



DIVISION OF ENROLLMENT MANAGEMENT

2019-2020 ANNUAL REPORT

Enrollment Management



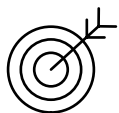
"In the late spring and early summer of 2019, Enrollment and Student Financial Services (ESFS) was restructured and the Division of Enrollment Management was created. It is our mission to provide the best experience possible for every student and family member we encounter at every step of the enrollment process. We have a very special team made up of caring, intentional, and innovative people who are accessible and who make a positive impact every day."

JEFF BLAHNIK
Senior Associate Vice President, Division of Enrollment Management
Executive Director, Office of Admissions & Recruitment



integrity

Jeff Blahnik becomes Senior Associate Vice President of the Division of Enrollment Management (EM). Other departments impacted by restructure include: Budget and Financial Planning, Controller, Financial Services, Information Technology, Payroll & Employee Services, and Shared Business Services Center.



intentionality

The Enrollment Communications (EMCOMM) team (formerly ARCOMM) transition from primarily overseeing prospective student communication efforts to also assisting in the coordination of current student Enrollment Management related communication and marketing efforts.



care

The Bursar Services team is moved under the leadership of the Senior Vice President and Chief Financial Officer, who is responsible for leading the university's financial planning, and providing strategic management of accounting and finance functions, record-keeping, and financial reporting.



innovation

MoneyCoaches become part of the EM team, reporting to the Student Financial Center. The Enrollment Management Administration and Compliance team is formed so that budget and payroll (and other A&C services) can be streamlined and made consistent across the division.

BY THE NUMBERS

August 2019

Interim President Joseph Harroz, Jr. welcomes more than 4,500 incoming freshmen to campus; the largest class in the history of the University.

The University of Oklahoma announced Sunday it has more students in its incoming freshman class than at any other time in its 129-year history. There are a record-breaking 4,523 incoming freshmen attending this week compared to 4,385 who attended the fall 2018 semester. That reflects a 3% increase over last year and an increase over fall 2017, which was previously the highest enrollment for freshmen on record. It also reflects an 8% increase since 2015. This year’s freshmen class has an average GPA of 3.62 and 26.0 ACT score.

In other categories, the University maintains trends it has seen in the past three years, including strong minority enrollment by percentage. This year’s percentage of freshmen identifying themselves as a minority is 34% compared to 34% the previous year and 32% and 33% for 2017 and 2016, respectively. The number of students with 4.0 GPA or better is at 550 and compares to levels of 557, 569 and 486 from previous years.

“We are thrilled to welcome members of the Class of 2023 to the OU family,” said OU Interim President Joseph Harroz, Jr. “This record-breaking class represents our commitment to attracting top students to the University of Oklahoma. We’re confident this class will find great success at OU and beyond.”

“We are excited about the number of students who have decided to make OU their academic home. This is a reflection of the dedicated effort of our team to recruit and admit this class, and also reflects a rapidly increasing understanding among prospective students of the high value provided by an OU degree,” said Jeff Blahnik, OU senior associate vice president for enrollment management.

Harroz spoke to freshman students at a new event on Sunday called the Class of 2023 Kick Off, which was held in the Gaylord Family – Oklahoma Memorial Stadium and included comments from Provost Kyle Harper and Vice President for Student Affairs and Dean of Students Dr. David Surratt.

“At OU, we talk about what you might do to leave your mark, and you’re leaving your mark by breaking a 129-year record,” said Harroz. “You are already a part of OU history, and this is just the beginning. Write your own story; be who you want to be, starting now.”



Interim President Joseph Harroz, Jr.

Fall 2019 Application numbers:

17,280 total admission applications	7,330 applications from underrepresented populations	455 National Merit applications
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Fall 2019 Admissions numbers:

12,594 total admits	4,717 admits from underrepresented populations	448 National Merit admits
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Other statistics include:

3.62 Grade Point Average	26 Average ACT Score	54.7% Oklahoma Resident Students	22.8% First Generation Students
76 OK State Regents' Automatic Qualifiers	40 OK State Regents' Institutional Nominees	86 Freshman National Merit Enrolled	288 Ranked first in their High School graduating class
25% Increase in Regents Scholarships	268 Utilizing Crimson Commitment	550 Earned 4.0 GPA in High School	1 in 3 Freshmen from underrepresented populations

Admissions & Recruitment

Tours & Campus Visits:

14,851

Total Campus Visit Guests

82

Total Campus Group Tours

749

Total Personalized Visits

Annual Events:

EVENT NAME	TOTAL REGISTERED	TOTAL ATTENDED	APPS	ADMITS	ECs	PERCENT COMMITTED	NSOs
Small Town Sooner	70	70	62	56	38	67.86	38
First Sooners	140	128	106	79	55	69.62	51
AIVD (American Indian Visitation Day)	156	113	43	34	20	58.82	21
Scholars' Day	185	164	157	151	99	65.56	99
The Weekend	56	52	52	41	15	36.59	14
Scholars 2 Sooners	62	58	56	56	29	51.79	29
McLaurin Lewis (Virtual)	292	145	102	100	82	82	79
Presidential Dinner	732	526	495	441	226	51.25	226
TOTALS:	1,693	1,256	1,073	958	564	58.87	557
Fairs and High School Visits		excludes visits and fairs canceled due to COVID-19					
TOTAL APPLICATIONS:	1,591						

Honors College Applications:

1,290

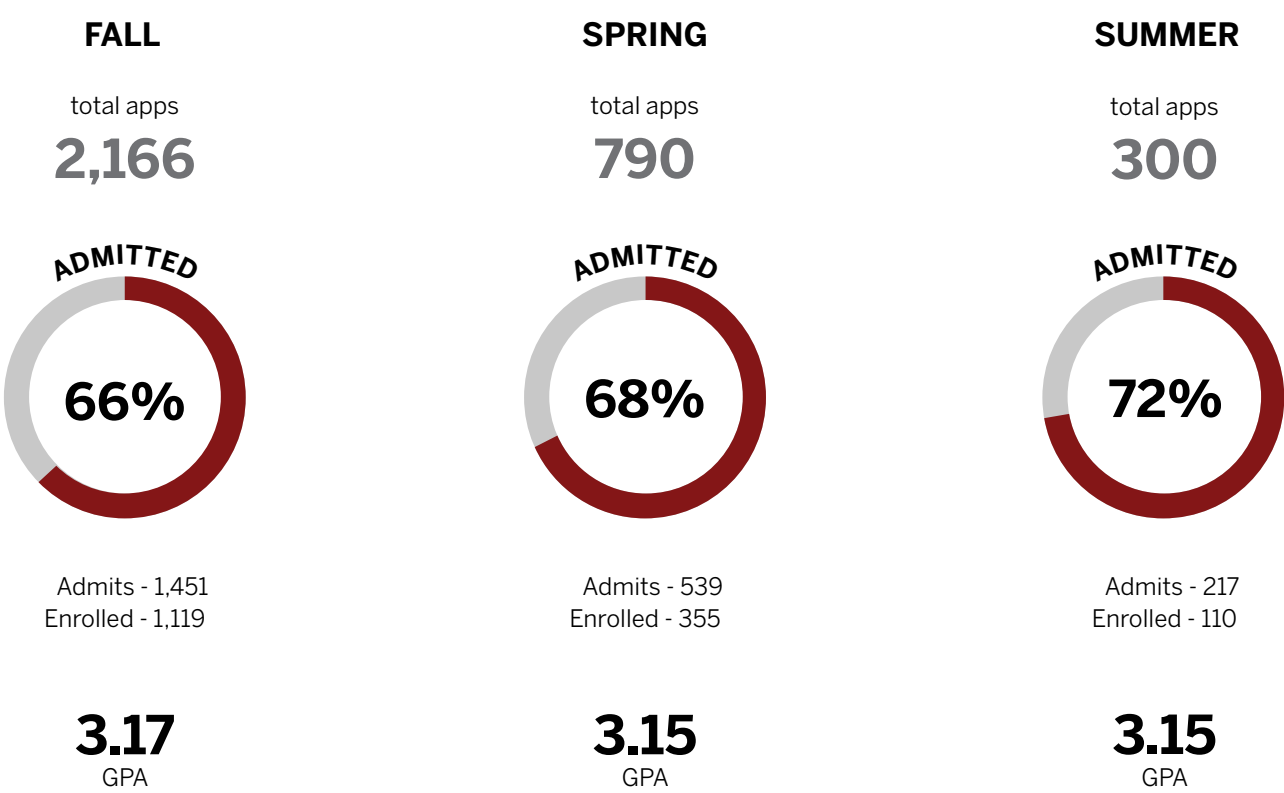
Scholarships Appealed:

408

Total Scholarships Awarded:

12,239

Transfer Admissions:



Transcripts Evaluated:

14,682

Scholarships Awarded:

13,080

Office of the Registrar

Certification & Transcript Evaluation:

Degrees/Diplomas Awarded: 6,557 Total Undergraduate Degrees Awarded	Veteran Student Services: 2,481 Self-identified military connected	Study Abroad Program: 247 Credit Agreement Forms (CAF)	Publications & Curriculum: 468 Total Course updates
2,095 Total Graduate Degrees Awarded	1,075 VA beneficiaries certified	229 Enrollment Verification Forms (EVF)	149 Total Program updates
407 Total Law Degrees Awarded	213 Peer Advising for new students	386 Study Abroad Transcripts	

Enrollment Information:	FALL 2019	SPRING 2020	SUMMER 2020
Norman Undergraduate	25,875	24,088	9,599
Norman Graduate	702	642	353
Tulsa Undergraduate	5,352	5,151	2,602
Tulsa Graduate	679	618	390
Law Undergraduate	1,625	4,301	631
Law Graduate	601	1,096	398
Law JD & Master's	110	262	35
Registration & Student Services:			
Offered sections of courses	14,285	13,556	2,079
Major changes total	29,305	iAdvise: 26,098 and 24 hour rule: 3,207	
Cancellations	2,528		
Complete Withdrawals	1,089		
Academic Records:			
Grades submitted	248,098		
Transcripts issues	46,755	NSC: 36,262 and In-person: 10,493	
Updated grades	6,355		
P/NP grades issued due to COVID-19	17,896		

The Office of the Registrar oversees Enrollment Services, Academic Records, diploma production, course and room scheduling, athletic certification, and Veteran Student Services. Our mission is collaborating with students, faculty, and staff to provide comprehensive enrollment management and academic record services with the utmost integrity and accuracy, while keeping student records confidential and secure.

Student Financial Support

Student Financial Center:

Walk-ins served Aug. 2019 - March 2020: 14,442
Phone calls answered in SFC & remotely: 40,082
Zoom appts. completed March - July 2020: 1,100

MoneyCoaches:

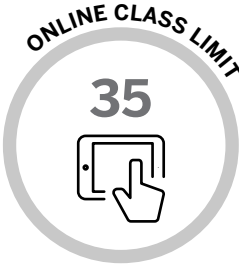
Individual 1:1 meetings: 3,372
MoneyCoach Workshops: 159
Attendees at Workshops/Presentations: 3,846
Presentations to prospective students: 21 out of 159
Prospective students received Outreach: 480

Scholarship Office:

Foundation/Donor funds managed: 261
CASH Applications submitted: 7,009
Financial Aid Conditional Apps submitted: 5,250
Financial Aid Conditional Apps reviewed: 1,667

9 Things Every College Student Should Know About Money:

Academic Year	In-Class 16-wks	Online 8-wks	Online 4-wks	Total
FALL 2019	33	143	-	176
WINTER 2019	-	-	291	291
SPRING* 2020	30	156	-	186
MAY **2020	-	-	49	49
JUNE 2020	-	-	21	21
JULY 2020	-	-	16	16
Total Course Sections	4	16	9	29
Enrolled students Total:	63	299	377	739
Key Notes:				
<ul style="list-style-type: none">OU Top 50 course for tuition revenueFormats continually adapt to meet student needsRelevance of course magnified by COVID-19 and it's effect on the economic and political climates, and family finances.				
*2 nd 8 wk classes had slight impact from COVID -19 **2 fewer classes offered due to COVID-19				



Financial Aid Tracking & Loan Documents:



Documents Generated	Fiscal thru 7/18/20
# of FAFSA	35,659
# of Tracking	28,172
# of Tracking 1st Reminder	4,797
# of Tracking 2nd Reminder	5,439
# of Tribal Tracking Letters	127
# of ECOMM Postcards	12,322
# of Pre-Eval Worksheets	2,472
# of Shop Sheets	2,649
# of Crimson Commitment Brochures	661
# of RTC Pos. Disb. Letters	21,208
# of RTC PPLUS Pos. Disb. Letters	3,220
# of RTC Neg. Disb. Letters	644
# of RTC PPLUS Neg. Disb. Letters	94
# of SAP ALERT	1,577
# of SAP PRFSG	93
# of SAP PRFSU	468
# of SAP SUSP	3,138
Total SAP Susp, Warn, Prob	5,276
# of Award Letters	87,677
# of Verification Complete	3,804
# of Summer Worksheets	3,975
# of Institutional Loan Worksheets Worked	752
# of Institutional Loan Worksheets Not Worked	12
Total Institutional Loan Worksheets	764
# of PLUS Denial Worksheets Worked	354
# of PLUS Denial Worksheets Not Worked	5
Total PLUS Denial Worksheets	359
# of DL Requests Worked	693
# of DL Requests Not Worked	9
Total DL Requests	702
# of Additional LOAN Worksheets Worked	260
# of Additional LOAN Worksheets Not Worked	154
Total Additional LOAN Worksheets	414
# of Grad PLUS Apps Worked	815
# of Grad PLUS Apps Not Worked	52
Total Grad PLUS Apps	867
# of PLUS Loan Apps Worked	1,816
# of PLUS Loan Apps Not Worked	23
Total PLUS Loan Apps	1,839
# of Private Loan Apps Worked	1,991
# of Private Loan Apps Not Worked	52
Total Private Loan Apps	2,043

EM Communications

Admissions & Recruitment:

42,673 Comm Center Calls	210,979 Texts (sms)	1,000+ Social Posts across Twitter, Instagram, and Facebook	1,200+ Likes on multiple occasion
8,855 Instagram Followers	25,636,034 E-mails		

Publications:

63,508 Apply Today Postcard	18,000 Admissions Boxes	5,000 Payment Guides	3,000 Financial Aid Notifications
150+ Total Publications 15+ new publications	1,200 Pounds of crinkle paper	14,179 Online reads of ISSUU pubs	14 Countries with online reads of ISSUU pubs
50,000 2019 Viewbook Winner of two ADDYs	 Magazine Design  Brochure Design		



2019-2020 UPDATES

EM Division-Wide:

- Creation of division-wide values:



- Exit interview process review/execution
- Combined student worker training in Summer 2019
- On-boarding process review/updates
- Creation of division-wide resources:
- Began to send nudge ideas for transfer transcripts
- SFC social media
- Division-wide welcome rallies/new employee day #1 welcome emails

EM SharePoint site **EM Policies & Procedures** **EM Weekly** (division-wide email) **Colab** and **Gem** concepts for professional training

Administration & Compliance:

Team established August 2019 in order to support EM operations and ensure regulatory compliance with all federal, state, and institutional regulations and policies for the offices within EM.	The department's primary responsibilities include EM budget (\$12 M) administration, building and supply management, payroll, compliance, and training support.
Implemented Return to Work Phases for the division, provided guidelines, resources, and instructions.	Cross-trained and provided backup across departments for the budget, payroll, supplies, and building management processes.
Developed division-wide performance evaluations process and included individual employee position descriptions with evaluations.	Collaborated with Strategic Technology to 1) streamline several report processes, and 2) develop a remote tracking system for office equipment and technology.
Consolidated and streamlined supply and building management processes.	Navigated new PeopleSoft system.

Student Financial Support:

Student Financial Center	Financial Aid	Scholarship Office	Money Coaches
<ul style="list-style-type: none">• Data storage method of scholarship nomination and awarding vastly improved in Slate• Current student communication increased along with web/social media presence• New SFC website• SFC social media• Athletics collaboration: training new staff in both areas• Payroll Distribution reassigned to Human Resources	<ul style="list-style-type: none">• OAR collaboration: financial aid added to Slate with increased FA flow for improved accessibility for staff during student 1:1s• SFC collaboration: training of FAID helping increase verification completion• Legal collaboration: to improve Foreign Gifts process• Verification Task Force created to serve students needing support progressing through the FAFSA verification process	<ul style="list-style-type: none">• Teamed with EM leadership and the Provost on a proposal to the President to amend the GPA requirement for continued eligibility for merit scholarships (tuition waivers) awarded at the time of admission from 2.8 GPA to 2.0. GPA Proposal was approved!• Banner collaboration: utilizing Banner in automating tracking eligibility for merit scholarships (tuition waivers) awarded at the time of admission	<ul style="list-style-type: none">• MoneyCoaches join the EM team!• Integrated financial aid planning into financial aid process• OAR collaboration: to assist with scholarship and financial aid information sessions and call campaigns• Began migration of Financial Success Plan to ONE• MoneyCoach team fully staffed

The Student Financial Center's focus is to eliminate unnecessary barriers to college access and completion. Our goal is to simplify the financial aid process as much as possible, and to make sure students are always engaged and aware of the next step. One central office allows us to reach students earlier and more efficiently, freeing up time for our Student Service Experts to have important conversations with students about their individual situations and what needs to be done to help them persist and succeed.

Office of the Registrar:

- Created Monthly Newsletter for PACAA
- Created digital forms (including the I-Make-Up and Grade Change Form), which are available to our faculty, staff, and students to fill out/submit electronically
- Created a more welcoming reception area for students
- Reorganized team settings to promote working together to accomplish our purpose
- Established Policies and Procedures and started testing them
- Index for Policies and Procedures added to SharePoint
- Implemented cross training across the department to address transcript evaluation and email review for enrollment@ou.edu
- Reviewing and updating add/drop workflow, including streamlining pre-sorted monster alpha report, streamlining certification steps to expedite process/ payment, and pursuing a center grant for veterans
- Completed ending Spring 2020 certifications basics before Spring break
- Refined the General Education List with PACGEO
- Focused email addresses to give students a better space to email in and lessen traffic on others; diploma@ou.edu, records@ou.edu, and te@ou.edu
- Created teams across the office to strengthen staff
- Streamlined commencement book creation and made digital enhancements
- All department emails now have informative Out of Office replies
- Created an organizational structure for transcripts
- New Office of the Registrar website combining all departments under one homepage to facilitate end user navigation
- Increased Current Student Communication and Web/ Social Media Presence
 - o New Registrar website
 - o Implemented nudge ideas for transfer transcripts

Focused Email:

diploma@ou.edu

enrollment@ou.edu

cross training to address transcript evaluations & email

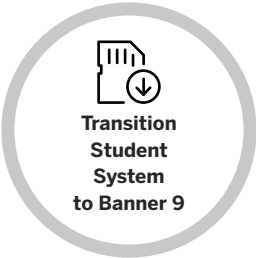
records@ou.edu

te@ou.edu

transfer equivalency queries

Strategic Technology:

Implementations/Transitions:



Transition Student System to Banner 9



Implemented Fine Grained Access for Holds in Banner



Began project to migrate Financial Success Plan to ONE



Purchased CRM for Current Students; Phase 1 scheduled for Fall 2020

System/Process Improvement:

Automation of scholarship data transfer to Slate UG CRM

Resolved lingering data issues within Rose State College developmental programs

Simplified the OU Foundation reconciliation process and streamlined SAP posting

Worked with Akademos to make the book voucher process more straightforward

Automated the awarding process for Work Assistance scholarships

Fixed issues with long addresses for transcript printing

Re-imagined scholarship review, renewal, and reinstatement process for the Scholarship Office

Created process to auto-post scholarships from a spreadsheet

COVID-19/Innovation:

- Remote equipment tracking
- Employees set up with equipment for remote work
- Training and documentation created for new challenges in remote work environment
- Softphone implementation so phone outreach can continue
- Consolidation of PeopleSoft instances (Compass project)

EM Communications:

EMCOMM - New team name due to Enrollment Management reorganization in summer of 2019 (not just prospective students but communication for current students too)

Office relocation to Suite 209 (Boomer)

New team members: Asmita Baruah, Joseph Browning, Paul Hoang, Monica Kim, Matt Wilson, Kathryn Winynger

COVID Response Implementations:

- Connect portal for virtual 1:1
- Virtual resources page on OAR website
- COVID-19 FAQ page on OAR website
- Summer Updates page on OAR website
- Fall Updates page on OAR website
- President’s Office COVID-19 communication added to OAR website

Publications:

- OU Puzzles for quarantine
- New stickers for Apply in August campaign
- Viewbook redesign
- OKP & DEP Commit Postcard
- Parent post-admission comm plan
- Scholarships Office: CASH digisign & social; created Scholarship Certificates for mail
- FAN reprint
- Redesign PLC/PCS scholarship inserts
- Expanded Alumni letter options
- MoneyCoach: Workshops digisign & social
- Student Financial Center: Pay Guide
- Veteran Student Services: GI Bill Benefits card and email comm plan

Web:

- New design format for OAR website
- New navigation for OU Bound
- Current student chat added through IVY
- New Student Financial Center website
- New Office of the Registrar website
- Updated Veteran Student Services website



Highlighted student life and campus opportunities using short Why OU? videos

Video, Photo, & Social:

- Pre-Campus tour video
- Athletics hype video
- President’s message to: Incoming students
- New student spotlight video: Nathan Littlecrow
- Promoted individual academic colleges via social media
- Featured current and prospective students using social media takeovers and social media stories
- Conducted “Virtual” tours using Instagram
- VR tour on YouTube for headset
- Why OU? Video campaign highlighting current OU athletic coaches
- Grew Instagram following substantially, working to hit 10,000 so we can use “swipe up” feature
- Created targeted video content for specific locations, schools, and demographics
- Hosted/edited multiple Facebook Live events and Facebook Premieres on admissions-related topics
- Took photos at all major events to document for social media and future publications
- Leveraged paid social media to promote registration for events & initiatives: Apply to OU, NSO, Sooner Discovery, Start Sooner, Sooner Saturday, Sower’s Week, and Campus Visits

Additional Projects:

- Earth & Energy: name buy and comm plan
- Content Database
- DEP texting line
- McLaurin-Lewis Conference: email, social, & t-shirt

Office of Admissions & Recruitment (OAR):

OAR Updates:

- Student Organization project, which recommended 260+ organizations to students based on essays, interest, background, etc.
- Decreased time to terminal decision (No Sooner Success contracts. Increased Rose/WL comm, all AC's doing reg reads)
 - o Sooner Success straight to admit
 - o Sooner Rose waitlist comm
- NACAC CEPP changes - review of OAR policies and practices
 - o Flattened the holistic processing curve
- Verification Task Force created to assist students through the FAFSA verification process; with the overall goal of increasing verification completion
- Created Early Outreach presentation and DEP insert

What's New in Slate:

- Extended Campus and Tulsa Campus
- Camp Crimson registration
- Financial Aid (increasing Financial Aid information flow from Banner to Slate so OAR has improved accessibility when talking to students)
- Scholarship awarding and nomination data storage improved
- Honors College application
- Medical Humanities Scholar application (record number of apps!)

Honors Updates:

- Selected the first cohort of Pre-Law Scholars, a program that recruits prospective freshmen into an accelerated 3+3 program with OU Law.
- New Honors Vision Scholarship
- IP restructure, which led to greatly reduced wait times for document indexing
- Added ability to nominate students for certain scholarships within the admission application read process
- Additional outreach via Undocumented Student Website

Transfer Recruitment Updates:

- Transfer Days - transfer student orientation
- Transfer Visit Friday
- First year of RaiseMe for transfer students
- On-the-spot events with OCCC expanding to include TCC (once they have new staff in place)

Portal Domination:

YOU at OU
early outreach student portal

Sooner Card
photo submission and approval implemented into OU Bound Post-Admit portal

OU Bound 2.0
recreated the backend

FA Package
added Financial Aid to OU Bound

COVID-19 PIVOT

EM Virtual Events:

McLaurin Lewis Leadership Conference
April 25
108 attendees

GoToCollegeFairs Virtual Fair
May 4, 5, & 6
33 attendees

Panel for Uncommitted Seniors
featuring: J. Blahnik, M. Brammer, B. Burnett, D. Dunn, C. Hayes, H. Lee, and V. Tyson | 33 attendees

Honors College Webinars

MoneyCoach Webinars

Sooner Saturday
July 25
900+ attendees

StriveScan Virtual College Fair
May 7
654 registrants from 433 unique HS

DEP Application Crash Course
created by DEP Interns with the OU Writing Center to serve underrepresented students

Honors Undergraduate Research Day
moved online for students interested in research opportunities with OU

Transfer Students Enrollment Days & Webinars


Virtual Campus Visits:

- Tour Presentations - High Achiever visit Developed
- Personal Visits
- Information & Academic Sessions - Native information and Zoom sessions for Henderson, PLC, PCS, Pre-Law, and Medical Humanities awards recipients

Collaboration with Campus Partners:

- Student Life Sessions
- Dean Chats
- Letters from OU President to students, parents, and high school counselors


Connect with an OU Representative



Student Financial Center

Schedule an online appointment with a financial expert from OU's Student Financial Center


SCHEDULE APPOINTMENT



OU MoneyCoach

OU MoneyCoaches are available to answer your questions by email or one-on-one virtually by emailing moneycoach@ou.edu

EMAIL MONEYCOACH



Chat with a Current OU Student

Chat with a current OU student every weekday beginning around 11 a.m. CT about academics, campus life, and so much more! [Click here](#) to begin chatting! You can also schedule a one-on-one virtual meeting with a current student.

SCHEDULE CHAT

CARES Emergency Grant Program:

- Promotion/communications to students
- Distribution of funding

CARES Program	Students Eligible	Students Awarded	Amount Awarded
NORMAN	13,259	2,166	\$77,710,000+
OU HEALTH SCIENCES CENTER	2,166	719	\$ 1,256,000+
TOTAL	15,425	6,216	\$ 8,967,000+





Additional projects:

- Audit conducted online
- Remote equipment tracking
- Courses go online with move to Pass/No Pass grading - 9254 students chose this option

Virtual 1:1 Sessions:

- 
Admissions Counselors
- 
Student Tour Guides
- 
Student Financial Center
- 
MoneyCoaches

Communications Updates:

- 
SoonerBot Communication
- 
New Videos: Why OU?
- 
SoftPhone Implementation
- 
Increased Use of SM



Virtual Financial Aid, SFC, and Scholarships Offices:

- Improved FA processing time given remote status
- Created a special conditions process with the SFC students affected by COVID-19
- Uploading FA documents directly to LF from emails

Increased Use of Social Media:

- Weekly Social Media Takeovers by students
- Social Celebration
- SFC added a remote check-in process to allow for social distancing and convenience

Additional Mailings:

- Puzzles to committed students
- NSO Postcard
- Fall Updates postcard
- Personalized current student & alumni notes

Maintaining staff culture amidst the pandemic:

- Roll Call - weekly check in survey
- All virtual new employee training
- Supervisor virtual check ins
- Employees transitions to working online quickly/seamlessly

"Higher education has the power to change lives, and because of that, we take our role in an OU student's experience very seriously. There is a strong correlation between student satisfaction and recruitment and retention, so our success as a division is predicated on our ability to help students find both academic and social success.

We are grateful to be central to the student experience and it is a privilege to be a part of their educational journey. Live on, University!"

EM Leadership



BRAD BURNETT
Associate Vice President
& Financial Aid Director



COURTNEY HENDERSON
Director of
Student Financial Center



MEGAN MCCONNELL
Director of
Scholarships Office



KELLIE DYER
Registrar
Office of the Registrar



KIMBERLY WEST
Director of
National Recruitment



MORGAN BRAMMER
Director of
Oklahoma Recruitment
& Campus Experience



CRAIG HAYES
Director of
International Admissions
& Recruitment



DORION BILLIPS
Director of
Diversity Enrichment Programs



DANIELLE DUNN
Director of
Marketing & Communications



TRISH KOONCE
Director of
Administration & Compliance



CHRIS KENNEDY
Director of
Strategic Technology



ALLISON STANFORD
Director of
Training & Development



DIVISION OF ENROLLMENT MANAGEMENT
The UNIVERSITY of OKLAHOMA