



DIVISION OF ENROLLMENT MANAGEMENT

2020-2021 ANNUAL REPORT

Division of Enrollment Management



“In the 2020-21 academic year, Enrollment Management’s core values of integrity, care, intentionality, and innovation helped us reflect on the important ways we serve our OU family and community. Returning to campus during a year full of so many unique challenges strengthened our resolve to innovate intentional care for students, staff, faculty, and all of the OU community. I am proud to say that throughout every trial we faced, our team remained steadfast in their commitment to the Sooner spirit.”

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



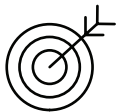
integrity

- Do the right thing by exercising good judgment, accountability, and honesty.
- Create a safe environment for students, families, team members, and other partners. Be aware, identify, correct, and report safety concerns.
- Exhibit emotional intelligence and self-awareness. Be transparent and thoughtful in your communication. Keep conversations positive and appropriate.



care

- Provide the best experience possible for each person you encounter and at every step of Enrollment Management processes. Greet, welcome, engage with, and thank all visitors. Prioritize serving others by being friendly and approachable (have a heart for service).
- Value inclusivity: ability to work with a diverse group of people; able to relate and be relatable to all those you serve.
- Commit to being a team player with a positive attitude.



intentionality

- Contribute to the excellence of Enrollment Management and OU; stay highly motivated. Have a strong individual work ethic as it is vital to the success of the team as we work to provide students with access to higher education.
- Gain knowledge in Enrollment Management core competencies.
- Provide accurate information, anticipate needs, and offer assistance. Meet deadlines consistently and respond in a timely manner.



innovation

- Have a natural curiosity to learn and continually pursue personal and professional growth in the field of higher education and Enrollment Management.
- Maintain a focus on innovation, display an understanding of positive change, and possess a strong analytic ability.
- Model efficiency by researching best practices.

BY THE NUMBERS

August 2020

OU Welcomes One of Its Largest and Most Diverse Freshman Classes



OU President Joseph Harroz, Jr.

The University of Oklahoma announced that the Class of 2024 is one of its most diverse freshman classes in its 130-year history, with over 35% of students identifying as minorities. This year’s class includes 4,448 freshmen – the third-largest class in OU history. Nearly a quarter of the students in the entering class are first-generation college students.

In this year’s freshman class, 526 students are entering OU with a high school GPA of 4.0 or better, and 225 students were ranked first in their high school graduating class. Six hundred incoming freshmen have qualified to

receive Oklahoma’s Promise and are utilizing OU’s Crimson Commitment resources, which provide tuition and fee support. Additionally, the Class of 2024 includes a record 78 international students who are part of the Davis United World College Scholars Program.

“We are thrilled to welcome the Class of 2024 to the OU family,” said OU President Joseph Harroz Jr. “Most of these students finished high school under extraordinary circumstances, and they are starting college very differently than most who have come before them. The resilience and spirit of our freshman class is undeniable, and we can’t wait to watch them flourish here at OU.”

Harroz spoke to freshman students at last Tuesday’s Class of 2024 Kick Off event, which was held in the Gaylord Family – Oklahoma Memorial Stadium. Extensive safety protocols and socially distanced seating were incorporated into the welcoming ceremony, which also included comments from head football coach Lincoln Riley, Vice President for Student Affairs and Dean of Students David Surratt, Interim Senior Vice President and Provost Jill Irvine, and Student Government Association President Justin Norris.

“Our current circumstances are no doubt challenging,” Harroz said to students during the Class Kickoff. “But, you’re on the threshold of newfound experiences and boundless opportunities that over time, will open your eyes to the potential and power that lies in each of you to make our world a better place.”

19,432

Total admission applications

14,708

Total admits

OTHER STATISTICS INCLUDE:

8,503

Applications from Underrepresented Populations

5,936

Admits from Underrepresented Populations

376

National Merit Applications

376

National Merit Admits

3.66

Grade Point Average

26.4

Average ACT Score

54.5%

Oklahoma Resident Students

24.9%

First Generation Students

78

Davis United World College Scholars incoming freshman

50

OK State Regents' Institutional Nominees

88

Freshman National Merit Enrolled

263

Ranked first in their High School graduating class

71%

Transfer students who applied for admissions, enrolled at OU

288

Utilizing Crimson Commitment

526

Earned 4.0 GPA in High School

38.6%

Freshmen from underrepresented populations

Admissions & Recruitment

Tours & Campus Visits

14,907

Total Campus Visit Guests

463

Total Personalized Visits

ANNUAL EVENTS:

EVENT NAME (VIRTUAL UNLESS OTHERWISE NOTED)	TOTAL REGISTERED	TOTAL ATTENDED	APPS	ADMITS	ECs	PERCENT COMMITTED	NSOs
Admitted Student Day	1331	746	746	746	587	78.69	584
American Indian Visitation Day (In-person)	14	12	11	11	10	90.91	10
American Indian Visitation Day	116	58	27	27	22	81.48	22
Evening w/OU for Oklahoma Students	807	375	272	238	163	68.49	162
Evening w/OU for North Texas Students	394	205	185	16	68	40.96	68
Evening w/OU for Out-of-State Students	499	296	269	238	76	31.93	75
McLaurin & Lewis Leadership Conference (In-person)	62	54	53	53	43	81.13	43
McLaurin & Lewis Leadership Conference	203	91	47	47	31	65.96	31
Scholar's Day	581	332	297	293	159	51.19	149
Sooner Saturday - July 2020	1422	926	763	705	362	51.35	362
Sooner Saturday - April 2021 (In-person)	983	817	Event for HS juniors - still applying and committing!				
Sower's Week (in-person)	134	112	81	64	43	67.19	43
TOTAL APPS + NSO	2,751						1,549

Total Transcripts
Evaluated:
19,929

Honors College
Applications:
1,057

Total Scholarships
Awarded:
14,557

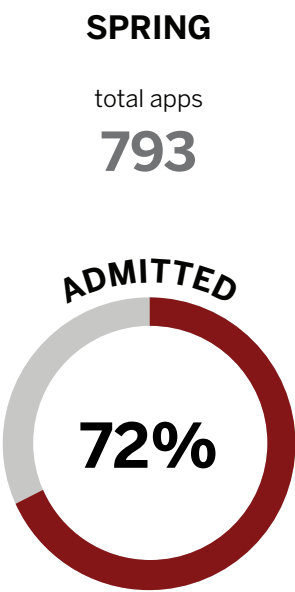
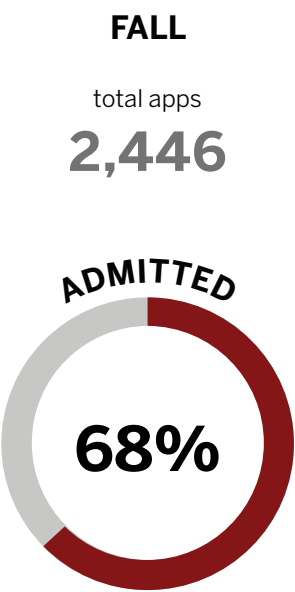
Scholarships
Appealed:
529



Transfer Admissions

3,239

Total Transfer Applications



Office of the Registrar

Certification & Transcript Evaluation

Degrees/Diplomas Awarded: 6,645 Total Undergraduate Degrees Awarded	Study Abroad Program: 208 Credit Agreement Forms (CAF)	Associate Degrees: 94 OK AS Degrees	Publications & Curriculum: 453 Total Course updates
1,981 Total Graduate Degrees Awarded	6 Enrollment Verification Forms (EVF)	92 OK AA Degrees	281 Total Program updates
374 Total Law Degrees Awarded	226 Study Abroad Transcripts		

Enrollment Information:	FALL 2020	SPRING 2021	SUMMER 2021
Norman Undergraduate	21,245	19,165	6,320
Norman Graduate	4,269	4,370	2,254
Tulsa Undergraduate	48	44	19
Tulsa Graduate	522	486	320
Law Undergraduate	673	523	227
Law Graduate	466	428	237
Registration & Student Services:			
Offered sections of courses	13,404	12,753	2,024
Major changes total	29,846	12,664	10,233
Cancellations	1,497	550	433
Complete Withdrawals	583	429	159
Academic Records:			
Grades submitted	118,965	108,713	16,937
Transcripts issued	16,315	17,268	7,559
Updated grades	2,343	7,039	791
Other:			
iAdvise	26,627		
24-hour rule	3,219		
NSC	12,087	14,140	5,348
In-person	4,228	3,128	2,211

Veterans Student Services



Student Financial Support

38,516

Phone calls answered by SFC & remote

Student Financial Center

Walk-ins served : **3,815**
Zooms completed: **833**

MoneyCoaches

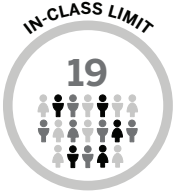
Individual 1:1 meetings: **5,989**
MoneyCoach Workshops: **269**
Attendees at Workshops/Presentations: **3,758**
Presentations to prospective students: **36** out of 269
Prospective students received Outreach: **455**

Scholarship Office

Foundation/Donor funds managed: **300**
CASH Applications submitted: **4,939**
Financial Aid Conditional Apps submitted: **3,094**
Financial Aid Conditional Apps reviewed: **1,818**

9 Things Every College Student Should Know About Money:

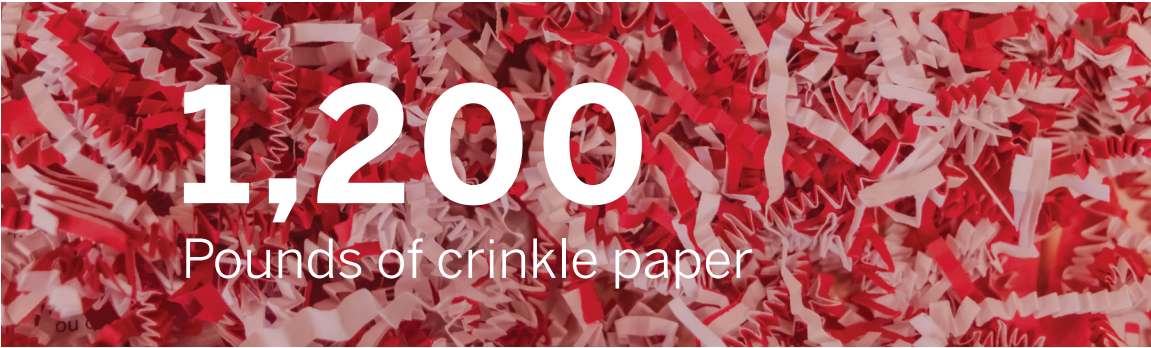
Academic Year	In-Class 16-wks	Online 8-wks	Online 4-wks	Total
FALL 2020	32	141	-	173
WINTER 2020	-	-	124	124
SPRING 2021	27	171	-	198
MAY 2021	-	-	64	64
JUNE 2021	-	-	21	21
JULY 2021	-	-	16	16
Total Course Sections	4	16	8	28
Enrolled students Total:	59	312	255	596



Financial Aid Tracking & Loan Documents

Documents Generated	FY21
# of FAFSA	31,606
# of Tracking	31,181
# of Tracking 1st Reminder	7,303
# of Tracking 2nd Reminder	6,160
# of Tribal Tracking Letters	217
# of ECOMM Postcards	13,261
# of Pre-Eval Worksheets	2,574
# of Shop Sheets	1,731
# of Crimson Commitment Brochures	813
# of RTC Pos. Disb. Letters	19,651
# of RTC PPLUS Pos. Disb. Letters	2,764
# of RTC Neg. Disb. Letters	519
# of RTC PPLUS Neg. Disb. Letters	61
# of SAP ALERT	1,915
# of SAP PRFSG	65
# of SAP PRFSU	183
# of SAP SUSP	3,467
Total SAP Susp, Warn, Prob	5,780
# of Award Letters	110,798
# of Verification Complete	3,681
# of Summer Worksheets	3,530
# of Institutional Loan Worksheets Worked	532
# of Institutional Loan Worksheets Not Worked	6
Total Institutional Loan Worksheets	538
# of PLUS Denial Worksheets Worked	274
# of PLUS Denial Worksheets Not Worked	0
Total PLUS Denial Worksheets	274
# of DL Requests Worked	766
# of DL Requests Not Worked	92
Total DL Requests	858
# of Additional LOAN Worksheets Worked	271
# of Additional LOAN Worksheets Not Worked	103
Total Additional LOAN Worksheets	374
# of Grad PLUS Apps Worked	815
# of Grad PLUS Apps Not Worked	52
Total Grad PLUS Apps	867
# of PLUS Loan Apps Worked	1,000
# of PLUS Loan Apps Not Worked	21
Total PLUS Loan Apps	1,021
# of Private Loan Apps Worked	1,723
# of Private Loan Apps Not Worked	155
Total Private Loan Apps	1,878

EM Communications



Admissions & Recruitment



E-mails



Texts (sms)



Comm Center Calls

Publications:

124,254 Apply Today postcard	60,000 2020 -2021 Viewbook	17,363 Financial Aid Notifications	16,239 Online reads* of ISSUU pubs
6,000 Payment Guides	150+ Total Publications 5+ new publications		

*Top 5 ISSUU Reading Countries:
USA, India, Nigeria, Brazil, and Mexico

2020-2021 UPDATES

EM Division-Wide



Lead On - One Strategic Plan announced Nov. 5, 2020 (EM role in plan).



Slate for current students implemented, training, and communications to students begins.



Launch Program goes division-wide.



Implementing Test Optional and the Nov. 1 Action Deadline.

Administration & Compliance

Worked with Financial Aid to provide information requested by auditors for the online external audit, with Legal for the Foreign Gifts Department of Education Report submission, and IRR to improve the New/Changed Locations Report for HLC and the Program Participation Agreement.

Improved division-wide performance evaluation process.

Collaborated with Strategic Technology to
1) streamline several report processes, and
2) develop a remote tracking system for office equipment and technology.

Cross-trained and provided back-up across departments for all budget, payroll, supplies, and building management processes.

Navigated new PeopleSoft Financial, Budget, and HR systems.

Coordinated the transition of EM employees to remote work.

Coordinated the monthly Academic Affairs Policy Exception Report for the Provost's Office.

Student Financial Support

Student Financial Center

- Virtual appointments offered for advisement.
- Remote check-in implemented for walk-in services.
- SFC took over the Financial Impact Report pre-advisement for CWD students.
- New FIR process includes notification for Chapter 33/ GI Bill® students.
- Switched to Salesforce Service Cloud for email communication.

Financial Aid

- Awarded \$8.9 million in CARES and HEERFII funds directly to students.
- Working with OU Online to obtain Provost approval of Single Academic Calendar.
- 2020 External Audit to include CARES still in progress.
- Initiated internal appeal automation process.
- Institutional Loan processing review migrated from FAS to Bursar Services.
- Private loan automation application tracking & electronic record creation Phase 1 complete.

Scholarship Office

- Since August 2020- served 3500+ students in person, answered 30,500+ phone calls, and served 500 families via Zoom appointments.
- Presented during OU Financial Wellness Week.
- In-person services offered full-time beginning August 3, 2020.
- 2021 Internal Audit support.
- CARES awarding support.

MoneyCoaches

- Migrated FSP to ONE.
- Created virtual personalized meetings.
- Successfully on boarded three new MoneyCoaches.
- R&B monthly meetings with campus partners (OAR, Bursar, FAS, and H&F).
- First ever millionaire panel with six millionaires.
- 210 workshops/presentations with a total of 4,829 attendees.
- 4,936 individual 1:1 meeting to create personalized financial plans.

Strategic Technology

Implementations/Transitions:

Implemented new Transfer Regions based on school.	Implementation of process to transfer images and data from ApplicationXtender to Laserfiche.
Migration of FSP to ONE.	Inclusive access pilot program.
Setup/testing/implementation of data transfer from Banner to Slate for current students.	Work with IT in setup of data transfer to Stellic degree management.
Bulk course changes.	System/Process Improvement: New Transfer File Prep process.



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Office of the Registrar

- Transition from Application Xtender to Laserfiche.
- Nudge ideas implemented (In-Progress Transfer Credit and Freezing Enrollment Windows) This has morphed into regular communication through Crimson Slate.
- Converted 4,000+ course sections to online or blended.
- Moved 175 classrooms to Covid Capacity.
- Evaluated, purchased and building a new degree audit system - Stellic-will have a small number HSC/Norman programs using Stellic as early as Fall 2021.
- Signed Parchment contract to move transcript services & provide e-diplomas.
- OU Online course/term building and program indicator Transfer Pathways in Banner.
- Expanding Reverse Transfer.
- Completing a 12 year project imaging all permanent record cards.
- Team members learning new skills during this time!
- For 2,457 students, 4,088 AP test scores were uploaded to their OU transcript.
- For 131 students, 138 CLEP test scores were uploaded to their OU transcript.
- 630 Pass/No Pass Appeals have been processed (449 Approved, 14 Approved & Denied when selecting multiple courses to appeal & 57 denied, the remaining are pending due to Incompletes or N grades posted).
- Study Abroad Transcripts processed: 226 (August 1, 2020 - July 28th, 2021) :
CAF's: 208
EVF's: 6
SA-transcripts (TED): 120

Successes:

Current student communication through Crimson Slate includes Enrollment Services, Academic Records, and Transcript Evaluation..

State Regents reconciliation with degrees of specialty-added majors to diplomas.

Bi-Monthly Registrar Newsletter to Campus Partners.

Veteran Student Services

- Panel speaker at the DEI Veterans Forum Panel last Summer.
- Presented at the OSRHE Reach Higher Summer 2020 Webinar.
- Panel speaker at the PACAA Impact Panel 2020.
- Seamless transition back to office operations.
- iAdvise walk-in system with QR code implemented for open office hours.
- Spring 2021 rush completed before end of Feb 2021.
- Invitation to, and participation in, Digital GI Bill ® upgrade.
- No COVID positive tests for office personnel.
- myVRC phone app resources built (virtual Veteran Resource Center).
- First ever Military Support Forum Webinar hosted by Green Zone Faculty/Staff Leadership in April 2021.
- Isakson and Roe Veteran's Health Care and Benefits Improvement Act of 2020 implementation dates for provisions began Jan 2021 and will continue through Aug 1, 2021 (a few in 2022 and 2030 as well).
- "VSS Microsoft Teams implementation Dec 2020 for campus collaborations:
 - Veteran Affinity Committee Leadership
 - Green Zone Faculty/Staff Training Leadership
 - Peer Advisors for Veteran Education Program Leadership
 - Tillman Scholars Selection Committee
 - Veteran & Military Scholarship Committee
 - Office Accounts & Budget
 - VSS Special Projects
 - Bursar Student Account Reconciliation
 - Military Times ""Best for Vets" and " Survey"

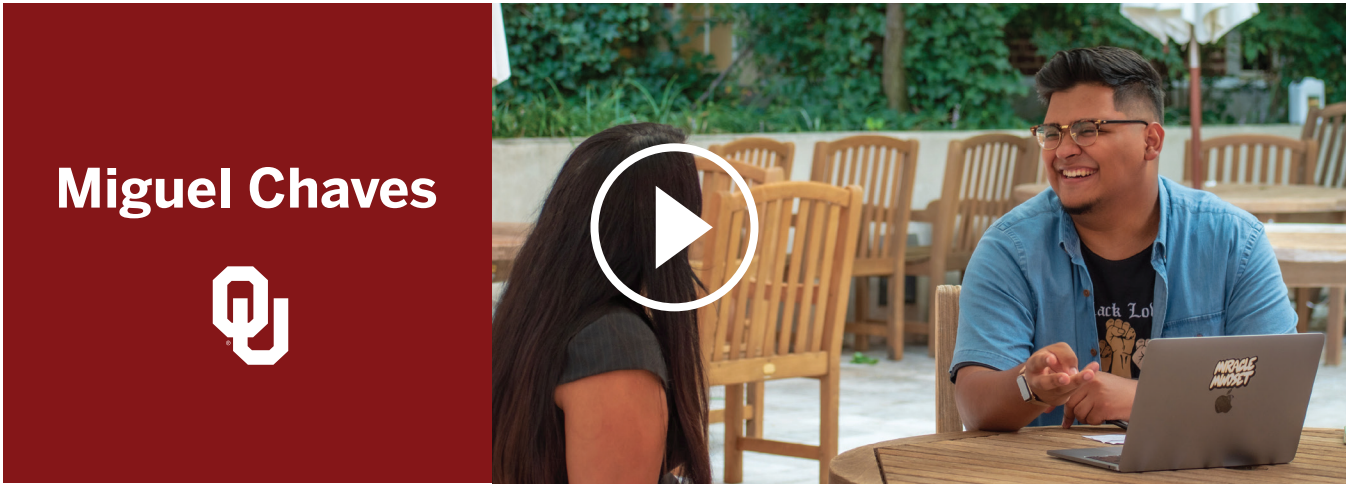
Coming Soon:

PAVE Sooner Veteran Success - free Canvas course and Camp Crimson Orientation.

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EM Communications

- New team members: Tori Willis & Orestja Habilaj
- Nov. 1 Application Submission campaign
- Test Optional policy and marketing
- Streamlined and condensed event communication
- Crimson Slate and partnership with GPS
- Collaborated with Pre-College Programs to develop Virtual Information Session, including Start Sooner, Concurrent Enrollment, and Sooner Discovery
- Student self-created Student ID card
- Camp Crimson Registration
- Summer Session marketing



Miguel Chavez is blazing a trail and opening doors for other students. What will you do at OU?

Web:

- New Admissions website
- Event blocks within You at OU
- New navigation for OU Bound

Publications:

- New admissions box design
- New stickers for Apply in August campaign
- New 1ST GEN SOONER postcard
- OKP & DEP Commit postcard
- Personalized online viewbook
- Scholarships Office: CASH marketing
- Redesign PLC/PCS scholarship inserts
- Expanded Alumni letter options
- MoneyCoach: Financial Wellness Week marketing
- Affinity Committee ads
- Sooner Card
- VSS: GI Bill® Benefits card and new VSS brochure

Video, Photo, & Social:

- New Crimson Commitment video
- New Campus Tour with President Harroz
- Miguel Chavez Miracle Mindset video: Miguel Chavez Miracle Mindset
- Featured current and prospective students using social media takeovers and social media stories
- Conducted “Virtual” tours using Instagram
- VR tour on YouTube for headset
- Admissions Counselor videos
- Instagram following hit 10,000+
- 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

Additional Projects:

- Expanded Post-admission email communications
- Streamline and condensed event communication
- Student Employee of the Year (SEOTY) marketing
- New hiring and training

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Office of Admissions & Recruitment (OAR)

UPDATES/NEW

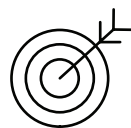
- Test optional.
 - Approval for test optional for next five years.
 - Nov. 1 Early Action.
 - Self-reported test scores.
 - Superscoring.
 - October 8 - A North Texas Virtual Evening with OU – 204 attended.
 - October 14 - A Central and Coastal Texas Virtual Evening with OU - 297 attended.
 - October 20 - A Virtual Evening with OU | Oklahoma Students - 374 attended.
 - OU Scholars’ Day Event - Saturday October 3rd - Virtual & on-campus options, 332 students attended.
 - Sower’s Week was created; bringing together First Sooner and Small-town Sooners - 199 guests attended.
 - Oklahoma City Public Schools + Tulsa Public Schools Lunch & Learn – Oct. 6.
 - Microsoft Bookings pages which allows students, parents, counselors and others to create appointments based on a user’s availability.
 - Rural application workshop.
- How to Thrive at OU: This event is designed to provide and bring awareness to resources OU has available to First Generation students and families.
 - Weekly National Merit presentations.
 - Creation of National Merit and Honors Webinars.
 - Tulsa In Person Info Sessions.
 - Leave a Legacy Event: This event, for Oklahoma high school senior leaders, will feature a panel of five current student leaders from across campus who will share about how they found their place, how to stand out on leadership and community service applications, and ultimately, how a student’s leadership can continue at the University of Oklahoma.
 - Holistic Team helping cover contact to allow Transfer team to prioritize spring applications.
 - File prep collaboration/teamwork.
 - .
 - Offered in-person OU presentations in Tulsa for the first time to increase student interactions.
 - Created & implemented weekly Virtual Webinars for Academic Colleges and other non-academic partners from March 2020 - present.
 - Created & implemented weekly OU Admissions Webinars (also including Honors College, Transfer, International, and National Merit presentations).
- Partnered with OU MoneyCoaches who hosted weekly Scholarship & Financial Aid webinars.
 - Created & implemented OU’s first live student guided virtual campus tour, offered twice weekly.
 - Created new safety procedures & COVID screening protocols to ensure the safety of all campus visitors for events & tours.
 - Transitioned student employment virtually from March 2020 - August 2020.
 - Created first ever post-admissions presentation & hosted it as a bi-weekly webinar in Spring 2021.
 - Collaborated with OU Dance Marathon to create a virtual leadership event, OU Dance Marathon High School Leadership Experience - March 6th. Open to HS sophomores, juniors, and seniors.
 - Created/conducted virtual introduction and informational events to yield Medical Humanities Scholars and Pre-Law Scholars.
 - American Indian Visitation Day was held virtually on the weekend and in person one day of the week - 80 attendees in total.
 - English and Spanish Early Outreach focused virtual presentations for Oklahoma’s Promise were created - 127 attendees over the Spring semester.
- Early outreach presentation created from the Early Outreach Affinity Committee. Targeted for 8 - 10th grade students.
 - Call campaign for Latinx Parents in the fall.
 - Development of new Affinity Committees and unifying of pre-existing affinity committee leaders. New ACs were: Veteran & LGBTQ.
 - Joining College Horizons Program to interact with highly qualified American Indian students in the summer of 2021.
 - Created an application crash course for first-generation students for 2021 class - 12 participants.
 - McLaurin & Lewis Leadership Week partnered with the Weekend for on-campus visits and a weekend conference - 179 attendees.
 - OU presentations in Tulsa in fall and planned to fall 2021.
 - Created virtual personalized visit options.
 - Assured Admission for Transfer Students.
 - Created "OU Showcase Series" for first week in January. Yield series to host students considering OU and learn more about resources and opportunities - 314 collective attendees.

SUCSESSES:

- Fall 2020 Freshman Class Profile.
 - IP remotely responded to 18,300 emails, performed 1,978 GPA recalcs, and uploaded 43,410 documents to Slate.
- Continued to host prospective guests on campus tours & personalized visits during the pandemic.
 - Received much positive feedback from guests on new virtual campus tour experiences.
- Continued to host Honors personalized visits with reduced capacity only open to HS seniors until March 1, adding prospective HS juniors during March (Hosted 389 Honors visits for high achieving students in 20-21 compared to 412 in 19-20.
- Developed Training for working with American Indian Prospective students.

"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."



Enrollment Management 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



CRAIG HAYES
Director of
International & United World College
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