



Division of
ENROLLMENT
MANAGEMENT
2021-2022 ANNUAL REPORT



Division of Enrollment Management

“Integrity and intentionality have been at the forefront of everything we have accomplished in Enrollment Management over the last few years. While those values are still at the core of what we do, in the 2021-2022 academic year, we were able to focus more on innovation and care with our support of students and staff and through our communication across campus and to external audiences.



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

We collaborated with other university partners to provide more accessibility to transfer students.

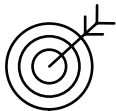
We initiated a new system implementation that will help current students better navigate their educational plans. We acknowledged that the college decision-making process continues to evolve and created a premier program for admitted students to connect more dynamically to our campus in late spring. Finally, we celebrated!

We are grateful for university funding that will help retain talented EM staff members, for an incredibly generous gift from wonderful donors that will transform our campus tour experience and for continued success as a division as we care for each other and work to impact the lives of students.”



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.



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.



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.



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.

A photograph of a University of Oklahoma campus. In the foreground, a red banner with a large white 'OU' logo is attached to a black lamppost. The background shows a red brick building with large windows and green trees. The text 'Class of 2025' is overlaid on the left side of the image.

Class of **2025**

The Reveal

OU Class of 2025 Breaks University Records!



OU President Joseph Harroz, Jr., on the big screen at Gaylord Family -Memorial Stadium.

The University of Oklahoma announced that the Class of 2025 is the largest, most diverse and highest academically qualified freshman class in the school’s 131-year history. The freshman class includes 4,582 students, with 38% identifying as underrepresented students and a quarter of whom are first-generation college students. This year’s class also holds a higher GPA than any other incoming class, with an average high school GPA of 3.66.

In this year’s freshman class, 596 students are entering OU with a high school GPA of 4.0 or better, and 269 students were ranked first in their high school graduating class. Six hundred and thirty incoming freshmen have qualified to receive Oklahoma’s Promise and many utilize

OU’s Crimson Commitment resources, which provide tuition and fee support. Additionally, the Class of 2025 includes a record 84 international students who are part of the Davis United World College Scholars Program.

“We are incredibly proud to welcome such an impressive class of new students to OU, who will enrich our university community with their remarkable talents and unique perspectives,” said President Joseph Harroz, Jr. “I have no doubt that as members of the OU family, the Class of 2025 will continue to build upon our tradition of excellence while making a difference in the lives of others – demonstrating to the world the unparalleled impact of an OU education.”

Class of 2025 statistics

Final Freshman Class Total After Census

4,582

Fall 2021 Freshman Class

3.66

Grade
Point
Average

26.4

Average
ACT
Score

54.5%

Oklahoma
Resident
Students

45.5%

Non
Resident
Students

25%

First-Generation
Students

630

Utilizing
Crimson Commitment

596

Earned 4.0 GPA
in High School

269

Ranked First in Their
High School
Graduating Class

84

Davis United World
College Scholars
Incoming Freshman

Transfer Students:

1,069

Fall 2021 Enrolled Transfers

932

Spring 2022
Total Transfer Apps

661

Spring 2022
Total Transfer Admits

Incoming Class Recruitment Fall 2022

21,548

Total Admission Applications

15,657

Total Admits

16,416

Personal Outreaches
Logged by Oklahoma
Team

15,974

Total Scholarships
Offered
15,094 Freshman
880 Transfers



467

National Merit
Applications

463

National Merit
Admits

7,258

Applications from
Underrepresented
Populations

74%

Of Students Registered
for NSO had Received
Personal Outreach

373

Scholarships
Appealed

1,109

Honors College
Applications

Transfer Numbers:

2,785

Fall 2022
Total Transfer Apps

1,883

Fall 2022
Total Transfer Admits

EM Communications & Marketing



Prospective Student Outreach

26,047,487

Emails

145,031

Texts (sms)

46,197

Comm Center Calls

Publications:

111,746	60,000	17,363	15,323	9,000
Apply Today Postcards	2022-2023 Viewbooks	Financial Aid Notifications	Online Reads of ISSUU Pubs	Apply Now Stickers

Admissions & Recruitment

Campus Experience

18,293

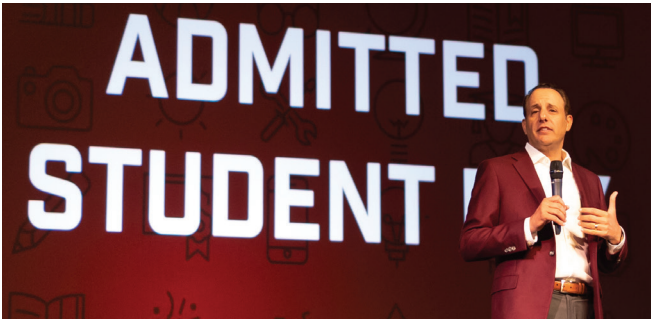
Total Campus Visit Guests

7,961

Students Attended a Campus Tour

801 { 586 Honors Personalized Visits
215 Regular Personalized Visits

Total Personalized Visits



Admitted Student Day – New Event!

- Date: Friday, March 25, 2022
- Invited: Admitted fall/summer 2022 high school seniors and college transfer students
- 461 students and their families were in attendance
- Admitted students from 26 different states visited
- 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.
- President Joseph Harroz, Jr. gave the opening session keynote address
- 80% 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 - New Event!	557	515	515	515	417	80.97	418
American Indian Visitation Day	168	94	57	44	30	68.18	28
Evening with OU ALL	558	413	369	334	182	54.49	179
Evening with OU for Dallas	236	165	140	123	62	50.41	60
Evening with OU for Tulsa	157	117	106	95	69	72.63	69
Evening with OU for Houston	162	128	121	114	51	44.74	50
Virtual Evening with OU	62	58	53	47	32	68.09	31
McLaurin & Lewis Leadership Conference	183	161	161	159	108	67.92	107
Scholars' Day	141	141	130	119	70	58.82	69
Sooner Saturday	1,359	1,055	n/a	n/a	n/a	n/a	n/a
Sower's Day	92	91	70	58	43	74.14	41
The Weekend	78	74	73	67	32	47.76	32
Scholars to Sooners	35	29	28	28	10	35.71	10
Honors	553	528	395	392	203	51.79	200
Tours	8,294	7,961	4,109	3,690	1,955	52.98	1,902
TOTAL	12,077	11,117	5,958	5,451	3,082	56.54	3,017

Office of the Registrar

Degrees/Diplomas & Grading Numbers

Degrees/Diplomas Awarded: 5,050 Total Undergraduate Degrees Awarded	Study Abroad Program: 200 Credit Agreement Forms (CAF)	Associate Degrees: 286 OK AS Degrees	Transcripts by Term: 17,154 Fall Semester 2021
2,132 Total Graduate Degrees Awarded	148 Enrollment Verification Forms (EVF)	225 OK AA Degrees	13,225 Spring Semester 2022
378 Total Law & Ph.D. Degrees Awarded	111 Study Abroad Transcripts		12,003 Summer Semester 2022

Enrollment Information:			
	FALL 2021	SPRING 2022	SUMMER 2022
Norman Undergraduate	20,826	19,228	7,376
Norman Graduate	5,012	4,989	2,682
Tulsa Undergraduate	49	51	25
Tulsa Graduate	460	440	279
Law Undergraduate	520	460	271
Law Graduate	413	473	360
Registration & Student Services:			
Offered Sections of Courses	14,123	13,352	2,533
Major Changes Total	11,686	9,233	9,591
Cancellations	826	557	340
Complete Withdrawals	397	407	180
Academic Records:			
Grades Submitted	125,805	108,386	14,790
Transcripts Issued	16,315	17,268	7,559
Grade Changes	2,647	2,084	2,149
Other:			
iAdvise	27,272		
24-Hour Rule	3,238		
Parchment	14,474	11,114	9,685
In-Person	2,680	2,111	2,318

Transcript Evaluation: 15,278 College Transcripts Processed	Test Scores Processed: 13,323 AP Test Scores Processed	Publications & Curriculum: 496 Total Course Updates
846 Current Class Schedules Processed	235 CLEP Tests Processed	89 Total Program Updates
	139 IB Tests Processed	

Veteran Student Services



3,994 Largest Self-Identified Military-Connected Population
1,566 VA Beneficiaries Certified
454 New Military Service-Connected Students Enrolled in Peer Advisors for Veteran Education (PAVE) Program

Student Financial Support

32,795

Number of Calls Answered by the Student Financial Center and Remotely

Student Financial Center

Phone Calls Answered:	32,795
Walk-Ins Served:	5,511
Emails Resolved:	15,759 +

MoneyCoaches

Individual 1:1 Meetings:	4,708
MoneyCoach Workshops:	398
Attendees at Workshops/Presentations:	6,981
Presentations to Prospective Students:	29 out of 398
Prospective Students Received Outreach:	1,589
NSO Student and Parent/Guardian Attendees:	7,460

Scholarship Office

Foundation/Donor Funds Managed:	317
CASH Applications Submitted:	6,036
Financial Aid Conditional Apps Submitted:	4,309
Financial Aid Conditional Apps Reviewed:	1,572

Financial Aid Tracking & Loan Documents

Documents Generated	FY22
# of FAFSA	32,904
# of Tracking	37,471
# of Tracking 1st Reminder	2,288
# of Tracking 2nd Reminder	1,458
# of Tribal Tracking Letters	194
# of ECOMM Postcards	14,312
# of Pre-Eval Worksheets	1,605
# of Shop Sheets	1,391
# of Crimson Commitment Brochures	0
# of RTC Pos. Disb. Letters	20,219
# of RTC PPLUS Pos. Disb. Letters	2,788
# of RTC Neg. Disb. Letters	746
# of RTC PPLUS Neg. Disb. Letters	92
# of SAP ALERT	1,818
# of SAP PRFSG	100
# of SAP PRFSU	217
# of SAP SUSP	3,387
Total SAP Susp, Warn, Prob	5,522
# of Aid Letters	103,769
# of Verification Complete	5,009
# of Summer Worksheets	4,368
# of Institutional Loan Worksheets Worked	432
# of Institutional Loan Worksheets Not Worked	15
Total Institutional Loan Worksheets	447
# of PLUS Denial Worksheets Worked	265
# of PLUS Denial Worksheets Not Worked	0
Total PLUS Denial Worksheets	265
# of DL Requests Worked	820
# of DL Requests Not Worked	87
Total DL Requests	907
# of Additional LOAN Worksheets Worked	272
# of Additional LOAN Worksheets Not Worked	144
Total Additional LOAN Worksheets	416
# of Grad PLUS Apps Worked	1,197
# of Grad PLUS Apps Not Worked	31
Total Grad PLUS Apps	1,228
# of PLUS Loan Apps Worked	1,627
# of PLUS Loan Apps Not Worked	34
Total PLUS Loan Apps	1,661
# of Private Loan Apps Worked	1,793
# of Private Loan Apps Not Worked	157
Total Private Loan Apps	1,950

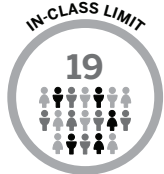
OU's Trifecta - Process, Planning, Preparation

OU has a suite of financial resources that (we believe) is unrivaled by any other college in the country. We have the Student Financial Center (SFC), the MoneyCoach Program, and our award-winning *Nine Things Every College Student Should Know About Money* course. The SFC helps streamline assistance for questions relating to Bursar, Financial Aid, and Scholarships allowing for smoother student experiences with the process side of financials. The MoneyCoach program works 1:1 and in group settings to provide individualized financial planning as well as financial education. Our *Nine Things* course allows students to prepare for real-world experiences by the experiential learning process that takes place in the financial education course. These resources allow students to launch into their careers with less debt and more knowledge about how to intentionally manage their financial situation.



Nine Things Every College Student Should Know About Money:

Academic Year	In-Class 16-wks	Online 8-wks	Online 4-wks	Total
FALL 2021	32	121	-	153
WINTER 2021	-	-	157	157
SPRING 2022	34	202	-	236
JUNE 2022	-	-	17	17
JULY 2022	-	-	11	11
Actual Students Enrolled	66	323	185	574
Total Course Sections	4	15	8	28



Trellis Survey

OU's Fall 2021 Trellis Research Student Financial Wellness Survey results showed that a majority of the OU students participating in the survey experienced financial insecurity. To help with this need, the Student Financial Center assists students in finding a path to make OU possible. Our team works with students to help them create a financial plan, complete the Free Application for Federal Student Aid, understand their Bursar bill, find scholarship opportunities, and so much more.

"Understanding the connection between student finances and student success is essential to supporting the 21st-century student."
TRELLIS COMPANY

52%
of OU students would have trouble getting \$500 in cash or credit in an emergency.

6%
of OU students would not be able to get \$500 from any resource.

65%
of OU students used personal savings to pay for school.

59%
of OU students used current wages to pay for school.

0%
of OU students are able to solely rely on self-help (savings & wages) to pay for school.

69%
of OU students worry about having enough money to pay for school.

17%
of OU students ran out of money six or more times in the past year.

37%
of OU students reported being housing insecure.

20%
of OU students had very low food security.

13%
of OU students do not know where to find financial advice.



2021-2022

UPDATES

Administration & Compliance



Asset Panda implementation to track assets	Business continuity plan
Implementation of new HR and financial system	Training new employees
Policies and Procedures - updates and new P&P gathered	Implementation hybrid work schedules across EM (May 2022)
More efficient and budget conscious use of staff/office phones	

Training and Development

Funding for Launch January 2022

Enrollment Management 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. It is a priority in EM to provide continual learning opportunities, leadership development, and a path of growth. The Launch program propels great ideas forward and provides leadership and project management experience for participants. Although we first implemented Launch during the 2017-2018 academic year (with no salary increase attached), the university announced in January 2022, that it will fund a salary increase for each successful tier completion of Launch in the future.

Communication Styles Division Wide



Effectively communicating with one another will help us better collaborate across Enrollment Management teams and will ultimately lead us to better supporting students and families.



One of our 2021-2022 goals was for all of our EM existing staff to go through Communication Styles training. By achieving this, we have now identified the communication style for all staff members. A list of these staff member communication styles can be found on the EM Sharepoint site as a resource. All new EM staff members are also required to attend a Communication Styles workshop as part of their new employee onboarding.

Crimson Door Hospitality



Taking care of each other and our students and having a heart for service are priorities in Enrollment Management. Crimson Door Hospitality training helps us create better experiences for those we serve, which is why in the fall of 2021, we added Crimson Door Hospitality to our list of mandatory training for all new EM staff members.

EM Learning Series (NEW)

There are some professional development topics that take longer than one hour to cover! So that we have more time, each academic year we will choose three topics and divide the year up into three “learning series” sections. Each four-month topic will consist of four, one-hour workshops. The four workshops offered will cover different information about that one topic. The 2021-2022 EM Learning Series included:

1 FINANCIAL EDUCATION (Aug - Dec)	2 INCLUSIVE STUDENT SERVICES (Jan - April)	3 EXPLORING ENNEAGRAM (May - Aug)
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Student Financial Support

Student Financial Center/MoneyCoach Program/Financial Aid Services

- Switched from CampusLogic to ProVerify for FAFSA verification
- Crimson Commitment funding increased from \$8,000 to \$8,400 to cover average cost of fees
- Docusign for electronic forms
- More financial aid disbursed with fewer staff
- New SFC website was unveiled with the addition of a virtual ChatBot assistant
- Awarded and exhausted all funds from the Higher Education Emergency Relief Fund (HEERF) III
- New MoneyCoach lead: Sam Painter
- Implemented Salesforce
- New Student Orientation structure change for MoneyCoach advisement to ensure students with highest unmet need received services
- Financial Impact Report counseling resulted in more students rescinding their petitions to withdraw

Online Financial Aid

- Move to a new office in the SFC
- Implementing calculator
- Proactive summer aid communication

Athletics Financial Aid

- Assumed responsibility for institutional loans
- Program F/bursar services
- Assumed control of athletic review and audit of financial aid-bylaw 15 processes
- Flat-rate exemption process for student athletes
- Moved to electronic communication

Scholarship Office

- New Scholarship Office director: Mike Hinderman
- New Pool and Match scholarship awarding process
- New post acceptance process for CASH
- Re-designed How to Write a Good Scholarship webpage
- CASH marketing re-brand

Strategic Technology

Implementations/Transitions:

Device inventory completed	Bulk course changes
Computer replacement program kicked off	Move to the VDI for team/Bursar/OAR techs
Transition to Slate for Registrar - Phase 1 complete	Data migration from ApplicationXtender to Laserfiche
Support/assistance for Stellic/Salesforce/Law Admissions	
Support with ongoing mass course changes	

Future Goals:

Finalizing Laserfiche migration
Streamlining VSS benefit application
Additional data to Crimson Slate (student CRM)



System/Process Improvement:

New Transfer File Prep process

Financial Aid Services Strategic Technology

Automated:

- Private loan processing for students
- Posting to Banner comment page - RHACOMM
- Posting scholarships from Excel files
- Upgrades for students from Slate - Banner
- Auto-posted HEERF awards

Implemented:

- New verification system for financial aid
- New letter request system for financial aid

Office of the Registrar

- Added Transferology - A new interactive transfer equivalency database any transfer or existing student can use to understand how their transfer classes will be equated once at OU.
- Created a Graduation Task Force - Key members from campus evaluate and assess the needs of our students to assist them to graduation while updating our graduation processes.
- Laserfiche - Migrating our imaging system (AppXtender) to Laserfiche so that all digital documentation and records are housed in one central location.
- E-Diplomas - Offered for the first time to fall 2021 graduates for free, the electronic diploma is a fast and easy way to share the news of a new graduate to all social media platforms as well as to future employers.
- Parchment Transcript Services - In August 2021, the OU Norman campus moved to Parchment Transcript Services to offer electronic transcripts to our students and is now one of many Oklahoma campuses to offer such a service. This allows all students from high school to junior college to four-year institutions within the state of Oklahoma to log in to one system and order all transcripts.
- Maximizing Communication through Crimson Slate (CRM) - Utilizing the Slate technologies to notify our students, faculty, and staff of the upcoming important dates set forth by the Office of the Registrar. Communicating directly to our students, faculty, and staff through the CRM has enabled us to communicate more and respond to questions in a more timely manner.
- E-Ship Global (Shipping diplomas & transcripts internationally) - Adding E-ship Global shipping has assisted not just our international students but also our domestic students as well. By having an additional avenue to ship transcripts and diplomas has assisted our international students in receiving their diplomas in a timely manner as well as being able to track where their diploma is in the shipping process. It is a secure way to send their important documents once they have graduated from OU.

- Unofficial Transcripts - In conjunction with the Bursar's office, together we decided that an unofficial copy of a student's transcript could be released to a student who came into the office when a bursar hold is present. Only students with the bursar hold will be allowed to pick up an unofficial copy under these new guidelines.
- Expanding our Digital Forms - Now offering the "Repeat Form" as well as the "Transcript Equivalency Form" through the Laserfiche digital form option so that the student, advisor, or faculty member can submit their forms for a quicker processing time. It also allows the form to digitally fill in the student's file. Improving the processing.



Stellic Implementation Begins

- Stellic is an all-campus degree audit system that enhances the student experience. It is a next generation degree management tool to align our entire campus - students, advisors, administrators, and leaders - toward on-time graduation and career success. Stellic has many opportunities for reporting, messaging, and class scheduling as well as keeping our students engaged in their degree planning from the first day they arrive on campus.
- We have been implementing Stellic slowly with our graduate programs first (since they have never had a degree audit system) and with a launch date of January 2023 for the graduate programs to be fully live. The undergraduate programs will be added throughout the spring 2023 semester with an ambitious plan to go live for fall 2023.
- Stellic will eventually replace Degree Navigator (undergraduate only degree audit system that the OU Norman currently uses) and will be utilized on all three campuses to unite all degree programs into one tool. HSC has already launched Stellic in a few graduate programs and will continue to release as the programs are tested with the hope of all of HSC live in Stellic by the end of 2022.



Electronic Diplomas Offered to Students

- Offered electronic diplomas for the first time to our fall 2021 graduates via Parchment services. It is a free option that is available to students. Our spring 2022 graduates are sharing their diplomas on all social media platforms now and the summer 2022 digital diplomas will be sent in the coming weeks.
- It is an alternative way for our students to share their amazing accomplishment with the digital world as well as have proof of graduation in their pocket.

What can you do with your digital diploma?

- Celebrate with friends and family
- View/download a verifiable copy of your diploma
- Share with employers for degree verification
- Use as an alternative to an apostille

Academic Records

- Implement Parchment (August 2021)
- Implement E-Diplomas for fall 2021 (December grads)
- Writing policies and procedures for academic records
- Improved customer service with response time to phone calls and records@ou.edu account emails
- Completed PR card project

Academic Publications & Curriculum

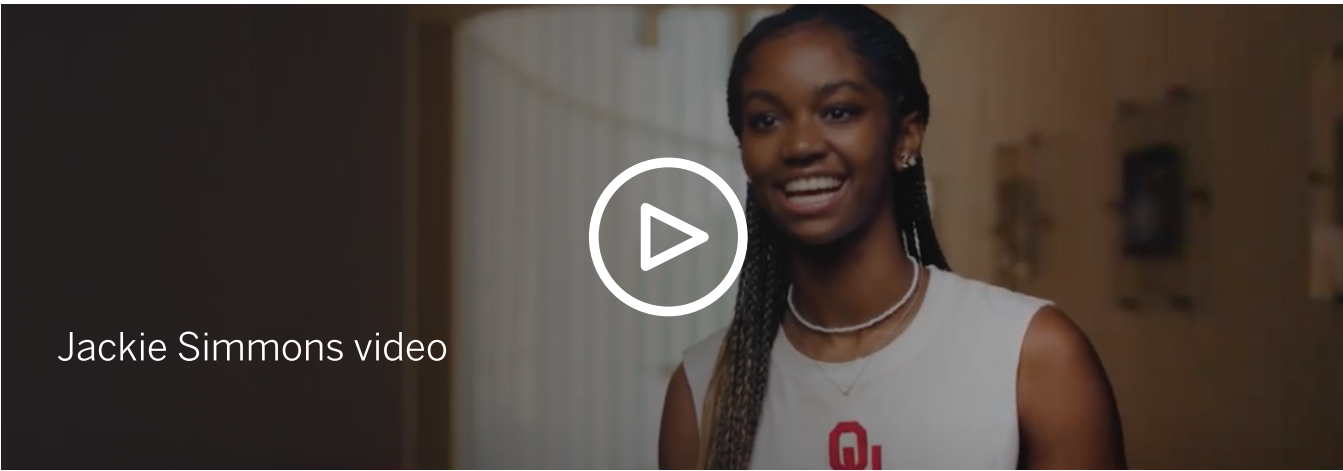
- Selected a new degree audit system, Stellic, and implementation initiated
- Made all undergraduate check sheets conform to one style starting in 2022-2023
- Facilitated the change of the Core V gen. ed. requirement from Capstone to First Year Experience
- Added Ph.D. check sheets to the general catalog

Veteran Student Services

- Isakson and Roe implementations of laws and sections
- Peak school certifying official accelerated training and 12 weeks of employment
- Collaboration with Camp Crimson offering the PAVE Sooner Veteran Success Orientation for new military service-connected students on the OU Norman campus.
- Collaboration projects with other EM staff offices to keep OU in compliance with the VA
- Transition of VSS absorbing the administration piece of PACS military-connected students for VA enrollment certification
- Policies and procedures rough draft complete
- As an approved VA Work Study Site, VSS expanded student work study job approval for the veteran student Peer Advisors team leading the OU PAVE Program
- Successfully completed the VA's 85/15 Reset rule by the October 2021 deadline. Final report validated in VA's terms shows that less than 85% of students enrolled in OU programs having any portion of their tuition, fees, or other charges paid for them by OU or by the VA under Title 38 or Title 10
- Veteran Affinity Committee collaboration and automated emails
- SAA approval efforts, still ongoing, more laws to comply with

EM Communications & Marketing

- CASH re-brand graphics
- Slate Voice
- Seed Sower packets
- Sooner Saturday re-design
- Veteran Student Services re-design
- MoneyCoach event marketing
- Visitor Guide re-design
- Go2OU Bitly
- Admitted Student Day re-brand
- SFC web re-design
- Presidential QR Code video
- SFC Social re-design
- Transfer Apply/Admitted campaign
- Assured Admission
- Trainings
- Academic College Outreach/Photos
- Central Mail Codes
- News releases: Dodge Family Scholars, Jones Family Significant Gift, Pathways
- MLLC Agenda Book
- Honors Visit portal re-design
- Configurable Joins
- Jackie Simmons video
- Housing video
- Built out Affinity Newsletters
- OU Bound yard signs
- Crimson Summit agenda book
- Crimson Slate preferences portal
- Scholarship nomination/awarding process (selective awards)
- Restarting the Comm Center
- Return to the office
- Application status portal updates
- Trained new employees in Slate
- Crimson Slate texting and family communication
- Revamped Admissions Box Experience
- Overhauled Viewbook and marketing materials
- Rolled out virtual tool kits
- Updated family guide (more inclusive and new design)
- New email template design
- Onboarding new full-time staff and graduate assistant
- Crimson Slate mailings (CASH-Registrar-MoneyCoach)



- New photos
- Scholarship changes (OAR letters)
- Sooner Students branding
- Navigation bar within You at OU

New SFC website



- Sooner Card
- EAB and Niche partnership + EAB Transfer and Niche ads
- Move up admission notification
- Navigating supply chain issues

Office of Admissions & Recruitment (OAR)

International Admissions and Recruitment and UWC Scholars Program

- Record enrollment of UWC Scholars/Davis Cup (fall 2021 class)
- Increase in overall international freshman enrollment (despite money challenges)
- Davis UWC scholars program annual grant check for 2021-2022 = \$7.675 million
- Held steady on international freshman enrollment over past four years
- Successfully integrated UWC and international students into regular New Sooner Orientation
- New forms/processes for UWC - additional meal plans, collecting info
- Developed new reports and queries to more efficiently pull annual UWC data
- UWC team able to double check bursar accounts/ assist Bursar and students
- New event collaborations with international programming/ISS
- Developed new follow-up processes/funding checks for ISS/Bursar
- Increase collaboration with campus partners OU International support and programming

Operations (Initial Processing and Strategic Technology)

- Improved time to freshman decision through innovation in read process
 - Creation of app crash course
 - Initial Processing + Transcript Eval team cross training
 - Added scholarship topper
- Transferology - new vendor
- EAB transfer digital campaign
- Redacting test scores on transcripts for test optional apps
- Rework decision guidance for readers
- Reduce “recommend decision” options and bins
- Update application status portal
- 9,500 IP review forms by Christmas
- Test Optional transcript redaction process
- Adapting to the 11-1 deadline app surge
- 9,500 admission boxes by Christmas
- Refinement of scholarship awarding rules (spring)
- Rewrite of special docs communication
- Refinement of special docs review process

Oklahoma Recruitment

- OKC Public Schools/Tulsa Public Schools Lunch and Learn
- Quality Welcome Home report
- Additional Tulsa admissions counselor (now five ACs) Arkansas rep working from Tulsa
- Emphasis on NEOK recruitment at Broken Arrow and Union
- Admissions Counselor town hall creation
- PACS Summer Events
- Increased visits, outreach initiatives, tier one engagement, and application numbers
- Tulsa Public Schools-specific admissions counselor

Campus Experience

- Re-imagining/making plans to update MLLC for 2022-2023 academic year
- New event! Admitted Student Day
- Campus Experience combined with Tours & Events team
- Tablecloth check-in process
- Group Tour restructure
- Creation of Advancement Personalized Visit Form
- Expansion of The Weekend events

Diversity Enrichment Programs

- Added LGBTQ+ & Veteran Affinity Committees
- Added DEP community events
- New DEP scholarship rules



National Team

- Over 1K out-of-state applications (+1,300)
- Three new national team members: Georgia, Florida, Northern California
- Returned to in-person visits/fairs/box deliveries/ one-to-ones
- Added fifth Admissions Counselor to North Texas

High Achieving/National Merit

- Sower seed packets for high achieving students
- National Merit Reception proceeding president’s “Evening with OU” in Dallas
- New Honors Visit landing/scheduling page
- Updated Honors visit survey to inform actions/decisions
- NISCHE partnership - added as vendor and name buyer

New Financial Programs and Partnerships to Benefit OU Transfer Students



The University of Oklahoma, committed to providing an education that is affordable and accessible, is investing in more financial support for incoming transfer students. Beginning in fall 2022, the Crimson Commitment program will be available to incoming Oklahoma’s Promise transfer students

who are members of Phi Theta Kappa Honor Society or participants of the Ticket to Rose program at Rose State College.

As part of OU’s Crimson Commitment program, eligible students will not have to pay tuition and, combining outside and OU resources, up to \$8,300 in student fees each academic year for two years. Tuition and fees will vary based on major.

“A college degree, particularly from an institution with OU’s reputation, can be the springboard to incredible future success,” said Jeff Blahnik, senior associate vice president of the Division of Enrollment Management. “Helping fill the financial gap to cover educational costs will ensure that academically prepared students in the state have the ability to make this future a reality regardless of their background.”

Crimson Commitment is offered through a combination of federal, state and institutional aid sources, and is OU’s partner with Oklahoma’s Promise. Oklahoma residents whose annual family income does not exceed \$60,000 may enroll in Oklahoma’s Promise between eighth and 11th grade to earn a scholarship for college tuition. While Oklahoma’s Promise will pay for students’ tuition, Crimson Commitment was created to help students cover their fees.

“Crimson Commitment will provide Oklahoma’s Promise students with a path to achieve their goal of an OU degree,”

said Brad Burnett, associate vice president for the Division of Enrollment Management. “We are excited to offer more resources to qualifying transfer students within the Ticket to Rose program and the Phi Theta Kappa Honor Society.”

OU has also signed a new agreement with Rose State College to create transfer pathways for students to earn bachelor’s degrees for select majors. “We are excited about this opportunity for our students with the University of Oklahoma,” said Rose State College President Dr. Jeanie Webb. “Rose State has a long and ongoing relationship with OU and this agreement is another opportunity to help students reach their goals.”

Under the agreement, students transferring to OU as part of the transfer pathway will benefit from the collaboration of the universities to create a clear path to a bachelor’s degree. Rose State College and OU have a shared commitment to increase awareness of educational and student support opportunities; support transfer students to complete their associate degrees; provide academic guidance to increase applicability of transfer credits to degree programs; and create a more seamless experience for students interested in completing their bachelor’s degree at OU. In addition to Rose State College, OU also has transfer pathways with Oklahoma City Community College, Tulsa Community College and Cameron University.

As part of the Crimson Commitment program and transfer pathways, OU will continue to support transfer students by providing them with scholarship and financial aid information through the Student Financial Center and MoneyCoach program; assist with advising services; and provide access to five full-time transfer admissions counselors who can help students with the application process.



To qualify for **Crimson Commitment** for the 2022-2023 academic year, an incoming eligible transfer student must:

- Qualify fully for Oklahoma’s Promise
- Become a member of Phi Theta Kappa at their current institution or be a participant of the Ticket to Rose program at Rose State College
- Apply to OU by March 1, 2022
- Be admitted to OU as a full-time transfer student
- Complete a FAFSA application by March 1, 2022
- Enroll as a full-time OU student each semester

Additional Transfer Admissions and Recruitment Updates:

Transfer Assured Admission now offered	File prep folder for TRANSFER app processing	Seven new Articulation Agreements
Transfer ACs now processing/recruiting by region	Automatic Phi Theta Kappa for transfer students	Enhanced transfer high-achieving student campus visits
Revamped Transfer Student Week schedule of events	Created transfer high-achieving student communication campaign	National Clearinghouse re-engagement campaign (denied freshman or told us they weren't coming)

Transfer Pathways/Articulations Agreements

Articulation/MOUs: The University has approved and signed “Student Access and Success Agreement” Memorandums of Understanding (MOUs) with Tulsa Community College (TCC), Oklahoma City Community College (OCCC), Rose State College, Cameron University, Dallas College, Tarrant County College, and Collin College. Under the agreements, students transferring to OU as part of the transfer pathway will benefit from the collaboration of the universities to create a clear path to a bachelor’s degree.

Development of Crimson Commitment for PTK and Ticket to Rose students: In fall of 2022, the Crimson

Commitment program will be available to incoming Oklahoma’s Promise transfer students who are members of Phi Theta Kappa Honor Society or participants of the Ticket to Rose program at Rose State College. As part of OU’s Crimson Commitment program, eligible students will not have to pay tuition and, combining outside and OU resources, up to \$8,300 in student fees each academic year for two years.

Beginning Fall 2021, incoming transfers students who are members of Phi Theta Kappa will receive an automatic one-year Phi Theta Kappa award in the amount of \$500 for residents of Oklahoma and \$1,000 for non-residents.



OU Dodge Family College of Arts and Sciences Creates Scholarship Program

The Dodge Family College of Arts and Sciences (DFCAS) at the University of Oklahoma is excited to announce its newest initiative: the Dodge Family Scholars program, a financial need-based scholarship opportunity that will benefit and support a talented cohort of students with financial needs.

With this initiative, the college will expand on its ongoing commitment to accessibility to education and affordability for students. The Dodge Family Scholars program is intended to help students reach their educational goals and assist with the costs of tuition, fees, and books.

“The Dodge Family College of Arts and Sciences is deeply committed to ensuring that every talented student, regardless of financial means, has the opportunity to enroll in, succeed in, and graduate from one of our many, many programs,” said David Wrobel, dean of the college. “We are also committed to ensuring the college is at the leading edge of OU’s ambitious Lead On, University Strategic Plan, which includes expanding access to OU’s excellence. We are enormously grateful to the Dodge family for the support they have provided us to pursue that mission more boldly and ensure that we can better serve the needs of our current students and future generations of deserving students.”

The Dodge Family Scholars program will help bridge the gap for students who need additional financial support. Students selected for the program will receive:

- As a freshman and sophomore, a yearly \$1,000 scholarship*
- As a junior and senior, a yearly \$1,500 scholarship*
- An assigned MoneyCoach to assist in setting up and finalizing a financial plan to attend the University of Oklahoma
- A one-time scholarship to attend Start Sooner, an early start program designed for incoming first-year students

“We are constantly searching for new ways to ensure the University of Oklahoma can better serve our students,” said Jeff Blahnik, senior associate vice president of the Division of Enrollment Management. “We want OU to be the school of choice for every academically talented student in the state. This scholarship is a very strong step in this direction for our largest college at OU. We are so grateful for this transformational Dodge family gift; it will positively impact many OU students.”

Students who qualify for the Dodge Family Scholars program must meet all the following criteria:

- Be admitted to OU as a freshman with an interested major in the Dodge Family College of Arts and Sciences;
- A resident of the state of Oklahoma;
- Not eligible for Oklahoma’s Promise;
- Enroll as a freshman; and
- Family must make an Adjusted Gross Income (AGI) of \$75,000 or lower on the Free Application for Federal Student Aid (FAFSA).

The Dodge Family Scholars program will be offered to all admitted DFCAS students who meet the preceding criteria. These students will be members of an exciting new cohort of talented students interested in the majors provided by DFCAS.

“Through the collaboration of the Dodge family and the Dodge Family College of Arts and Sciences, we have discovered a new way to support and uplift a greater number of OU students,” said Blahnik. “This initiative will assuredly shape the futures of so many Sooners through on-campus resources, scholarships, and other opportunities.”

* Students must remain in the DFCAS to continue receiving the scholarship and must meet satisfactory academic progress requirements of a 2.0 GPA. This scholarship will not apply for National Merit Scholars, National Award Scholars or Oklahoma State Regents Scholars (Automatic Qualifiers and Institutional Nominees).

OU Welcome Center to Be Named in Honor of Significant Gift from Jones Family

The University of Oklahoma received a \$15 million gift from longtime supporters Jonny and Brenda Jones to help fund the renovation and expansion of Jacobson Hall, one of the oldest buildings on the Norman campus.

Home to the OU Welcome Center and Office of Admissions and Recruitment, Jacobson Hall offers prospective students and their families a first impression of the university, with guided tours of OU’s nationally recognized campus beginning on its front steps. During the 2021-22 school year, OAR hosted more than 17,000 campus tours with prospective students and guests from 10 countries. The transformational gift from the Jones family will ensure that OU is best positioned to welcome top students to the OU community. In recognition of the gift, the OU Board of Regents has approved the naming of Jacobson Hall’s campus visitor center to the Jones Family Welcome Center.

“At OU, creating a welcoming and engaging environment for future students starts from the moment they first set foot on campus,” said OU President Joseph Harroz Jr. “For many of these students and their families, their first impression of OU begins at Jacobson Hall – a setting that reflects so much of our university’s tradition and history. Most importantly, it’s where they begin to see themselves as part of the OU Family. Thanks to this generous gift from Jonny and Brenda Jones, the Jones Family Welcome Center at Jacobson Hall will become a vibrant space that helps attract the very best students, opening their eyes to the countless opportunities they will have at OU.”

The renovations to the newly named Jones Family Welcome Center will update the existing 17,300 square-foot structure, improving functionality and preserving the building’s historic character. The project will also include an expansion, which will provide additional space for campus tours, financial presentations, application workshops, one-to-one meetings with admissions counselors and prospective student recruitment events. The modernized welcome center will serve as a fitting introduction to a university that has stepped boldly into the future while honoring its rich history.

“Our Admissions and Recruitment team has been working intentionally to bring in outstanding students to OU as enrollment continues to grow,” said Jeff Blahnik, vice president for enrollment management. “Jacobson Hall is the front door of the university to all prospective students. The incredibly generous gift by the Jones family will transform and elevate the work of our team and, more importantly, allow OU to appropriately serve prospective students and their families and help share the impactful story of our university.”

In deciding to provide a leadership gift for work on Jacobson Hall, Jonny and Brenda Jones expressed their belief that it is critical to the university’s future success to be well-positioned to recruit students wanting to make a difference. That belief aligns with a key component of OU’s “Lead On, University” Strategic Plan as it aims to reach Association of American Universities status.

“Jonny and Brenda keenly understood the importance of attracting the best and brightest students to OU and saw immediately how this gift fit directly into the goals of the ‘Lead On, University’ Strategic Plan,” Blahnik said. “Their generosity will serve as an incredible catalyst for our work as a university for years to come. Higher education, particularly at a school like OU, has the ability to change people’s lives. This gift will allow more students to be impacted in more pronounced ways for generations. Their legacy from this gift will be impactful.”

Jonny and Brenda Jones earned their undergraduate degrees at OU in geology and special education, respectively. In 1988, Jonny Jones founded Jones Energy, an exploration, production and acquisition company. He successfully took the company public on the New York Stock Exchange, where the market cap grew to greater than \$1 billion. He then led McArron Partners LP, the investment arm of the Jones family office.

The Jones family has a long history at OU. Jonny’s grandfather enrolled at OU in the fall of 1919, the year Jacobson Hall was built. Four generations of Jones family

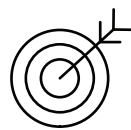
members, totaling over 40 people, have attended the university since then. This includes Jonny’s father and grandfather, who also earned geology degrees. Members of the Jones family have held season tickets to Sooners football for more than 70 years. As longtime members of the OU community, the Joneses are invested in OU’s success, and their support of the Office of Admissions and Recruitment is a testament to their dedication to the entire university.

As strong advocates for OU, Jonny and Brenda Jones support the university through their funding of various campus initiatives, including Athletics Department capital needs, the Sarkeys Energy Center, the Sam Noble Oklahoma Museum of Natural History, and the President’s Associates program. Their contributions have played a critical role in helping students achieve their educational goals as well as helping faculty maintain excellence in research and instruction. In addition to Jonny and Brenda Jones’s philanthropic involvement with OU, Jonny is a member of the Mewbourne College of Earth and Energy Board of Visitors.

“I am incredibly grateful to Jonny and Brenda for supporting our vision for Jacobson Hall," said Amy Noah, vice president for University Advancement. This renovation is critically important to attracting new students to the University of Oklahoma. Jonny and Brenda have been dedicated supporters of OU for many years, so it is exciting to see them lead on this vital project."



"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



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



BRAD BURNETT
Associate Vice President
& Financial Aid Director



COURTNEY HENDERSON
Director of
Student Financial Center



MIKE HINDERMAN
Director of
Scholarships Office



KELLIE DYER
Registrar
Office of the Registrar



KIMBERLY WEST
Director of
National Recruitment



MORGAN BRAMMER
Director of
Recruitment



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



DORION BILLIPS
Director of
Diversity Enrichment Programs



DANIELLE DUNN
Director of
Communications & Marketing



TRISH KOONCE
Director of
Administration & Compliance



CHRIS KENNEDY
Director of
Strategic Technology



ALLISON STANFORD
Director of
Training & Development



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