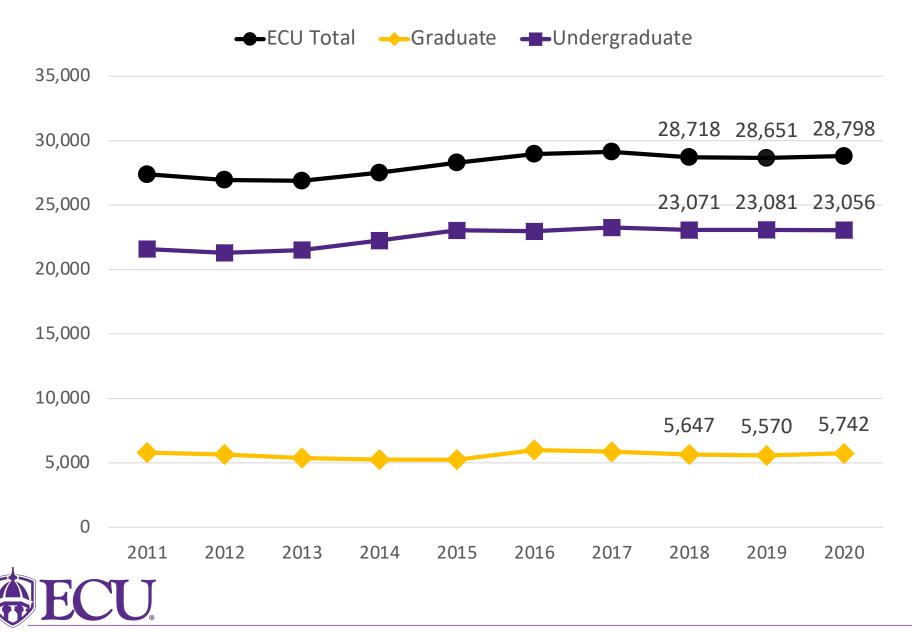
#### **University Affairs Committee**

September 10, 2020

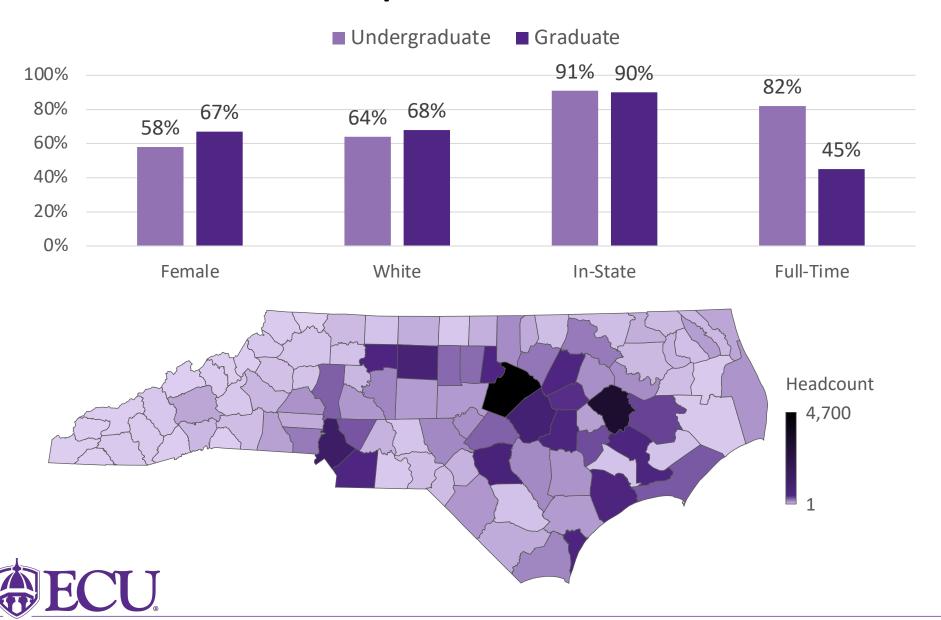
Agenda Item:	III. Fall Enrollment Update
Responsible Person:	Ying Zhou Associate Provost
Action Requested:	Information
Notes:	



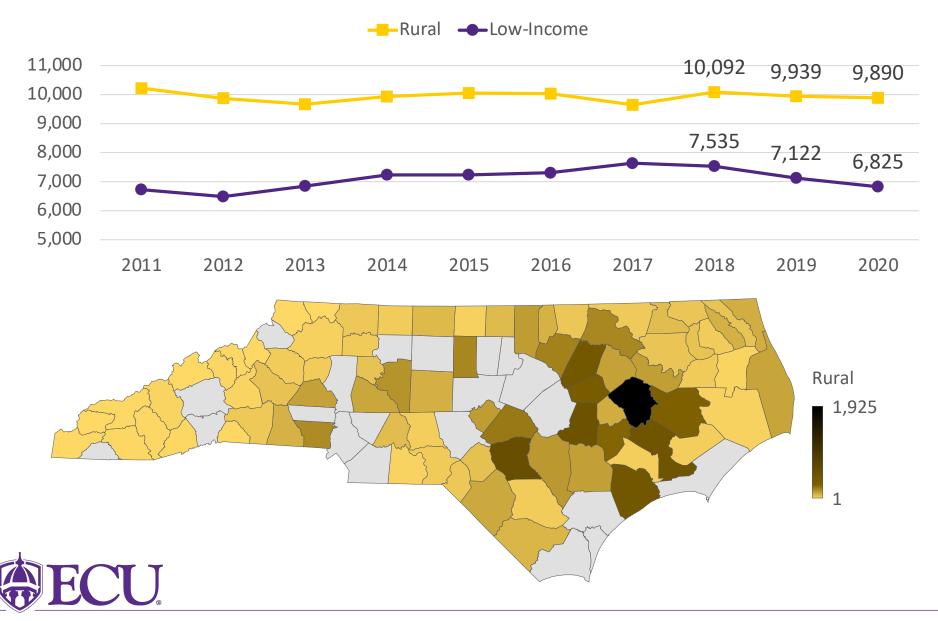
## Total Enrollment Trend: Fall Semesters



## Student Population: Fall 2020



## Rural and Low-Income Undergraduates



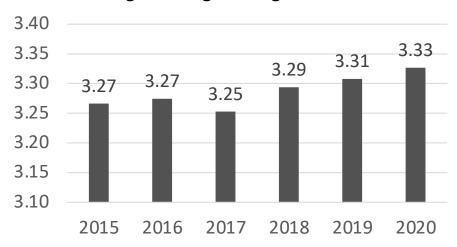
## Fall Enrollment: New Students

Degree Level	2018	2019	2020
Bachelor's	6,029	6,229	6,018
Freshman	4,175	4,364	4,144
Transfer	1,854	1,865	1,874
Post-Baccalaureate Certificate	176	186	208
Master's	1,186	1,280	1,286
Post-Master's Certificate	23	23	24
Doctoral, Research/Scholarship	128	85	104
Doctoral, Professional Practice	232	269	260
Unclassified	574	767	794
Undergraduate Non-Degree	406	541	611
Graduate Non-Degree	168	226	183
Total New Students	8,348	8,839	8,720



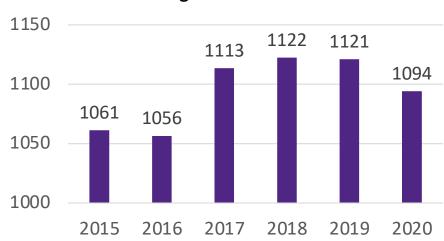
## New Freshman Profile

#### **Average Unweighted High School GPA**



- High school GPA includes only those unweighted GPAs on 4.0 scale.
- The increase in SAT scores beginning Fall
   2017 reflects change in SAT test.
- SAT and ACT includes only those scores that were used in the admissions decision.
- Fall 2020 applicants must achieve either a minimum 2.5 weighted high school GPA; or a minimum SAT of 1010 or ACT of 19.

#### **Average SAT Total Score**

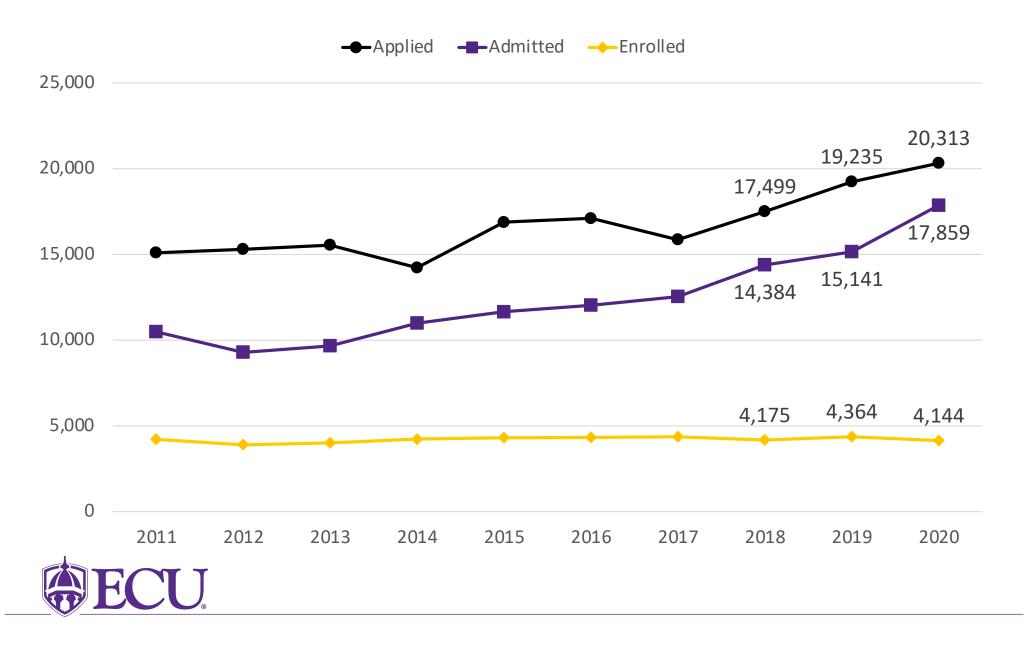


#### **Average ACT Super Score**

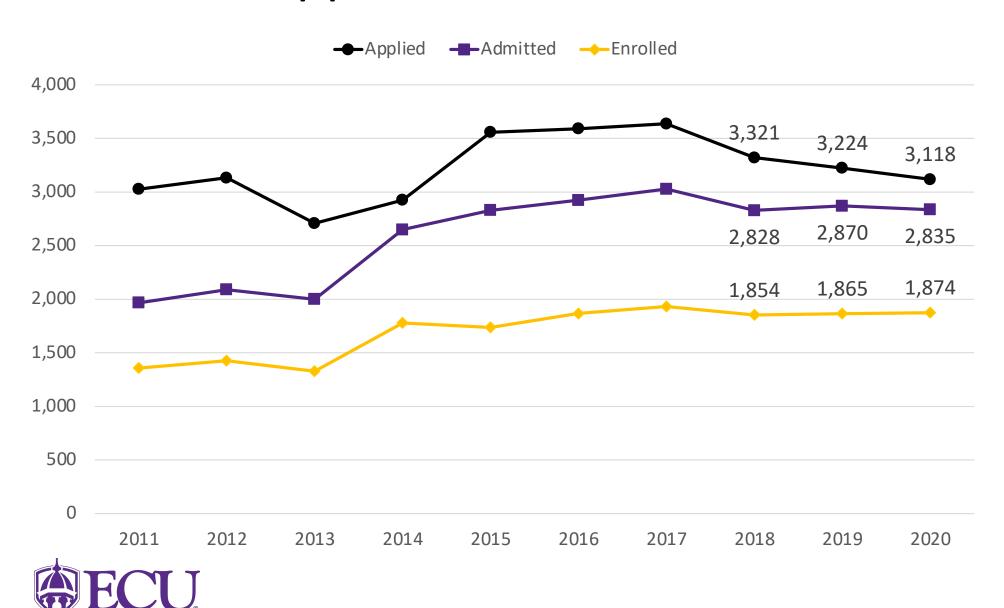




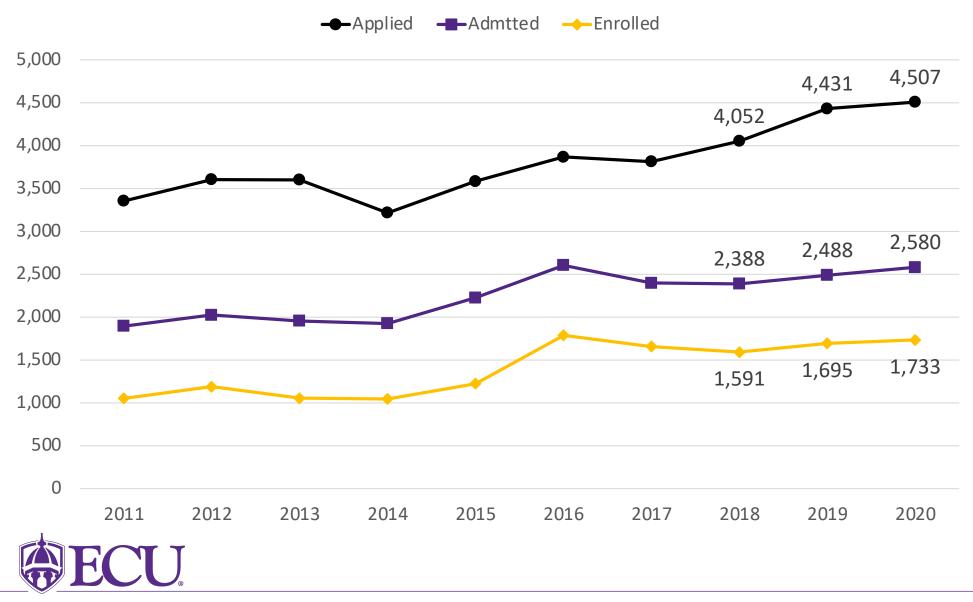
## Freshman Application and Matriculation



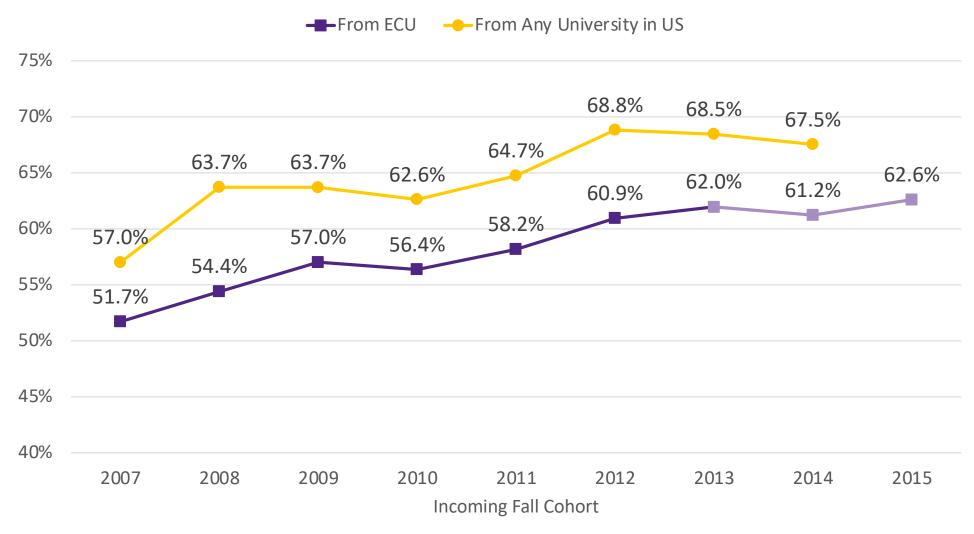
## Transfer Application and Matriculation



## Graduate Application and Matriculation

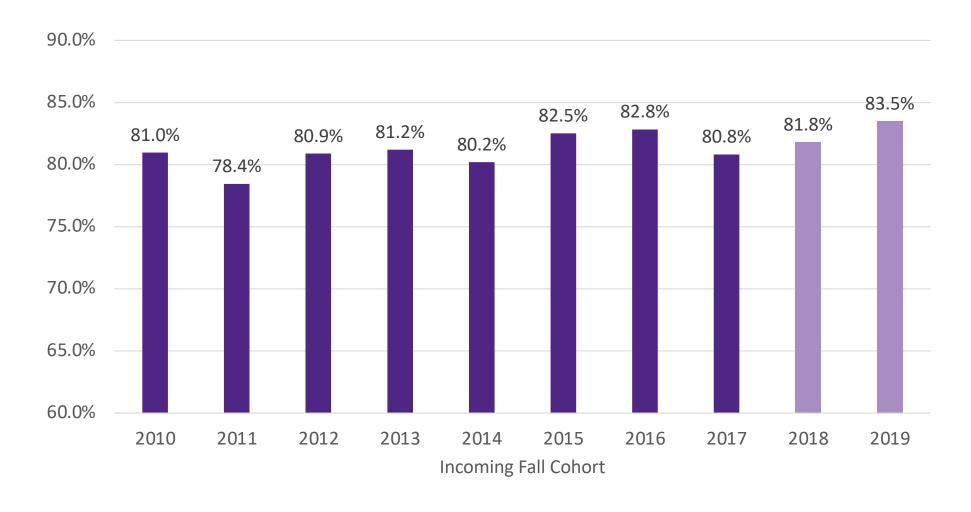


## Five-Year Graduation Rate





#### First-Year Retention Rate







#### **University Affairs Committee**

September 10, 2020

IV. COVID Transition & Continuity Update

Agenda Item:

Responsible Person:	Grant Hayes
	Acting Provost
	Virginia Hardy
	Vice Chancellor, Student Affairs
	Mike Van Scott
	Interim Vice Chancello
	Research, Economic Development & Engagement
Action Requested:	Information
Notes:	

# Recruiting in the COVID Era

ECU's Strategies for Success

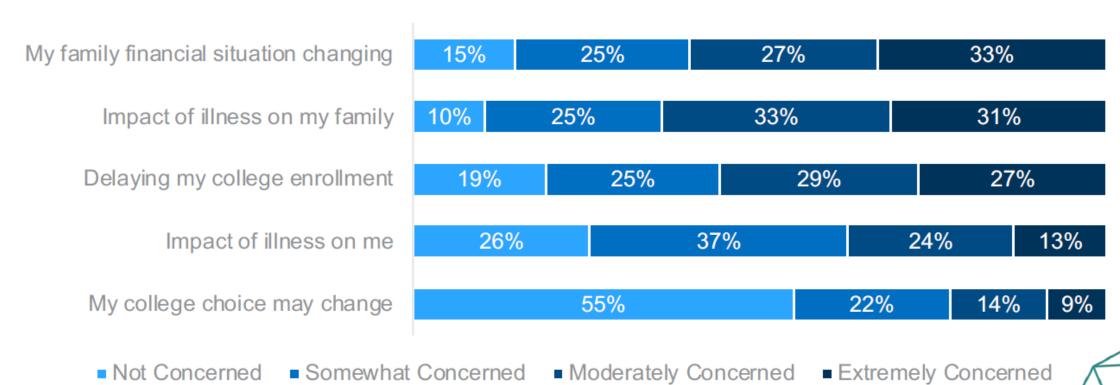
Stephanie L Whaley

Assistant Vice Chancellor & Director for Undergraduate Admissions



## ACT/NRCCUA Poll

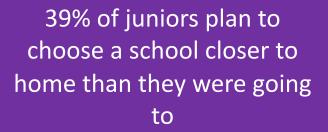
As you think about your college choice during this uncertain time, which of the following are you concerned about?





## Niche Poll of High School Students







100% of juniors are more concerned about being able to pay for their education



68% now rely more on college search sites, student reviews, and social media for their college search and decision making



## What this means for ECU?



## What this means for ECU?

#### Revised Freshmen standards

- UNC System 1-year waiver for requiring test scores
  - ECU will take a "test blind" approach
- Requirements
  - Application
  - Essay
  - Official High School transcript

#### New Transfer Standards

- 2.0 minimum GPA
- Application
- Official College Transcript

## What this means for ECU?



## Adjustments

Honors College has dropped the test score requirement which will allow for more applicants based solely on GPA.

Test scores will not be required for access to apply for merit scholarships

Extending deadlines



### **Options**

Allowing freshmen to take all online classes

Deferring to a future term

# What this means for ECU? Meeting Financial Need

Articulate

Articulate scholarship and grant opportunities

Revise

Revise our scholarship qualification criteria

Encourage

Encourage the early completion of the FAFSA

# Fall 2021 Recruitment Strategies



## Going Virtual: Investing in Technology

- Open House Virtual Platform
- Online College Fairs
- Virtual Info Sessions
- High School & Community College Visits







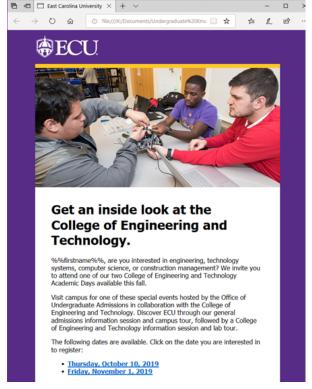
# Traditional Marketing & Communications

## **Email**



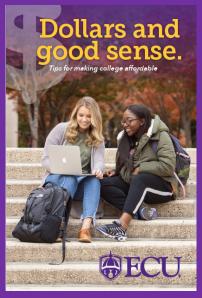


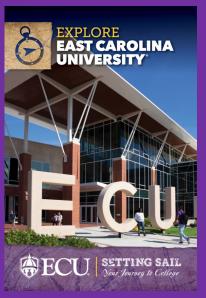




Traditional
Marketing &
Communications:
Print

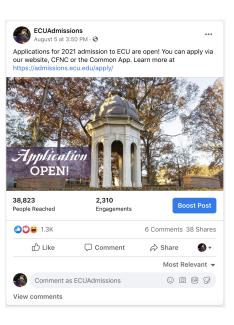


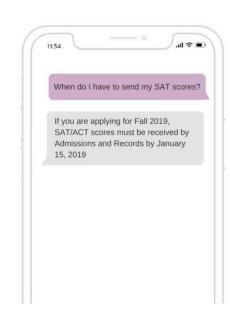




## Direct Marketing: Digital

- Snapchat, Facebook,
   Instagram and Google Ads
- Organic social media posts
  - Instagram & Facebook
- Hashtags
- Texting
- Chatbot









#### Personalization

- One-on-one virtual appointments with admissions counselors
- Small group high school and community college presentations online
- New Assistant Director for Outreach/Diversity Recruitment
- In-person campus tours

### Fall 2021 Goals

- 2% increase in new freshmen
- 1% increase in new transfers



# Questions