DIVISION OF ENROLLMENT MANAGEMENT

2019-2020 ANNUAL REPORT
"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 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.

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.

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.

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.
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.

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.”

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.

Interim President Joseph Harroz, Jr.
Admissions & Recruitment

Tours & Campus Visits:

14,851 Total Campus Visit Guests
82 Total Campus Group Tours
749 Total Personalized Visits

Annual Events:

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

Honors College Applications: 1,290
Scholarships Appealed: 408
Total Scholarships Awarded: 12,239

Transfer Admissions:

- **FALL**
  - total apps: 2,166
  - Admits: 1,451
  - GPA: 3.17
  - Enrolled: 1,119

- **SPRING**
  - total apps: 790
  - Admits: 539
  - GPA: 3.15
  - Enrolled: 355

- **SUMMER**
  - total apps: 300
  - Admits: 217
  - GPA: 3.15
  - Enrolled: 110

Honors College Applications: 1,290
Scholarships Awarded: 12,239
Transcripts Evaluated: 14,682
Scholarships Awarded: 13,080

Fairs and High School Visits: excludes visits and fairs canceled due to COVID-19
Office of the Registrar

Certification & Transcript Evaluation:

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

Enrollment Information:

<table>
<thead>
<tr>
<th></th>
<th>FALL 2019</th>
<th>SPRING 2020</th>
<th>SUMMER 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norman Undergraduate</td>
<td>25,875</td>
<td>24,088</td>
<td>9,599</td>
</tr>
<tr>
<td>Norman Graduate</td>
<td>702</td>
<td>642</td>
<td>353</td>
</tr>
<tr>
<td>Tulsa Undergraduate</td>
<td>5,352</td>
<td>5,151</td>
<td>2,602</td>
</tr>
<tr>
<td>Tulsa Graduate</td>
<td>679</td>
<td>618</td>
<td>390</td>
</tr>
<tr>
<td>Law Undergraduate</td>
<td>1,625</td>
<td>4,301</td>
<td>631</td>
</tr>
<tr>
<td>Law Graduate</td>
<td>601</td>
<td>1,096</td>
<td>398</td>
</tr>
<tr>
<td>Law JD &amp; Master’s</td>
<td>110</td>
<td>262</td>
<td>35</td>
</tr>
</tbody>
</table>

Registration & Student Services:

<table>
<thead>
<tr>
<th></th>
<th>FALL 2019</th>
<th>SPRING 2020</th>
<th>SUMMER 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offered sections of courses</td>
<td>14,285</td>
<td>13,556</td>
<td>2,079</td>
</tr>
<tr>
<td>Major changes total</td>
<td>29,305</td>
<td>23,398 &amp; 24 hour rule</td>
<td>3,207</td>
</tr>
<tr>
<td>Cancellations</td>
<td>2,528</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complete Withdrawals</td>
<td>1,089</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Academic Records:

<table>
<thead>
<tr>
<th></th>
<th>FALL 2019</th>
<th>SPRING 2020</th>
<th>SUMMER 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grades submitted</td>
<td>248,098</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transcripts issues</td>
<td>46,755</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Updated grades</td>
<td>6,355</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P/NP grades issued due to COVID-19</td>
<td>17,896</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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: 199
- 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

Financial Aid Tracking & Loan Documents:
- # of FAFSA: 35,659
- # of Tracking: 28,372
- # of Tracking 1st Reminder: 4,797
- # of Tracking 2nd Reminder: 6,439
- # of Tribal Tracking Letters: 227
- # 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 PROFSU: 93
- # of SAP PFRSU: 468
- # of SAP SUSP: 3,138
- Total SAP Susp. Warr. Preb: 5,276
- # of Award Letters: 97,677
- # of Verification Complete: 3,804
- # of Summer Worksheets: 3,875
- # 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: 0
- Total PLUS Denial Worksheets: 359
- # of DL Requests Worked: 593
- # of DL Requests Not Worked: 9
- Total DL Requests: 702
- # of Additional LOAN Worksheets Worked: 260
- # of Additional LOAN Worksheets Not Worked: 104
- Total Additional LOAN Worksheets: 364
- # 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

9 Things Every College Student Should Know About Money:

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>In-Class 16-wks</th>
<th>Online 8-wks</th>
<th>Online 4-wks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FALL 2019</td>
<td>33</td>
<td>143</td>
<td></td>
<td>176</td>
</tr>
<tr>
<td>WINTER 2019</td>
<td>-</td>
<td>291</td>
<td>291</td>
<td></td>
</tr>
<tr>
<td>SPRING** 2020</td>
<td>30</td>
<td>156</td>
<td>-</td>
<td>186</td>
</tr>
<tr>
<td>MAY** 2020</td>
<td>-</td>
<td>49</td>
<td></td>
<td>49</td>
</tr>
<tr>
<td>JUNE 2020</td>
<td>-</td>
<td>21</td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>JULY 2020</td>
<td>-</td>
<td>16</td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>Total Course Sections</td>
<td>4</td>
<td>16</td>
<td>9</td>
<td>29</td>
</tr>
<tr>
<td>Enrolled students Total:</td>
<td>63</td>
<td>299</td>
<td>377</td>
<td>739</td>
</tr>
</tbody>
</table>

Key Notes:
- OU Top 50 course for tuition revenue
- Formats continually adapt to meet student needs
- Relevance of course magnified by COVID-19 and its effect on the economic and political climates, and family finances.

*2** 8 wk classes had slight impact from COVID-19
**2 fewer classes offered due to COVID-19
## EM Communications

### Admissions & Recruitment:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comm Center Calls</td>
<td>42,673</td>
</tr>
<tr>
<td>Texts (sms)</td>
<td>210,979</td>
</tr>
<tr>
<td>Social Posts across Twitter, Instagram, and Facebook</td>
<td>1,000+</td>
</tr>
<tr>
<td>Likes on multiple occasion</td>
<td>1,200+</td>
</tr>
<tr>
<td>Instagram Followers</td>
<td>8,855</td>
</tr>
<tr>
<td>E-mails</td>
<td>25,636,034</td>
</tr>
<tr>
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<td>1,000+</td>
</tr>
<tr>
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<tr>
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<td>8,855</td>
</tr>
<tr>
<td>E-mails</td>
<td>25,636,034</td>
</tr>
</tbody>
</table>

### Publications:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apply Today Postcard</td>
<td>63,508</td>
</tr>
<tr>
<td>Admissions Boxes</td>
<td>18,000</td>
</tr>
<tr>
<td>Payment Guides</td>
<td>5,000</td>
</tr>
<tr>
<td>Financial Aid Notifications</td>
<td>3,000</td>
</tr>
<tr>
<td>Total Publications</td>
<td>150+</td>
</tr>
<tr>
<td>15+ new publications</td>
<td></td>
</tr>
<tr>
<td>Magazine Design</td>
<td>50,000</td>
</tr>
<tr>
<td>Brochure Design</td>
<td></td>
</tr>
<tr>
<td>2019 Viewbook</td>
<td></td>
</tr>
<tr>
<td>Winner of two ADDY's</td>
<td></td>
</tr>
</tbody>
</table>
2019-2020
UPDATES
EM Division-Wide:

- Creation of division-wide values:
  - integrity
  - intentionality
  - care
  - innovation

- Exit interview process review/execution
- Combined student worker training in Summer 2019
- On-boarding process review/updates
- Creation of division-wide resources:
  - 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.

- Consolidated and streamlined supply and building management processes.
- Cross-trained and provided backup across departments for the budget, payroll, supplies, and building management processes.

- Implemented Return to Work Phases for the division, provided guidelines, resources, and instructions.
- Collaborated with Strategic Technology to 1) streamline several report processes, and 2) develop a remote tracking system for office equipment and technology.

- Developed division-wide performance evaluations process and included individual employee position descriptions with evaluations.
- Navigated new PeopleSoft system.

- Began to send nudge ideas for transfer transcripts
- SFC social media
- Division-wide welcome rallies/new employee day #1 welcome emails
Student Financial Support:

<table>
<thead>
<tr>
<th>Student Financial Center</th>
<th>Financial Aid</th>
<th>Scholarship Office</th>
<th>Money Coaches</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Data storage method of scholarship nomination and awarding vastly improved in Slate</td>
<td>• OAR collaboration: financial aid added to Slate with increased FA flow for improved accessibility for staff during student 1:1s</td>
<td>• 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!</td>
<td>• MoneyCoaches join the EM team!</td>
</tr>
<tr>
<td>• Current student communication increased along with web/social media presence</td>
<td>• SFC collaboration: training of FAID helping increase verification completion</td>
<td>• Legal collaboration: to improve Foreign Gifts process</td>
<td>• Integrated financial aid planning into financial aid process</td>
</tr>
<tr>
<td>• New SFC website</td>
<td></td>
<td>• Verification Task Force created to serve students needing support progressing through the FAFSA verification process</td>
<td>• OAR collaboration: to assist with scholarship and financial aid information sessions and call campaigns</td>
</tr>
<tr>
<td>• SFC social media</td>
<td></td>
<td></td>
<td>• Began migration of Financial Success Plan to ONE</td>
</tr>
<tr>
<td>• Athletics collaboration: training new staff in both areas</td>
<td></td>
<td></td>
<td>• MoneyCoach team fully staffed</td>
</tr>
<tr>
<td>• Payroll Distribution reassigned to Human Resources</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Focused Email:

diploma@ou.edu
enrollment@ou.edu
records@ou.edu
te@ou.edu

cross training to address transcript evaluations & email
focus 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 Wiyninger

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
- 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

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

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 Premiers 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)
  - Sooner Success straight to admit
  - Sooner Rose waitlist comm
- NACAC CEPP changes - review of OAR policies and practices
  - 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. Bluhnik, M. Brammer, B. Burnett, D. Dunn, C. Hayes, H. Lee, and V. Tyson
  - 33 attendees

- Sooner Saturday
  - July 25
  - 900+ attendees

- StriveScan Virtual College Fair
  - May 7
  - 554 registrants from 433 unique HS

- Honors College Webinars

- Transfer Students Enrollment Days & Webinars

- MoneyCoach 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

CARES Emergency Grant Program:

<table>
<thead>
<tr>
<th>CARES Program</th>
<th>Students Eligible</th>
<th>Students Awarded</th>
<th>Amount Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>OU HEALTH SCIENCES CENTER</td>
<td>2,166</td>
<td>719</td>
<td>$1,256,000+</td>
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<tr>
<td>TOTAL</td>
<td>15,425</td>
<td>6,216</td>
<td>$8,967,000+</td>
</tr>
</tbody>
</table>

Additional projects:

- Audit conducted online
- Remote equipment tracking
- Courses go online with move to Pass/No Pass grading - 9254 students chose this option
Virtual Financial Aid, SFC, and Scholarships Offices:
• Improved FA processing time given remote status
• Uploading FA documents directly to LF from emails
• Created a special conditions process with the SFC students affected by COVID-19

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!"