



2022-2023

# ENROLLMENT MANAGEMENT



# ENROLLMENT MANAGEMENT

*“I remain consistently impressed with the people who work in our division. Recently, one of our team members mentioned to me that, truly, the Division of Enrollment Management is the heartbeat of the university. The work of the individuals within our departments is extremely selfless, and always student focused. Our team members regularly go above and beyond to help students achieve their educational goals. This approach is seen at every stage—from prospective student, through students’ academic years at OU and onto graduation—regardless of specific role or expertise. It is a joy to see our team members embrace our values of integrity, care, intentionality, and innovation as they work individually with our students and as a team.*

*In 2022-2023, the themes were creating efficiencies to better serve students, communicating at a high level to students and among OU and, finally, breaking records. From finding new ways to review admission applications and turning around financial aid faster than ever before to pursuing innovations to automate awarding, our team continued to press forward to ensure that students were served well. Our communication strategy continues to evolve as we expand our reach and find innovative ways to express the OU mission and opportunities with students. Meanwhile, OU experienced a record number of campus tours, a record freshman class, the highest number of transfer students in several years, the largest and best yield program ever, and the most financial aid disbursed, among other accolades. We continue to be grateful for our partnerships, for the momentum at the university that supports these successes, and we look forward to the year ahead as we continue to work to impact the lives of students.”*



**JEFF BLAHNIK**  
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.





**WELCOME TO  
THE UNIVERSITY  
OF OKLAHOMA**



# THE REVEAL

## OU WELCOMES RECORD-BREAKING CLASS OF 2026



Camp Crimson student leaders welcome the incoming OU Class of 2026.

As the fall 2022 semester begins, the University of Oklahoma is excited to announce the Class of 2026 has once again broken university records and is the largest, most academically qualified and most diverse freshman class in the school’s 132-year history.

This year’s freshman class is composed of 4,704 students, with 39% identifying as minorities and more than a quarter of whom are first-generation college students. The class also holds a higher GPA than any other incoming class, with an average high school GPA of 3.67. The Class of 2026 also includes 621 students who are entering OU with a high school GPA of 4.0 or better, and 270 students were ranked first in their high school graduating class. Among the incoming freshmen, 611 have qualified to receive Oklahoma’s

Promise, with many utilizing OU’s Crimson Commitment resources, which provide support for fees and tuition. Additionally, 80 international students who are part of the Davis United World College Scholars Program are in this year’s freshman class.

“The Class of 2026 is truly exceptional, and we are proud to welcome them to the OU Family,” said OU President Joseph Harroz Jr. “These students are the next in line to inherit over a century of OU excellence, which will only grow stronger through their extraordinary talents and unique perspectives. We look forward to seeing the positive impact they will make here at OU and on the world beyond our campus.”

# CLASS OF 2026

Final Freshman Class Total After Census

4,683

Fall 2022 Freshman Class

3.67

Grade Point Average

26

Average ACT Score

53%

Oklahoma Resident Students

39%

Underserved Students

25.4%

First-Generation Students

611

Utilizing Crimson Commitment

621

Earned 4.0 GPA in High School

270

Ranked First in Their High School Graduating Class

80

Davis United World College Scholars Incoming Freshman

## TRANSFER STUDENTS:

909

Spring 2023 Total Transfer Apps

619

Spring 2023 Total Transfer Admits

1,155

Fall 2022 Enrolled Transfers



# ONE DREAM MADE REAL BY MANY

## RECRUITING THE 2023 FRESHMAN CLASS

22,630

Total Admission Applications

17,112

Total Admits

21,202

Personal Outreaches  
Logged by Oklahoma  
Team

17,619

Total Scholarships  
Offered  
16,664 Freshman  
955 Transfers

481

National Merit  
Applications

479

National Merit  
Admits

7,894

Applications from  
Underrepresented  
Populations

79.6%

Of Students Registered  
for NSO had Received  
Personal Outreach

489

Scholarships  
Appealed

1,366

Honors College  
Applications

## Transfer Numbers:

2,790

Fall 2023  
Total Transfer Apps

1,811

Fall 2023  
Total Transfer Admits



# EM COMMUNICATIONS & MARKETING

## PROSPECTIVE STUDENT OUTREACH

31,747,262

Emails

224,885

Texts (sms)

51,736

Comm Center Calls

## ENROLLMENT DEPOSIT POSTERS

2,771

Students selected the “Boomer Sooner Clock Tower” poster

1,537

Students selected the “Information Card” poster

469

Students selected the “Making the Magic” poster

During the 2022-2023 admission cycle, admitted students could select an exclusive poster after submitting their enrollment deposits. These were mailed directly to students with a personalized note.

## PUBLICATIONS:

127,666

Apply Today Postcards

60,000

2022-2023 Viewbooks

6,000

Payment Guides

59,511

Online Impressions of ISSUU Publications

72,000

Admission Box Stickers





# ADMISSION & RECRUITMENT

## CAMPUS EXPERIENCE

19,263

Total Campus Visit Guests

8,187

Students Attended a Campus Tour

130

Group Tours

601 { 457  
204

Honors Personalized Visits

Regular Personalized Visits

Total Personalized Visits



## ADMITTED STUDENT DAY

- Date: Friday, March 24, 2023
- Invited: Admitted fall/summer 2023 high school seniors and college transfer students
- 875 students and their families were in attendance
- Provided admitted students the opportunity to celebrate their achievements complete with their own “signing day” celebration
- Students were able to engage with academic deans, directors, and current students, complete after admissions items, and learn more about the unique ways they can enhance their OU experience.
- Kristen Partridge, gave the opening session keynote address
- 88% of students in attendance committed to OU

### IN PERSON EVENTS + TOURS:

EVENT NAME	TOTAL REGISTERED	TOTAL ATTENDED	APPS	ADMITs	DEPOSITs	PERCENT COMMITTED	NSOs
Admitted Student Day	1,019	875	875	875	769	87.89	764
Indigenous Preview Day	241	165	78	57	31	54.39	30
National Merit OKC Dinner	63	59	56	56	25	44.64	25
National Merit Tulsa Dinner	36	35	30	30	11	36.67	11
National Merit Dallas Dinner	23	18	18	18	5	27.78	5
National Merit KCMO Dinner	20	19	15	13	3	23.08	3
National Merit Virtual	94	77	70	69	16	23.19	16
Evening with OU ALL	831	551	497	452	251	66.31	247
Evening with OU for Dallas	337	244	224	206	119	57.77	119
Evening with OU for Tulsa	236	148	122	106	65	61.32	65
Evening with OU for Houston	258	159	151	140	67	47.86	63
McLaurin & Lewis Summit (SO/JR)	54	38	4	–	–	–	–
The Gathering	56	46	46	–	–	–	–
Scholars’ Day	136	191	182	175	111	63.43	108
Sooner Saturday	1,365	997	77	34	2	3.7	2
Sower’s Day	171	106	86	72	53	73.61	51
The Weekend	116	96	95	93	47	50.54	46
Scholars to Sooners	66	54	54	54	30	55.56	30
Honors	527	447	341	337	172	51.04	169
Tours	10,547	8,310	4,024	3,701	1,923	51.96	1,889
TOTAL	13,959	10,723	5,455	5,045	2,753	54.57	2,707



# OFFICE OF THE REGISTRAR

## Degrees/Diplomas & Grading Numbers

**Degrees/Diplomas  
Awarded:**  
**6,577**  
Total Undergraduate  
Degrees Awarded

**2,549**  
Total Graduate  
Degrees Awarded

**468**  
Total Law & Ph.D.  
Degrees Awarded

**Study Abroad  
Program:**  
**215**  
Credit Agreement  
Forms (CAF)

**148**  
Enrollment Verification  
Forms (EVF)

**259**  
Study Abroad  
Transcripts

**Associate  
Degrees:**  
**240**  
OK AS  
Degrees

**271**  
OK AA  
Degrees

**Transcripts  
by Term:**  
**18,785**  
Fall Semester  
2022

**15,051**  
Spring Semester  
2023

**12,373**  
Summer Semester  
2023



**Transcript  
Evaluation:**  
**16,047**  
College Transcripts  
Processed

**1,591**  
Current Class Schedules  
Processed

**Test Scores  
Processed:**  
**13,789**  
AP Test Scores  
Processed

**271**  
CLEP Tests  
Processed

**180**  
IB Tests  
Processed

**Publications  
& Curriculum:**  
**743**  
Total Course  
Updates

**219**  
Total Program  
Updates

ENROLLMENT INFORMATION:	FALL 2022	SPRING 2023	SUMMER 2023
Norman Undergraduate	20,892	19,278	7,380
Norman Graduate	5,493	5,439	2,915
Tulsa Undergraduate	49	51	38
Tulsa Graduate	410	390	223
Law Undergraduate	494	418	230
Law Graduate	317	222	104
REGISTRATION & STUDENT SERVICES:			
Offered Sections of Courses	14,030	13,553	2,361
Major Changes Total	11,199	9,262	8,697
Cancellations	1,078	679	667
Complete Withdrawals	532	498	221
ACADEMIC RECORDS:			
Grades Submitted	129,159	109,186	15,914
Transcripts Issued	18,785	15,051	12,373
Grade Changes	2,838	1,770	1,523
OTHER:			
iAdvise	29,158		
24-Hour Rule	3,499		

**4,214**  
Largest Self-Identified Military-Connected Population

**1,626**  
VA Beneficiaries Certified

**675**  
New Military Service-Connected Students Enrolled in  
Peer Advisors for Veteran Education (PAVE) Program

## VETERAN STUDENT SERVICES





# STUDENT FINANCIAL SUPPORT

34,489

Number of Calls Answered by the Student Financial Center

6,326

Attendees at MoneyCoach Workshops / Presentations

6,878

CASH Applications Submitted

## STUDENT FINANCIAL CENTER

Emails Resolved:	20,484
Walk-Ins Served:	6,894
Financial Impact Reports Completed:	843
Itemization Requests Fulfilled:	779
Book Scholarship Requests Fulfilled:	61

## MONEYCOACHES

Individual 1:1 Meetings:	4,620
MoneyCoach Workshops:	237
Presentations to Prospective Students:	38 out of 237
Prospective Students Received Outreach:	1,066
NSO Student and Parent/Guardian Attendees:	9,098

## SCHOLARSHIP OFFICE

Foundation/Donor Funds Managed:	327
Financial Aid Conditional Apps Submitted:	4,915
Financial Aid Conditional Apps Reviewed:	1,807

## FINANCIAL AID TRACKING & LOAN DOCUMENTS

DOCUMENTS GENERATED	FY22
# of FAFSA	34,178
# of Tracking	19,935
# of Tracking 1st Reminder	5,480
# of Tracking 2nd Reminder	3,572
# of ECOMM Postcards	15,014
# of Shop Sheets	742
# of RTC Pos. Disb. Letters	20,778
# of RTC PPLUS Pos. Disb. Letters	3,089
# of RTC Neg. Disb. Letters	786
# of RTC PPLUS Neg. Disb. Letters	104
# of SAP ALERT	2,098
# of SAP PRFSG	93
# of SAP PRFSU	197
# of SAP SUSP	3,931
TOTAL SAP SUSP, WARN, PROB	6,319
# of Aid Letters	101,974
# of Verification Complete	2,266
# of Summer Worksheets	4,265
# of Institutional Loan Worksheets Worked	417
# of Institutional Loan Worksheets Not Worked	22
TOTAL INSTITUTIONAL LOAN WORKSHEETS	439
# of PLUS Denial Worksheets Worked	265
TOTAL PLUS DENIAL WORKSHEETS	265
# of DL Requests Worked	1050
# of DL Requests Not Worked	43
TOTAL DL REQUESTS	1,093
# of Additional LOAN Worksheets Worked	386
# of Additional LOAN Worksheets Not Worked	167
TOTAL ADDITIONAL LOAN WORKSHEETS	553
# of Grad PLUS Apps Worked	1,207
# of Grad PLUS Apps Not Worked	26
TOTAL GRAD PLUS APPS	1,233
# of PLUS Loan Apps Worked	1,814
# of PLUS Loan Apps Not Worked	15
TOTAL PLUS LOAN APPS	1,829
# of Private Loan Apps Worked	1,906
# of Private Loan Apps Not Worked	243
TOTAL PRIVATE LOAN APPS	2,149





**PUTTING PRIDE  
TO WORK**

**2022-2023  
UPDATES**



# ADMINISTRATION & COMPLIANCE

- Implementation of new inventory tracking system
- Provided CPR / AED / First Aid and Open Records training for EM
- Facilitated a division-wide EM Employee Reference Sheet
- Re-organized the EM Procedure Manual and developed a user-friendly process for updates
- Managed Campus Security Authorities (SCA) training for EM
- Improved process and communication regarding building safety and maintenance
- Simplified employee evaluation process
- Streamlined collection of employee emergency information
- Eliminated costly equipment



## JONES FAMILY JACOBSON WELCOME CENTER LUNCHEON



# TRAINING AND DEVELOPMENT

- Launch program funded by the Office of the Senior Vice President and Provost
- Implementation/coordination of first-ever Launch class with salary increase attached (increase in participants, increase in workload)
- Created and executed EM Supervisor Training (will continue with new supervisors hired)
- Consistency in Fall/Spring Preview (timing, format, etc.)
- EM Learning Series: Nine Things Every Staff Member Should Know About Money (Brad Burnett) and Tech Hacks (Chris Kennedy)
- Book Club: Coffee Bean, All In (and Porter Moser as guest speaker)

# EM COMMUNICATIONS & MARKETING

- Re-branded Admissions box/experience
- Nov. 1 Apply key chain giveaway
- New registration website
- Added deposit posters
- Created event communications strategy
- Instagram reels
- Text messaging certification
- Survived Slate issues and office construction
- Expanded apply & admitted campaigns
- Transfer YouTube & Spotify ads
- Logos / branding for all marquee events
- Ima Adolfo joined the team
- Implemented Slate print
- You@OU postcard





# STUDENT FINANCIAL SUPPORT

## FINANCIAL AID SERVICES

- Implemented “Inspire to Teach” scholarships
- Implemented “National Guard Program”
- Increased “9 Things” enrollment
- New FAFSA simplification underway
- Direct Loans reconciled
- Another successful student employee banquet
- Osafe Secure File Transfer expanded
- Record aid disbursement
- Another year of clean Financial Aid audits
- Created Tuition Waiver Committee
- New athletic staff backup
- Faster processing time
- Streamlined the aid appeal process
- More electronic letters to students instead of being mailed
- Athletic Aid: Implemented athletic aid tracking excel sheets
- Loan Processing team members earned more NASFAA credentials
- Discovery and resolution major compliance violations
- Processed more than 150 million in Direct & Private loans
- Supported OU Online with several critical issues
- Automation of PLUS loan denial letters
- Financial Aid History files from NSLDS
- Implemented Fresh Start program
- Report enhancements to increase accuracy of loan awarding
- Requested improvement to NLSDS files to improve packaging accuracy, and reduced the number of Direct Loan aggregate limit overage cases
- Conversion of several Direct Loan forms to electronic forms/ DocuSign
- Discovery of data integrity issues with NSLDS after the contract change in July of 2022
- New communication protocol with Bursar for returning private loan funds and unclaimed cash refunds

### Online Financial Aid

- Added & trained new student facing staff member, allowing us to better care for the volume of students
- Co-learnings to be better prepared for serving students
- Smooth fall 2022 aid disbursement (about \$15 million by early September)
- Awaiting FAFSA simplification
- Preparing to support Adult Degree completion students

## STUDENT FINANCIAL CENTER

- More aid disbursed
- Fully staffed and more efficient
- Verification at 2 weeks
- Emails within 2 days
- Calls immediately

## SCHOLARSHIP OFFICE

- Automation scholarship awarding implemented
- Pool and match collaboration around college
- Automation of scholarship awarding for ‘23 - ‘24 started
- Collaboration with College of Journalism for making scholarship process more efficient
- 2 new scholarship office positions added to assist with pool and match
- Successfully implemented scholarship automation with intentionality and care:
  - Fewer duplicate contacts for the SFC
  - fewer students have enrollment holds
  - increased retention which raised graduation rate

# OFFICE OF THE REGISTRAR

## ACADEMIC RECORDS

- Made significant updates to Registrar webpage
- Developed replacement diploma storefront
- Moved enrollment verification requests online
- With the new storefront, our goal is to begin offering electronic diplomas for alumni
- Office of Registrar is operating with a budget
- Hired an Academic Records Specialist
- Created a Laserfiche form for repeat process
- Updated outstanding incompletes from previous semesters
- Kept up with potential student athlete transfer evaluations with increased transfer portal
- Hired new Verification Specialist
- Created new online form
- Created new verifications email
- Updated on campus verification process with Student Affairs and clubs

## ACADEMIC PUBLICATIONS & CURRICULUM

- Ongoing Stellic implementation and Stellic degree audit

## ENROLLMENT & STUDENT SERVICES

- Automation of enrollment/ add/ drop for OU Online

## VETERAN STUDENT SERVICES

- VA Enrollment Manager system implementation of VA benefit certification
- Opening of the Veteran Zone
- Fastest semester of VA benefit certifications & Bursar reconciles ever!
- Over 3,000 certifications for VA benefit students spring alone
- Department of Defense Voluntary Education Compliance Assessment (April - November)
- Centers of Excellence for Veterans Student success grant (October ‘23 - September ‘26)
- Peer Advisors for Veteran Education (PAVE) new hires, training, program/resources, co-lab building
- Launch next level of automated VA benefit electronic course confirmation form
- Absorbed certification to VA for PACS students Fall 2022 and forward
- Caught up 2021-2022 certification tasks prior to Thanksgiving
- Two Certification Specialist positions added to VSS



# OFFICE OF ADMISSIONS & RECRUITMENT

- Added quarterly AC Town Halls to the OAR meeting Schedule
- Navigating Affordability training (will now be offered to OAR/MC/SFC twice a year)

### Campus Experience

- Hosted 98 high school and transfer groups
- Planned / hosted 35+ group tours through Upward Bound, AVID, and Trio programs
- Fall 2022: Hosted 250+ guests on Fridays (tours and honors visits) for Big Friday Meacham Days
- Those in attendance at Fall 2022 special events, applied at a higher frequency by Nov. 1
- 17,000+ campus tour attendees
- Provided email customer service training for tour guides
- Updated tour communication
- Created new hiring plan for tour guides
- Record highest attended National Merit Dinner in past 4 years (90 - 100% attendance at receptions/dinners)
- Expanded National Merit/Scholar Recruitment in person to NW Arkansas
- Expansion of The Weekend Experience event to include residents
- Updated branding/materials for events
- Updated tracking system for CE budget & event expenses
- Updated / standardized event / CE registration forms & communication
- Established communication timeline for large scale events
- Largest and highest yielding Admitted Student Day event
- Implemented new OAR Partner Request Form
- Created the OAR dependent event form



### Oklahoma, National, and DEP Recruitment:

- Creation of Tulsa Day Out event
- Engaged with Tulsa public schools via football games and community events
- Supported STEM in OKC with Innovation Week involvement
- New Oklahoma's Promise webinar integrated with MoneyCoaches
  - 434 registered for Oklahoma's Promise informational webinar
- Updated Welcome Home Scholarship nomination & awarding process
- Refreshed Personal Outreach strategies across Oklahoma
- Exceeded year-to-date applications, admits, and commitments in Oklahoma on November 1 deadline
- Re-structured admission counselor territory
- Re-shaped our personal outreach strategy calendar
- Leadership trainings in Tulsa
- Expanded recruitment dates and events in Arkansas
- Increased number of in-person events hosted at OU-Tulsa



- Leadership curriculum and presentation at high yield TLS
- Tulsa public school services at events focuses on early outreach / yield
- Re-envisioned / restructured Indigenous Preview Day – increased attendance at 150+
- Successful Weekend, McLaurin & Lewis Summit, and the Gathering events
- 2-day in person Application Crash Course (First Gen application training)

### Transfer Admissions

- Online transfer orientation resource in Canvas
- Largest incoming fall transfer class in recent years
- Improved transfer data collection and evaluation
- Intentional high-achieving transfer recruitment. Honors Ambassadors transfers now invited to attend honors personalized visit.
- Completely test optional for transfer students
- Completed articulation agreements on website
- Crimson Commitment for transfer  $\Phi\Theta\K$  implemented in fall
- Enrollment growth from OCCC and North Texas institutions



### United World College:

- Processed record number of applications and reduced time to admissions decisions for all students
- New Slate International / UWC File Prep and Queue process for applications
- Successful return to in-person international recruitment travel for UWC and International (first travel since Fall 2019)
- The International Recruitment team visited UWC campuses in person after two years booking little meetings in Europe with 250 - 275 students in two weeks
- Won Davis Cup for UWC first year enrollment – 9th Year
- Davis UWC Scholars Program Grant Request: \$9.4 million
- Implemented WhatsApp Business for UWC Scholars Program Communication/Contact with Students







Vastness that inspires possibilities  
The courage to explore, innovate  
Exposure to opportunity, the new, the familiar  
Broadening minds, transforming potential  
Advancing ourselves and our shared legacy of excellence

# COLLECTIVE PURSUIT, LIMITLESS POTENTIAL





# OU AWARDED NINTH DAVIS CUP FOR ENROLLMENT OF UNITED WORLD COLLEGE INTERNATIONAL FRESHMEN

*For the ninth time in the last 10 years, the University of Oklahoma has been awarded the Davis Cup in recognition of its enrollment of Davis United World College international freshmen, with 79 Davis UWC Scholars in the OU Class of 2026. The Davis UWC Scholars Program is the world’s largest privately funded international scholarship program.*

*OU also boasts the largest total enrollment of Davis United World College Scholars in the United States, with 304 scholars representing 109 countries. While nearly 100 American higher education institutions participate in the global initiative, including Yale, Harvard, Duke and Princeton, OU is the only public university in the nation to ever receive the honor.*

*“We are incredibly proud of the Davis UWC Scholars Program’s longstanding success at OU,” said OU President Joseph Harroz Jr. “Davis Scholars are leaders and change-makers with the talent and motivation to make our world a better place. That’s precisely what they do during their time at OU by leaving a meaningful and lasting impact that benefits our entire university community.”*

*The first United World College was established in 1962, with the vision of building cross-cultural understanding. Today, there are 18 United World Colleges on five continents, educating students from more than 150 countries. Students are selected by independent committees from around the globe to attend their multinational United World College, where they finish their last two years of secondary education, participating in the rigorous International Baccalaureate curriculum. From there, many apply to and attend a Davis UWC Scholars Program partner college or university in the United States.*

*At OU, Davis UWC Scholars are known for not only being outstanding students but also exceptional members of the university community. OU enrolled its first UWC Scholars in 2008. These students have received recognition as members of the President’s Leadership Class, President’s Community Scholars, and as Outstanding Freshmen, Sophomores, Juniors and Seniors. They have served in a variety of leadership roles, including as Ronnie K. Irani Center for the Creation of Economic Wealth team leaders, International Advisory Committee executive officers, and as resident advisers.*

*“Equipped with a variety of skills, interests and experiences, we are both empowered, and supported, by the UWC Scholars Program to keep enriching the spaces we occupy and impacting those we share them with,” said Azra Fifić, a Davis UWC Scholar from Bosnia and Herzegovina and graduate assistant in the Department of Interior Design. “Being an international student is by no means easy, and having that second family on campus has made it much easier for me, and their encouragement has helped me grow and succeed in ways I couldn’t imagine before arriving to OU. All of us are truly grateful to have such a special place and program on our campus.”*

*Since 2008, OU has received more than \$50 million from the Davis UWC Scholars Program in support of student scholarships.*

*“Congratulations to OU on its unprecedented leadership in expanding educational opportunities for UWC graduates from throughout the world,” said Shelby Davis and Phil Geier, co-founders of the Davis UWC Scholars Program. “Your commitment is exemplary, and you set the highest standard for partnership in the Davis UWC Scholar Program. You have once again – for the ninth time – won the Davis Cup.”*





Launch is a two-tiered program that provides professional growth for eligible Enrollment Management (EM) staff members who have completed their first year of foundational training and are able to learn more. It is a priority in EM to provide continual learning opportunities, leadership development, and a path for upward mobility. The continued

results of Enrollment Management's work truly impact the success of the entire university. Our success in EM allows the university as a whole to continue to change lives.

Our goal is for all EM teams to be on the cutting edge of processes, efficiencies, technology, and innovations in higher education. We want to further the understanding, educational development, and commitment to this profession and the Launch program propels great ideas forward.

In June 2023, EM had its first class of 23 Launch completers since funding was secured. Their growth competency projects positively impacted the entire division and campus partners. EM Launch participants with their respective projects follow below.



**HEATHER ARNETT** | Assistant Director  
International Recruitment & United World College (UWC) Admissions & Recruitment  
Project: **Supporting International Students in the U.S.**

- Advanced the strategic plan to support applications from international students attending a U.S. high school or college by providing measures ensuring this population receives tools to understand the application process.
- Developed data tracking queries and reports in Slate, which can be used consistently each cycle to trace historical trends and admissions information.
- Developed and led an in-person training for OAR staff to develop skills for how to support international students studying at U.S. high schools and colleges as they progress through the application process.
- Created three email communications which highlight support services and the international community at OU.
- Wrote a comprehensive FAQ document in order to assist ACs who are working with these students.



**CHELSEY ARNETTE** | Senior Financial Aid Specialist  
Financial Aid Services  
Project: **Enhance Summer Process**

- Worked with Brendan, Kathi and Eric to identify and resolve an issue causing some students to experience delays with their summer federal aid.
- SAP codes are now being posted for students who are admitted to OU beginning with a summer term or if we have received an ISIR prior to the student's admission date.
- These changes have resulted in a 21.8% increase in the number of students awarded federal aid for the summer term prior to disbursement, which has helped reduce the number of students contacting the SFC about their summer eligibility.



**SHEETAL BACHEGOWDA** | International Admissions Counselor  
International Recruitment & United World College (UWC) Admissions & Recruitment  
Project: **Academic Rigor Points for Cambridge AS/A Levels**

- Comparative analysis of College-Prep Programs: AP vs IB vs A Levels.
- Comparative analysis of Holistic Review Process in Big Twelve & SEC.
- Partnered with International-Team, Holistic Team, TE/Registrar's Office, Faculty / Academics, and Admissions Offices in other universities.
- Award 0.5 points for Cambridge AS-Level courses during the holistic review process.
- Award 1 point for Cambridge A-Level course during the holistic review process.



**FRANCIS BENEDICT** | Senior Student Services & Certification Specialist  
Veteran Student Services  
Project: **Automated Data Input to Veterans Course Confirmation**

- Reviewed Legal / Regulatory requirements to ensure compliance with Federal regulations.
- Developed framework for student interface on Slate – Presentation; Data imported; Conditions for progression / form submission.
- Published updated Veterans Course Confirmation Laserfiche form for VA Education Benefit recipients.



**JONATHAN BLEVINS** | CASH Scholarship Coordinator  
Scholarship Office  
Project: **CASH Competency & Training Resources**

- Reviewed University Competitor Practices for Scholarship Experience.
- Updated OU Scholarship Office webspace to support Resource growth.
- Created and Implemented Faculty / Staff Resources for CASH Users and Administrators.





**CASSANDRA CLINE** | Admissions Counselor  
DEP Admissions & Recruitment  
Project: **Building Relationships with Indian Education to better support Native American Students**

- Built relationships with Indian Education Coordinators / Directors of Federal Program and grew relationships to bring back Indian Youth Career Day to OU.
- Created / updated training for all employees: How to Better Serve / Recruit Native American Students
- Coordinated Native American Group Tour opportunities and intentionally inviting Indian Education Directors and TED's to sign up for group tours through emails and newsletters sent through EMCOMM.
- Partnered with colleges and departments across campus for events and for group tours / visits to have additional educational experiences.



**LASONDRA EPPERSON** | Admissions & Recruitment Coordinator  
Admissions & Recruitment  
Project: **Adult Admission Process Revised**

- Implemented an updated admissions process for this cohort of applicants 21+ years of age; setting deadlines to have certain items completed on their checklist in Slate in order to proceed further in the review process.
- Developed detailed correspondence in how to set up their assessment appointments, and to have these taken in a timely manner.
- Collaborated with UC leadership, in order to ensure communication is up-to-date and consistent with OAR's messaging and partnered with UC Assessment Center to get the passing score threshold for each assessment in order to determine the adult applicant's academic success at OU.
- Worked with senior staff of OAR's Admissions Operations Team, in order to get this new process initiated in Slate; continuing process.



**KRISTA DADDIO** | Senior Financial Aid Specialist  
Financial Aid Services  
Project: **Loan Request Forms**

- Simplified and clarified the loan request process for students by creating electronic forms.
- Collaborated with Strategic Technology and SFC.
- Improved access to forms.
- Decreased mistakes students made filling out the form resulting in less callbacks for Loan Processing and SFC.



**TRINE FEUERBORN** | Senior Student Programs Coordinator  
Academic Records  
Project: **Creating a presence for Transcript Evaluation on the OU Registrar's website, that can function as a one stop resource for faculty, staff, and students for all things transfer related.**

- Creation of a website section with the most important transfer related topics covered as they relate to transfer evaluation.
- Narrowed down transfer evaluation related topics with the help of stakeholders.
- We still have topics we can add, but as we get feedback we can add and adjust the site.



**CHRIS DOIRON** | Senior Financial Aid Specialist  
Financial Aid Services  
Project: **New Electronic SAP Appeal Form and Procedures**

- Collaborated with Brendan Hill and the SFC to create a new streamlined electronic SAP appeal form using Laserfiche Forms.
- Established a new review procedure that aligned with the new SAP appeal.
- Over 90% of SAP appeals submitted in the last year utilized the new electronic form.



**ALYSSA GILES** | Project Coordinator  
Academic Publications & Curriculum  
Project: **Instructional Video Series for CIM Programs (CIM)**

- CIM is replacing the program modification forms used to submit substantive, non-substantive, and administrative changes.
- Created video tutorials to help academic units learn how to use the new CIM Programs software developed to maintain OU's program inventory.
  - There are five videos in the instructional video series posted on the Office of the Registrar website:1) Introduction to CIM Programs, 2) Adding New Programs, 3) Editing Tools, 4) Editing and Bundling Programs, and 5) Suspend or Delete Programs: <https://www.ou.edu/registrar/forms-and-resources/resources>





**ELLIE HARTLEY** | Administration & Compliance Manager  
Administration and Compliance Enrollment Services  
Project: **A&C Master Calendar and Launch Data Specialist**

- Developed a way to reduce time in the A&C team's daily work by making tracking spreadsheets.
- Worked with Allison Stanford and the Budget Office on the Launch program which is a continuing process that will evolve for many years.



**TREVOR JAVENKOSKI** | Transfer Admissions Counselor  
Transfer Admissions & Recruitment  
Project: **Native American Transfer Recruitment**

- Analyzing data for possible points of leverage in Native American transfer student recruitment.
- Utilizing these points to develop yielding strategies for these students going forward.
- Fostering the strengths we possess with this population to be the leader as we enter the SEC.



**SCOTT HILLMAN** | Senior Assistant Director  
National Recruitment  
Project: **Develop new yield tactics for NR students nominated for PLC, PCS, and Henderson Scholars**

- Expanded population to include nonresident students nominated for the National Award.
- Created a special video message with members of the National Team which was distributed to students in this population.
- Designed a phone wallet that was mailed to students in this population, along with a message thanking them for applying and congratulating them on all the hard work they've done in their schools and communities.
- Tracked students in this population for several months to measure how many matriculated and if the new tactics had any impact on their matriculation.



**NEIRA KADIC** | Senior Admissions Counselor, UWC Scholars Program  
International Recruitment & United World College (UWC) Admissions & Recruitment  
Project: **UWC OU Alumni Network**

- Created an alumni database through a survey sent to alumni across generations for the UWC OU office with information on where our alumni are based past graduation & contact info.
- One in-house list with contact information for our office, with a tab tracking those in Oklahoma area.
- View-only list publicly available to UWC OU network by request (close to 200 alumni contacts collected so far).
- Created and sent the first newsletter to UWC OU alumni, set up a quarterly newsletter about UWC OU community.
- Set the foundation for creating authentic spaces for connection and mentorship between current students and alumni through a LinkedIn group.



**PAUL HOANG** | Digital Developer  
Enrollment Communications  
Project: **Crimson Slate Communications**

- Developed Crimson Slate communication strategy in collaboration with campus partners.
- Created documentation for Crimson Slate communications.
- Created mailings and queries as part of the communication plans.



**ZACH PETERSON** | MoneyCoach  
MoneyCoach Program | Financial Aid Services  
Project: **EDIFAR Report & Student Outreach**

- To identify and retain students at highest financial risk of leaving OU
- Coordinated MC outreach to 500+ undergrads with bursar holds in 2022-2023
- On average 42% of student balances were paid after meeting with a MoneyCoach





**LAUREN QUINN** | Admissions Counselor  
National Recruitment  
Project: **North Texas / Texas Liaison**

- Managing the ins and outs of Texas-specific recruitment.
- Primary Delegate for DARN (DFW Admissions Regional Network).
- Realigning of regions for more focused recruitments in areas of high population growth.



**LESLIE VENNOCHI** | Financial Aid Specialist  
Financial Aid Services  
Project: **Creation of Procedures Documentation and Cross Training for Banner Forms and Secondary Programs**

- Created documentation to eliminate single point of failure for two procedures.
- Cross-trained Financial Aid colleagues.
- Uploaded new training material to EM Procedure content in Sharepoint.



**SARAH SHIPMAN** | Holistic Admissions Counselor  
Holistic Admissions  
Project: **Military Information Session & Oklahoma Military Week**

- Designed information session regarding topics relevant to undergraduate military connect prospective students.
- Offered every 2nd Wednesday of each month virtually, a 30-minute presentation.
- Implemented a week of events to provide prospective military students the opportunity to learn more about OU.
- Each day offered a different topic: admission, benefits and scholarships, residency, etc., with an in-person option on the last day.
- Allowed individuals to choose what information was most important to them and they could attend that virtual session.
- Fully re-imagined to include an ROTC day and college fair in the future.



**TORI WILLIS** | Graphic Designer  
Enrollment Communications  
Project: **Admission Experience Redesign**

- Redesigned the admission box and all its contents, including academic college cards, virtual tour cards, next steps cards, and more.
- Added new digital design elements to admission emails and OU Bound.
- Created new incentive items, like key chains and limited edition posters, to encourage students to apply early and submit their deposits.
- Updated the admission box survey with 15 new questions and received over 2,000 responses (a 60% increase from last year) from students to help aid in updates for next year.



**RJ TESTERMAN** | Senior Financial Aid Specialist  
Student Financial Center  
Project: **GATES Process Training/Staff Training**

- Defined need for clear instruction for serving GATES Scholarship recipients and submitting online paperwork timely.
- Instructed the OU SFC on locating currently identified GATES recipients on Banner Screen.
- Trained OU SFC staff.

The benefits of the outcome are clearer information and training for SFC staff and better information / faster service for students.



**MATT WILSON** | Content Media Manager  
Enrollment Communications  
Project: **Meta Paid Social Marketing Plan for Students and Parents**

- Researched and created a plan to target students despite the current Meta restrictions for minors.
- Created ways to gather more prospective students' parent information for paid social campaigns.
- Established ad content specifics for our paid social campaigns.
- Started a partnership with Lindsey + Asp to create reels to help extend our reach to prospective students.



# ENROLLMENT MANAGEMENT LEADERSHIP



**JEFF BLAHNIK**  
Vice President  
and Executive Director  
Office of Admissions & Recruitment



**BRAD BURNETT**  
Associate Vice President  
& Financial Aid Director



**DORION BILLIPS**  
Director of  
Diversity Enrichment Programs



**MORGAN BRAMMER**  
Director of  
Recruitment



**DANIELLE DUNN**  
Director of  
Communications & Marketing



**KELLIE DYER**  
Registrar  
Office of the Registrar



**CRAIG HAYES**  
Director of Admissions Operations,  
International Recruitment,  
and United World College



**COURTNEY HENDERSON**  
Director of  
Student Financial Center



**MIKE HINDERMAN**  
Director of  
Scholarships Office



**CHRIS KENNEDY**  
Director of  
Strategic Technology



**TRISH KOONCE**  
Director of  
Administration & Compliance



**ALLISON STANFORD**  
Director of  
Training & Development



**KIMBERLY WEST**  
Director of  
National Recruitment

Enrollment Management continued to break records over the 2022–2023 academic year. We believe that this is only possible through collaboration and community across every team in Enrollment Management and also the prioritization of building relationships with campus partners.

EM team members and leaders truly have a “heart for service.” Because our ultimate goal is to change the lives of students, we are committed to learning and growing. The more we evolve, the better we can support students.







DIVISION OF ENROLLMENT MANAGEMENT  
*The UNIVERSITY of OKLAHOMA*