



DIVISION OF

ENROLLMENT MANAGEMENT

JONES FAMILY WELCOME CENTER

ANNUAL REPORT

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from VICE PRESIDENT JEFF BLAHNIK

"This past year has been a significant one for our division and several key initiatives stood out. We introduced Future Sooner Friday recruitment events to bring the excitement of game day to prospective students and redesigned both the admission box and OU Bound portal to create more personalized, engaging experiences for admitted students. We also entirely revamped the student onboarding process through enhanced and recreated New Sooner Orientation (NSO) programming, as freshmen were admitted directly to their college of interest for the first time in university history. This campus-wide initiative involved many offices and our division coordinated an extremely successful program. Along with this effort, we offered transfer students a tailored NSO program for the first time, and we were able to pre-enroll all new students into classes to ensure a smooth transition to the university.



JEFF BLAHNIK
Vice President
Division of Enrollment Management
and Chief Enrollment Officer

Our commitment to the College Cost Transparency Initiative reaffirmed our dedication to ethical and clear financial aid communication, and we continued to implement a university-wide coordinated approach to scholarship awarding in order to benefit students and optimize scholarship usage. We additionally launched a FERPA Proxy System, offering students greater control and transparency over their academic records. Finally, but most significantly, after the generous gift from donors Jonny and Brenda Jones, we opened the beautiful new Jones Family Welcome Center at Jacobson Hall, providing a modern, welcoming space that enhances recruitment and visitor engagement. If you haven't visited us in "the Jones" yet, please do and prepare to be inspired!

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."



INTEGRITY

- Do the right thing by exercising good judgment, accountability, and honesty.
- Create a safe environment for students, families, EM 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

- Prioritization of creating the best experience possible for each person we encounter and at every step of the student experience. Provide service to others by being friendly, welcoming, and approachable. (*Have a heart for service.*)
- Commitment to collaboration and 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, making creativity a priority.



**ONE DREAM
MADE REAL BY
MANY**

the REVEAL

SMASHING ENROLLMENT RECORDS WITH THE CLASS OF 2028

NORMAN, OKLA. –

The University of Oklahoma officially welcomed its largest freshman class in the school’s 134-year history, representing the largest class in the state’s history and the most Oklahoma residents of any other incoming class at the university. This is the fourth consecutive record-breaking class for OU and reflects a 20 percent increase over the last two years, marking a sign of continued growth and momentum for the university.

“As more students than ever choose OU, I am honored to welcome such an exceptional freshman class to our university,” said OU President Joseph Harroz Jr. “As we continue to educate some of the nation’s brightest minds and prepare them for lives of impact, this record-breaking freshman class represents a significant milestone for OU and a crucial step for our state’s future. By bringing these talented individuals to OU, we are preparing them to excel and contribute significantly to our state’s workforce initiatives. I look forward to the Class of 2028 experiencing the transformative and life-changing journey that comes with earning an OU education and am confident that their success will further strengthen our longstanding tradition of excellence and innovation.”

The Class of 2028 – which has the highest number of first-generation students ever – also boasts a collective high school GPA of 3.63. Among the incoming students, 650 achieved a high school GPA of 4.0 or better, and 243 students were ranked first in their graduating class. 759 members of the freshman class have qualified to receive Oklahoma’s Promise – a 3% increase from last year, with many utilizing OU’s Crimson Commitment resources, which provide support for fees and tuition. Additionally, this year’s freshman class includes 83 international students participating in the Davis United World College Scholars Program.



“We are thrilled to welcome the largest incoming freshman class in the history of the University of Oklahoma, marking a pivotal moment in our ongoing transformation,” said Jeff Blahnik, Vice President for Enrollment Management and Chief Enrollment Officer. “This dynamic group of students joins us during an exciting era of growth and innovation. At OU, they will benefit from an education that not only opens doors to real-world opportunities but also prepares them to make a significant impact. Our commitment to providing a world-class experience and fostering meaningful connections ensures that their OU degree will be a powerful asset in their futures.”

To accommodate growing class sizes, OU has made strategic investments in areas directly impacting students, including the creation of the Academic Success Center; growth in key faculty hires; and new targeted funding for critical upgrades to OU’s physical infrastructure.

CLASS OF 2028

Final Freshman Class Total After Census

↑ **7%**
increase

5,593

Fall 2024 Freshman Class

3.63

Grade Point Average

26.0

Average ACT Score

49.2%

Oklahoma Resident Students

40.3%

Underserved Students

649

Earned 4.0 GPA in High School

243

Ranked First in High School Graduating Class

25.4%

First-Generation Students

84

Davis United World College Scholars Incoming Freshman

725

Received Oklahoma’s Promise

745

Received Crimson Commitment

TRANSFER STUDENTS:

1,052

Spring 2025 Total Transfer Apps

709

Spring 2025 Total Transfer Admits

1,340

Fall 2024 Enrolled Transfers

RECRUITING THE 2025 FRESHMAN CLASS

THERE'S ONLY GREATNESS AHEAD

29,531

Total Freshman Admission Applications

19,059

Total Admits

21,210

Personal Outreaches
Logged by Oklahoma
Team

1,315

Honors College
Applications
1,185 Freshman
130 Transfer

341

National Merit
Applications

331

National Merit
Admits

22,735

Total Scholarships
Offered
21,730 Freshman
1,005 Transfers

765

Received
Oklahoma's Promise

745

Received
Crimson Commitment

455

Scholarships
Appealed

TRANSFER STUDENTS:

3,043

Summer/Fall 2025
Total Transfer Apps

1,973

Summer/Fall 2025 Total Transfer Admits

CAMPUS EXPERIENCE

19,644

Total Campus Visit Guests
 Note: No tours in June 2025 due to move into Jones Family Welcome Center.

8,930

Students Attended a Campus Tour

165

Group Tours

557

Total Personalized Visits



IN PERSON EVENTS + TOURS:

EVENT NAME	TOTAL REGISTERED	TOTAL ATTENDED	PERCENT ATTENDED	APPS	ADMITs	DEPOSIT	PERCENT COMMITTED
Admitted Student Day	1,599	1,450	90.69	1,386	1,386	1204	86.87
Native Nations Day	212	163	76.89	55	36	21	58.33
National Merit OKC Dinner	80	76	95	16	16	8	50
National Merit Tulsa Reception	25	25	100	21	21	3	14.29
National Merit Dallas Reception	24	22	91.67	21	21	5	23.81
National Merit Virtual	50	38	76	34	34	3	8.82
Evening with OU ALL	837	578	69.06	496	454	235	51.76
Evening with OU for Dallas	353	230	65.16	198	182	94	51.65
Evening with OU for Tulsa	190	128	67.37	89	74	41	55.41
Evening with OU for Houston	295	220	74.58	209	198	100	50.51
Future Sooner Friday ALL	1,176	882	75	194	186	133	71.51
Future Sooner Friday #1	338	287	84.91	61	58	46	79.31
Future Sooner Friday #2	439	327	74.49	68	65	42	64.62
Future Sooner Friday #3	443	302	68.17	75	73	50	68.49
McLaurin & Lewis Summit (HS JRs)	61	32	52.46	5	5	-	-
Major Minor Fair (JR/SRs)	203	166	81.77	77	75	58	77.33
The Gathering	104	92	88.46	81	81	71	87.65
Scholars' Day	146	127	86.99	124	124	68	54.84
2025 Sooner Saturday (HS JRs)	1,296	980	75.62	117	81	21	25.93
2024 Sooner Saturday (HS SRs)	572	431	75.35	295	286	240	83.33
Sower's Day	182	160	87.91	72	47	26	55.32
The Weekend	72	66	91.67	65	65	34	52.31
Honors Visits	378	337	89.15	250	247	133	53.85
Campus Tour	10,968	8,930	81.4	4317	3,963	2,161	54.26
Group Tour	1,763	457	25.92	27	24	21	87.5
Information Sessions	4,195	3,155	75.21	1,537	1,440	757	52.57
TOTAL	26,001	19,661	77.72	9,890	9,242	5,575	56.81

NEW SOONER ORIENTATION

13,642

Total NSO Attendees:

6,258 Students

7,384 Supporters

557

Transfer NSO Attendees:

382 Students

175 Supporters

13,085

Summer NSO Attendees:

5,876 Students

7,209 Supporters

31

Orientations Hosted:
24 In-Person | 7 Virtual

6,200+

Assessments taken
before NSO date

NSO INTERNS

65 Orientation interns underwent an immersive, week-long training experience built around EM core values, ensuring their readiness to lead with passion and purpose.

CAMPUS ACTIVATION

More than 35 Campus Partners participated in NSO, including for the first time, all Degree-Granting Colleges played a role by advising their incoming students.

EM VOLUNTEERS

20 EM staff volunteered for each day of NSO

- 1-3 volunteers at each college
- 5 volunteers at stadium send-off

PRE-COLLEGE PROGRAMS



1,140

New Student Applications

594

New Students Admitted

422

New Students Enrolled

ADVISING:

869

Total Students Advised

335

Spring 2025
Students Advised

534

Summer/Fall 2025
Students Advised

EM COMMUNICATIONS & MARKETING

PROSPECTIVE STUDENT OUTREACH



45,089,447

Emails



198,304

Texts (sms)



33,140

Comm Center Calls

CURRENT STUDENT OUTREACH



681,427

Emails



95,708

Texts (sms)

PUBLICATIONS

93,452

Apply Now
Postcards

17,000

Admission Box
Sticker Sheets

30,000

2024-2025
Viewbooks

47,554

Major Options
Brochure

7,300

Payment
Guides

2,901

New Sooner Orientation
Postcards

ENROLLMENT DEPOSIT POSTERS

2,994

Students selected the
"Travel" poster

3,068

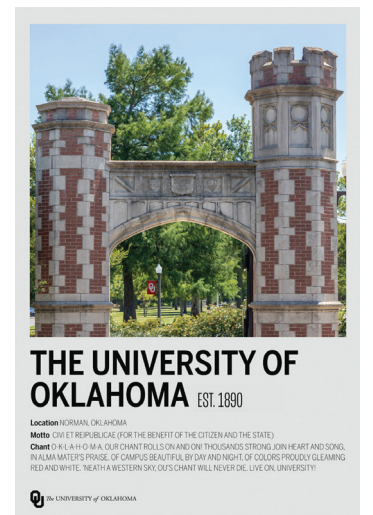
Students selected the
"There's Only One" poster

1,069

Students selected the
"Information Card" poster



During the 2024-2025 admission cycle, admitted students could select an exclusive poster after submitting their enrollment deposits. These were mailed directly to students with a personalized note.



OFFICE OF THE REGISTRAR

DEGREES/DIPLOMAS & GRADING NUMBERS

Degrees/Diplomas Awarded:

6,486

Total Undergraduate Degrees Awarded

2,557

Total Graduate Degrees Awarded

361

Total Law & Ph.D. Degrees Awarded

Transcript Evaluation:

26,465

College Transcripts Processed

1,116

Current Class Schedules Processed

Education Abroad Program:

159

Credit Agreement Forms (CAF)

183

Education Abroad Transcripts

20,819

Total Enrollment Verification Forms (EVF)
Fall 2024: 6,420
Spring 2025: 7,593
Summer 2025: 6,736
Education Abroad: 70

Publications & Curriculum:

500

Total Course Updates

158

Total Program Updates

Transcripts Issued

13,492

Parchment: 12,549
Printed: 943
Fall 2024

13,677

Parchment: 12,368
Printed: 1,309
Spring 2025

16,045

Parchment: 14,907
Printed: 1,138
Summer 2025

Oklahoma Associate Degrees:

325

Total Posted

Test Scores Processed:

17,040

AP Test Scores Processed

234

CLEP Tests Processed

272

IB Tests Processed



REVERSE TRANSFER

Transfers from M.O.U. Schools

4,222

Total Transfers

111,851

Total Credits Completed at OU

3.09 | **3.17**

OU GPA | Cumulative GPA

Frequently Declared Majors:

- Business - Undeclared
- Pre-Nursing Studies
- Biology
- Psychology
- Health & Exercise Science
- Computer Science

Cameron University

95

Total Transfers

2,494

Total Credits Completed at OU

2.86 | **3.01**

OU GPA | Cumulative GPA

Frequently Declared Majors:

- Pre-Nursing Studies
- Biology
- Pre-Physical Therapy
- Psychology
- Health & Exercise Science
- Marketing
- Computer Science

Collin College

435

Total Transfers

11,879

Total Credits Completed at OU

3.25 | **3.28**

OU GPA | Cumulative GPA

Frequently Declared Majors:

- Business - Undeclared
- Pre-Nursing Studies
- Biology
- Psychology
- Marketing
- Finance

Dallas College

180

Total Transfers

4,916

Total Credits Completed at OU

3.21 | **3.21**

OU GPA | Cumulative GPA

Frequently Declared Majors:

- Business - Undeclared
- Pre-Nursing Studies
- Biology
- Psychology
- Mechanical Engineering
- Marketing
- Finance

Oklahoma City Community College

982

Total Transfers

28,855

Total Credits Completed at OU

3.09 | **3.18**

OU GPA | Cumulative GPA

Frequently Declared Majors:

- Business - Undeclared
- Pre-Nursing Studies
- Biology
- Psychology
- Health & Exercise Science
- Computer Science

Rose State College

1,834

Total Transfers

44,119

Total Credits Completed at OU

2.49 | **2.62**

OU GPA | Cumulative GPA

Frequently Declared Majors:

- Business - Undeclared
- Pre-Nursing Studies
- Biology
- Psychology
- Health & Exercise Science
- Marketing

Tarrant County College

194

Total Transfers

5,382

Total Credits Completed at OU

3.23 | **3.26**

OU GPA | Cumulative GPA

Frequently Declared Majors:

- Business - Undeclared
- Pre-Nursing Studies
- Biology
- Psychology
- Health & Exercise Science
- Marketing

Tulsa Community College

502

Total Transfers

14,206

Total Credits Completed at OU

3.06 | **3.15**

OU GPA | Cumulative GPA

Frequently Declared Majors:

- Business - Undeclared
- Pre-Nursing Studies
- Biology
- Psychology
- Computer Science
- Interdis St: Business Admin - OL

OFFICE OF THE REGISTRAR continued

ENROLLMENT INFORMATION:	FALL 2024	SPRING 2025	SUMMER 2025
Norman Undergraduate	22,905	21,528	7,792
Norman Graduate	6,624	6,506	3,571
Tulsa Undergraduate	81	31	22
Tulsa Graduate	331	337	132
Master of Law	441	281	132
Law Juris Doctor	845	778	324
REGISTRATION & STUDENT SERVICES:			
Offered Sections of Courses	14,054	12,925	2,890
Cancellations	1,147	733	597
Complete Withdrawals	477	491	243
ACADEMIC RECORDS:			
Grades Submitted Total: 275,420	127,542	124,588	23,290
Transcripts Issued Total: 43,214	13,492	13,677	16,045
Grade Changes Total: 8,466	2,912	2,721	2,833
OTHER:			
Major Changes through iAdvise	26,852		
Major Changes for students transferred out of University College	274		

VETERAN STUDENT SERVICES

11,015

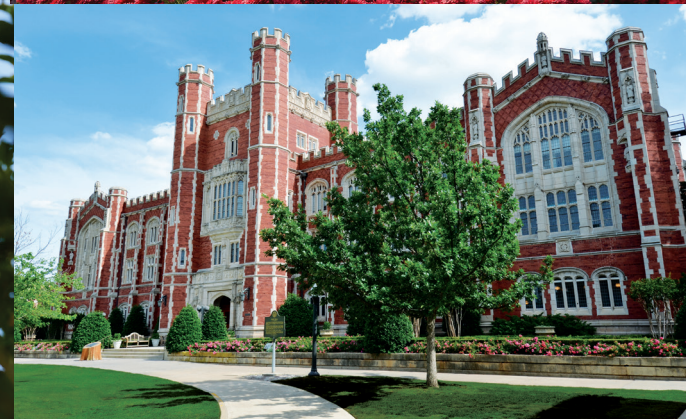
Total VA Certifications Completed

4,451

Self-Identified Military Connected Population

2,018

VA Beneficiaries Certified



STUDENT FINANCIAL SUPPORT

28,781

Number of Calls Answered by the Student Financial Center

9,360

CASH Applications Submitted

6,366

Attendees at MoneyCoach Workshops / Presentations

STUDENT FINANCIAL CENTER

Calls Answered:	28,781
Emails Resolved:	24,967
Walk-Ins Served:	8,830
Financial Impact of Complete Withdrawals Completed:	1,022
Itemization Requests Fulfilled:	559
Book Scholarships Awarded:	337

MONEYCOACHES

Individual 1:1 Meetings:	3,911
MoneyCoach Workshops:	182
Presentations to Prospective Students/Total Attendees:	69/4,071
Prospective Outreach:	914
NSO Presentations:	188
NSO Student and Parent/Guardian Attendees:	12,731
MoneyCoach Workshop/Presentation Attendees:	6,366
Walk-Ins Served:	565

SCHOLARSHIP OFFICE

General Scholarship Apps:	9,360
Foundation/Donor Funds Managed:	445
Financial Aid Conditional Apps Submitted:	6,428
Financial Aid Conditional Apps Reviewed:	3,921

FINANCIAL AID TRACKING & LOAN DOCUMENTS

DOCUMENTS GENERATED	2024-2025
# of FAFSA	34,667
# of Tracking	21,029
# of Tracking 1st Reminder	4,799
# of Tracking 2nd Reminder	2,580
# of ECOMM Postcards	14,790
# of College Financing Plans	11,531
# of Crimson Commitment Brochures	1,027
# of RTC Pos. Disb. Letters	21,591
# of RTC PPLUS Pos. Disb. Letters	3,715
# of RTC Neg. Disb. Letters	885
# of RTC PPLUS Neg. Disb. Letters	110
# of SAP Notices Sent	6,348
# of Aid Letters	119,453
# of Verification Complete	89
# of Summer Worksheets	4,471
# of Institutional Loan Worksheets Worked	470
# of PLUS Denial Worksheets Worked	351
# of DL Requests Worked	985
# of Additional LOAN Worksheets Worked	600
# of Grad PLUS Apps Worked	1,155
# of PLUS Loan Apps Worked	2,266
# of Private Loan Apps Worked	2,371
# of TEACH Grant Apps	107



ADMINISTRATION & COMPLIANCE

- Established an EM Compliance Committee to promote communication, consistency, and collaboration across departments
- Facilitated several departmental restructures
- Improved the supply ordering process
- Reconciled over \$30,600,000 revenue, processed over 665 ePafs, completed over 100 facility requests, processed over 1315 refunds, facilitated over 80 remote work attestations
- and requisitions, established over 40 OU Affiliates in our system, completed over 1,000 supply orders, and ensured 100% compliance with mandatory OU trainings.
- Created record disposition procedures for each department
- Implemented a new system to recognize employees celebrating 5, 10, 15, and 20 years of service to OU
- Expanded the TouchNet store to include online payments for conference registrations in addition to meal ticket purchases

EM COMMUNICATIONS & MARKETING

Digital Experience & Web Development

- Launched New Veteran Student Services Website:** Developed a dedicated online hub to support veteran and military-affiliated students, improving access to resources, benefits, and community engagement.
- New MoneyCoach Website:** Created a user-friendly platform to help students navigate financial wellness, budgeting, and personalized financial coaching.
- Revamped New Sooner Orientation Website:** Designed a comprehensive and intuitive site to guide incoming students and their supporters through the orientation process.
- New United World College Website:** Built a refreshed OU UWC Scholars site to better serve UWC students interested in attending OU.
- New Concurrent Enrollment Website:** Streamlined access to concurrent enrollment information for high school students, counselors, and families.

Event Innovation & Engagement

- Future Sooner Friday (FSF) Event Portal & Series:** Developed a custom event portal and launched a new series of three FSF events, offering prospective high school students a unique campus experience the day before major home football games. Aligned strategically with OU's

transition to the SEC this portal created a personalized experience for campus visitors.

- NSO Registration Portal & Event Communication:** Created a seamless registration experience for New Sooner Orientation (NSO), including automated communications and personalized event details using content blocks for the first time in event communication.
- OUPI Preview Day Registration & Communication:** Launch support of the OU Polytechnic Institute's Preview Day with a tailored registration system and outreach strategy.

Branding & Visual Identity

- Refreshed the Office of Admissions & Recruitment homepage** to align with updated brand standards and improve navigation.
- Rebranded Pages Across the Division:** Updated multiple web pages and digital assets to reflect a cohesive, modern visual identity across the Division of Enrollment Management webpages.
- Rebranded University College to DGC Experience:** Transitioned the University College brand to the Degree Granting Colleges advising experience, aligning with institutional priorities.
- New Admissions Box:** Designed a branded admissions box to enhance the unboxing experience for admitted students and celebrate new Sooners.

Campaigns & Communication Tools

- New Record Campaign:** Refreshed creative and messaging for the New Record campaign for new students and families entering into our marketing funnel. This included expanding audience journeys and providing a new user experience in emails.
- Official OUPI Apply Campaign:** Launched the first apply campaign for the OU Polytechnic Institute, targeting prospective students with tailored messaging and visuals.
- AirTable Apply Campaign Documentation:** Developed a centralized, collaborative system for tracking campaign assets, timelines, and performance metrics.
- OU Bound Trivia:** Designed an interactive trivia experience to engage admitted students and build affinity with OU brand.
- Redesigned Scholarship Inserts:** Standardized and refreshed scholarship award inserts to ensure consistency and clarity across all scholarship communications.
- NSO Supporter Brochure:** Produced a print and digital brochure to guide parents and supporters through the orientation experience.
- CASH and Crimson Slate Integration:** Integrated key platforms to streamline scholarship and admissions data, improving efficiency and user experience.
- Created/Updated Aviation Admission Communications for Flying Spots:** Developed new materials and messaging to support recruitment and awareness for OU's aviation flying programs.

Digital Tools & User Experience Enhancements

- Redesigned OU Bound Checklist Items:** Improved usability and visual consistency of the OU Bound checklist, helping admitted students stay on track. This included a progress bar and checklist categories.
- Added Test Scores Tab in OU Bound:** Introduced a new section to help students understand their reported test scores and outstanding items to help with scholarship and admission needs.
- NSO Tab in OU Bound:** Integrated orientation information directly into the OU Bound portal for a more cohesive admitted student experience.
- Hidden QR Code for Admitted Students:** Embedded a discreet QR code in admissions box to unlock exclusive digital content for admitted students.
- New Deposit Posters:** Designed visually compelling posters to encourage admitted students to take the next step and submit their enrollment deposit.
- New Student Spotlight Video:** Produced a high-impact video featuring a current OU student to inspire and connect with prospective and admitted students.
- Use of Content Blocks with NSO:** Leveraged modular content blocks to personalize and streamline NSO communications across platforms. With the various types of NSO programming and schedules, this saved time and allowed for easier changes to be made.
- New Footer Blocks for Emails:** Used content blocks to create email footers across departments to ensure brand consistency and improve accessibility. This allows for changes to be made in one place.



STUDENT FINANCIAL SUPPORT

Financial Aid Services

- Provided more trainings for Financial Aid analysts and the Student Financial Center
- Cross trained staff on each other's duties.
- Redistribution of duties to make processes more effective
- Reviewed and updated procedures to improve efficiency
- Updated internal forms and student forms.
- Updated our unusual enrollment and level issue processes.
- Expedited private loan processing by removing the barrier of requiring extra forms
- Implemented team meetings to improve workflow
- Cross training to improve our internal customer service to the Student Financial Center.
- 2024 External Audit resulted in no adverse FAS findings
- Approved as a College Cost Transparency Initiative Partner
- Integrated OU Online Financial Aid office fully into EM
- Created new institutional loan options to assist with affordability
- Reinstated quarterly staff meetings and annual FAS staff retreat
- Successfully completed Financial Value Transparency and Gainful Employment Reporting
- Updated financial aid advisement, procedures, and processing to align with FAFSA Simplification changes
- Cross trained staff on special tasks and projects
- Improved Foreign Gift Reporting processes for OU departments
- Collaborated with Bursar and HSC business offices to resolve dual enrollment financial concerns

MoneyCoaches

- Assisted with Transfer NSO
- Awarded emergency scholarship and nominations for Invest in Success
- Streamlined outreach with cohesive documentation easily read across campus partners
- MCs offering walk-ins
- Additional collaboration between MCs, SFC, and Scholarships offices with monthly update meetings
- Shared office space with Student Service Experts in the SFC
- Money Coaches provided 170 presentations at NSO to all incoming students, transfers and freshmen alike, putting families at ease

Scholarship Office

- Implemented the Scholarship Coordinated Effort effective July 1, 2024, which included increased collaboration with campus partners and sending out scholarship awards notifications from CASH awards.
- Expanded from a team of 8 to a team of 10, including an Associate Director position in support of the coordinated

scholarship effort

- Collaborated with the OAR Campus Experience team to enhance the National Scholars process, now easier for students and more transparent
- National scholars process moved to Laserfiche
- Coordinated CASH scholarship award notifications for the entire OU Norman
- Met and collaborated with all campus partners in the awarding of scholarships for all academic units - all units were represented in CASH
- Collected and processed stewardship for all CASH scholarship awards
- Implemented a central Sharepoint Site system for scholarship awarding and documentation
- Started working with Academic Scholars to streamline processes with regular merit tuition waivers and high achieving awards (National Merit, National Award, etc.)
- Scholarship Office supports campus partners with budgets for scholarship funds

Student Financial Center

- Shared office space with MoneyCoaches
- Promoted detailed communication to students
- Increased knowledge/training on immigration changes
- Managing Department of Education and university changes, while effectively communicating these updates to students and families
- Increased collaboration between various Enrollment Management offices for efficiency and better communication
- Educated team on 24/25 FAFSA changes and regulations updates in order to provide updated information to students and families
- Successfully integrating offices with the MoneyCoach team, adding collaboration and more effective communication with students and families
- Updated Aviation costs and billing communication
- Assisted students with additional loan options and payment deadlines in coordination with Bursar Services, students and the Aviation department

FAS – OU Online

- Successfully disbursed ~\$1.4 million (~98% utilization rate) in GEER scholarship from OSRHE (summer 2024-spring 2025)
- Kept team up-to-date on all 2024-2025 FAFSA changes
- Two employees transitioned from OU Online to Enrollment Management (Kevin Jones and Jennifer Javenkoski)
- Managed Financial Aid process changes

OFFICE OF THE REGISTRAR

Implementations

- FERPA Proxy System implementation April 2025
- Parchment Raptor Phase 1 implemented March 2025 (Phase 2 end of Fall 2025)
- The Graduate College and OU Health Campus launched Stellic in 2024-2025. Undergraduate launch scheduled for January 2026

Transcript Evaluation Team

- Launched Phase 1 of the Parchment-Raptor transcript processing tool for our incoming student population to cut down on time spent posting transfer coursework. (ongoing)
- Trained the PACS Admissions and Records team to process transfer coursework in the transfer equivalency database

Academic Pubs and Curriculum, Certifications, Athletics and Graduation processes:

- Spring 2025: The Graduate College launched Stellic for Masters programs – first time the Graduate College has had an electronic degree audit system
- Fall 2024 collaboration with Printing Services to produce the first-ever Fall Graduation Ceremony Commencement Book. This will now be standard practice

Academic Records and Transcript Evaluation

- Implemented new FERPA Proxy System and created new website documentation along with email communications to explain the system. The proxy system allows students to add a parent or legal guardian as a proxy, giving them direct view access to the student's unofficial transcript, midterm and final grades, profile, and weekly schedule. This allows students, parents, and guardians to have real-time access to student information
- Student and parental FERPA releases moved from a digital spreadsheet into the SPACMNT Banner screen. In summer 2025, the One team launched a new crosswalk that will display all FERPA release and FERPA proxy information on the One student search page. This allows campus partners to have access to student release information for timely conversations with parents/guardians about their students.
- Updated several forms, including FERPA releases, repeats, and reprieves/renewals to streamline information processing

Veteran Student Services

- Processed certifications for the largest VA Benefit Cohort to date
- Highest federal funding received by OU via Chapters 33 & 31
- Streamlined the certification process for Fall 2024 and Spring 2025 to increase the pace of turnaround time in the certification process
- Accelerated Reconciliation of Chapter 33 Accounts with the OU Bursar's Office—Both Retroactive and Current Terms
- Expanded Cross-Training, Outreach, and Collaboration Efforts with College Advisors and OAR Virtual Recruitment Teams
- Transitioned resources and support programming to the Division of Access and Opportunity/Military Connected & Veteran Student Success Center (formerly under the Division of Enrollment Management/VSS)
- Continued outreach efforts to promote more advanced sharing of pertinent information to prospective and admitted self-identified military connected students

OFFICE OF ADMISSIONS & RECRUITMENT



Freshman Recruitment

- Attended 50+ GPACAC College Fairs and Hundreds of High School Visits
- Hosted the Oklahoma Association of Student Councils Advanced Camp, and developed a committee for ongoing program support. Additionally, improved recruitment for these students, and other exceptional student leaders across our state
- Improved resources and events in Tulsa, including hosting 9 Tulsa's Day Out events in Norman, and 918 Kickstart for college readiness
- Achieved 21,210 intentional, personalized outreach
- Improved relationships with our High School Counselors - one of the most successful ways was through creating on-site celebrations during Counselor Appreciation Week
- Hosted multiple Tulsa Football Game Box Delivery Events
- Hosted Tulsa Financial Aid Night
- Created landing page for students to connect with Oklahoma Admissions Counselors via Bookings Link landing page
- Rebuilt our Sooners @ Starbucks program
- Upgraded our communication plan for Oklahoma's Promise State Champions
- Enrolled nearly 900 Oklahoma's Promise students to the Fall class of 2025
- Hosted admitted student receptions in Atlanta, Chicago, Kansas City, and Tampa
- Recruitment consultation with the Jeannine Rainbolt College of Education and the School of Visual Arts
- Created new process for National Award and Community Enrichment Scholarship (maintenance development via EM Strategic Technology Team)
- Restarted Kickoff events in inner-Oklahoma City

Campus Experience

Created the first-ever Future Sooner Friday (FSF) events – three total. OAR partnered with athletics to invite two coaches (Porter Moser & Patty Gasso) to be opening session speakers. FSF overall created a first-of-its-kind experience for prospective high school students the day before big home football games. Creation of this event series coincided with OU's transition to the SEC. FSF events increased Fall visitor numbers significantly. The success of FSF lives on as the event will continue in of Fall 2025.

- Collaborated with Scholarship Office to build online current scholar process for various forms
- Tour Guides are now also ZeeMee Ambassadors
- Created Lead Event Coordinator staff position
- Moved Scholar's Day to yield event in spring
- Updated Honors College application
- Enabled Test Optional applicants on Honors College Application
- Updated training on high-achieving scholarships and processes
- Integrated group tour presenter rotation schedule
- Incorporated group registration for events
- Updated event committee expectations for 2025-26
- Created RSO sponsorship request form and process
- Collaborated with CSE for Tulsa Day Out group visits
- Added new event décor elements and engagement, banners, letters, balloons
- Started Slate trainings for partners related to info sessions
- Moved National Merit Central OK event to campus -included academic partners; merged Tulsa dinner with EWOU
- Updated event details and dates on webpage
- Increased partnership with Center for Major Exploration team on OU Major Minor Fair event
- Fall 2024: Official launch of merged Honors Ambassador and Tour Guide position; increased training for Honors and updated Honors personalized visits

- Built self-guided tour portal and registration (especially helpful during move to Jones Family Welcome Center)
- Incorporated McCasland Hall showroom into campus tours
- Updated and created plan for special merchandise inventory
- Received more than 1,000 incoming freshman honors college applications
- Largest event registration since 2017 for Admitted Student Day

Transfer Recruitment

- Transition from Priority Enrollment to Transfer NSO
- Increased transfer campus tour attendance
- Transition of PACS "legacy" programs (criminal justice/org leadership) into our processes
- Trained OU-Tulsa admissions counselor on basic processes
- Collaboration with New Student Programs Team
- Implementation of Transfer Review Committee (TRC)
- Assured admission for all academic colleges (except College of Education)
- Inquiry form has been updated to include the following request:
 - Please select all you're involved in at your current or most recent college/institution:
 - PTK Member
 - Honors College at prior institution
 - Honor Roll at prior institution
 - Research Experience at prior institution
 - Transfer NSO
 - Growth in Transfer Students
 - Transfer Review Committee Implementation
- Slate Admissions Inbox revamp. Students assigning email and more full-time staff in inbox to assist
- Students with exclusively Community College of the Air Force credit now reviewed by TRC
- Edited the "need updated grades" email

International Recruitment

- Increased in INTO undergraduate international applications
- Leadership Team gains with Heather Arnett and Neira Kadic as senior assistant directors

Operations

- Redesigned Honors Application – rewrote the Honors application in Slate to focus on a better experience for freshmen applicants
- INTO application – built a backend application for working with our international recruitment partner INTO
- Slate optimizations – converted numerous queries and reports to Configurable Joins; updated Rules to maximize efficiencies
- Slate hosted NSO process – full registration built in Slate
- Major change process for NSO – built a form and process for students to request major changes; review process also built
- Refinement of communication populations – overhaul of Slate Populations to maximize efficiencies for communication queries
- Assisting Concurrent Team with processing and training
- Implement Admission Box Inventory to assist with tracking of materials
- ZeeMee Data Export and Import – built data exchange process to support ZeeMee
- Working with Raptor to determine contract and next steps for implementation – started work to implement Raptor, a technology to help with file prep/transcript review
- Design and Implementation of new Round structure in Slate to enhance data integrity
- Configurable Joins Libraries and Training for OAR Team



OFFICE OF ADMISSIONS & RECRUITMENT continued

New Sooner Orientation

- Increased the size of the team from two staff members to four
- Reimagined Sooner Discovery – summer 2025 (Pre-2025: 2-credit hour, 4-week Discovery course and students live on campus in residence halls)
- 2025 Sooner Discovery Days
 - Attend personalized OU tour
 - Receive info about intended future career and majors
 - Individually advised/application process review
- Established Concurrent Enrollment at OU- Tulsa
- Advanced the communication plan with students/ supporters/counselors and streamlined communication & information on the CE website to best serve those interested in our programs
- Revamped external partnerships with CE by being in schools more often, creating newsletters, being involved in more events to reach more high school students and their parents
- Worked to refresh the OU/CE brand and re-establish relationships with stakeholders
- Promoted CE programs at college fairs and schools visits where we are connecting with students in person
- Created more efficient processes for concurrent admissions/ application to better serve students & those supporting their applications
- Created new workflows to better process applications & keep students in touch with missing documents to ensure a faster application process
- Navigating the shift in programming of Sooner Discovery
- Updated the advising process for CE students (making this early OU experience less transactional/more connection to staff and resources)
- Partnered with OAR Operations team to create a new tracking system for the CE application and “continuing process”
- With two CE coordinators advising students, this created more available appointments for CE students
- Increase in CE enrollment in all semesters
- Pre enrollment for 6,100+ students
- Implemented a formal process to allow students to change their majors BEFORE attending their New Sooner Orientation. This allowed students to ensure that they were advised in the correct Degree Granting College for the major that they truly intend to pursue.
- Implementation of the new Transfer Orientation program with the help of the Transfer Team.
- Orientation Intern team growth (increased to 65 summer interns)
- Direct to Degree Granting College (DGC) advising for NSO (spring/summer) – DGCs advised their own students!
- Hospitality HQ transformed >>>> Supporter Orientation - National team supported from a distance in the NSO inboxes for email and text.
- The OU WAY transformed >>>> SOONER MAGIC - Every single EM member supported NSO three + times this summer



STRATEGIC TECHNOLOGY

System & Workflow Improvements

- Collaborated with the One team to resolve gaps in Banner 9 Self Service
- Pressed for a rethink of the Add/Drop workflow to reduce manual work for the Registrar
- Migrated to Banner 9 Self Service

Cross-Department Initiatives

- Rolled out Phase 1 of Parchment Raptor (collaborated with Transfer Equivalency, OAR Strategic Technology, and the IT Student Team)
- Developed and tested NSO Pre-Enrollment process (partnered with Data Services to enroll a large group of students)
- Had a great conversation with Nishanth (new CIO) about how IT and EM can work together
- Implemented Proxy Access (improved visibility of user access in One – collaborated with Registrar, IT Student, and One teams)
- Implemented Intelligent Processes to improve data flow and reliability from Banner to Canvas collaborated with Canvas, IT Student, and Strategic Technology teams)

Financial Aid & Compliance

- Processed Federal Aid following FAFSA simplification and schema change
- Implemented FVT/GE reporting based on new federal requirements
- Introduced a new process for FWS payroll reconciliation
- Automated packaging and tracking processes for new student populations, including Post-baccalaureate students completing preparatory coursework and OU Polytechnic Institute students
- Implemented 180-day automatic cancellation of federal loans based on student aid period

Data & Reporting Enhancements

- Migrated all annual surveys (Common Data Set, IPEDS, Princeton, US News, etc.) from Banner ODS to current ODS Student Info by Term package, addressing data quality and methodology issues for each
- Navigated leadership changes in Strategic Technology FAS Support
- Resolved data issues, breaks from Ellucian updates, and changes to processing



HIGHLIGHTS & FEATURES



THE JONES FAMILY WELCOME CENTER OPENS!

- The building reopened in June 2025 with inaugural tours out of the space on July 8, featuring special guests, Jonny & Brenda Jones, whose \$15M gift made the project possible.
- Serves as the “front door” to the University of Oklahoma, welcoming more than 22,000 visitors annually with a hospitality-driven experience.
- Showcases OU pride and story, from GO OU letters, Why OU stories, the OU Chant, and Seed Sower seal to memorabilia, art, and research displays that inspire future Sooners.
- State-of-the-art recruitment hub, featuring a 194-seat immersive theatre, interactive displays, and dedicated meeting rooms that personalize tours and admissions conversations.
- Unifies 47 professional staff members and nearly 220+ student employees under one roof, increasing collaboration, efficiency, and the ability to deliver seamless admissions and recruitment operations.
- Blends OU tradition with innovation, preserving Jacobson Hall’s historic character while adding 11,130 sq. ft. of new space that frames breathtaking campus views.
- Hospitality at its core, offering curated touches like Elemental Coffee (“Jonny Java” & “Brenda Blend”), space to connect, interactive yearbook collections, and celebratory admissions box assembly — ensuring every guest feels cared for.



CELEBRATING GREATNESS: A BOLD NEW WELCOME

This year marked a transformative leap in how we celebrate our newest Sooners. With a fresh, full-color admissions box designed to spark excitement and pride, incoming high school seniors and transfer students were greeted with a vibrant message: “Greatness is waiting for you.”

Inside, students discovered a Class of 2029 exclusive sticker pack, crafted to help them feel seen, celebrated, and part of something special from day one. A cleverly hidden QR code Easter Egg added a layer of surprise, unlocking a digital celebration hub where students could download an OU Bound yard sign, social media graphics, and even a curated admitted student playlist to keep the energy going. We also reimagined our traditional next steps card into a fold-out accordion keepsake, perfect for photo ops and social sharing. On the back, a bold message reminds every student: “There’s only greatness ahead.”

This new admissions experience is more than a box, it’s a celebration of potential, a spark of belonging, and a powerful first step toward a future filled with possibility.

NSO FOR TRANSFER STUDENTS

For the first time ever, transfer students experienced what it is like to be welcomed to the OU Family through NSO. Every single member of Enrollment Management supported NSO this year! Transfer NSO was such a success that we will be implementing specific transfer NSO for spring admits as well moving forward. Comments we've received:

"Just wanted to say I really appreciated the transfer student orientation. I have been a transfer student before at another university and they did not have an orientation like OU. It gave me a lot of information, and I felt welcomed and connected. Continuing to offer this in the future would be very helpful to other transfer students."

"I just wanted to thank you again for helping (and thank you to anyone else who helped) to get me into my desired degree plan. I know dealing with people who have a bunch of credits from the military versus a traditional school, can be difficult and your effort and willingness to go the extra mile is truly appreciated."

COORDINATED SCHOLARSHIP EFFORT - YEAR ONE

The University of Oklahoma underwent a massive change in how scholarships are processed by requiring all academic units to fully utilize the Centralized Academic Scholarship Hub (CASH). This established a unified awarding process, ensured clarity and consistency in procedures, and provided necessary trainings to campus partners in order to better serve students. Although we haven't seen the impact on how many more dollars were spent during FY26 over FY25, we continued to see a net increase in applications submitted. Additionally, this has resulted in greater collaboration and communication across campus which minimizes student confusion and delays in processing. The standardization of scholarship administration on the Norman campus has seen many successes in the first year of implementation and we expect to continue to make strides in future years.

SFC AND MONEYCOACH PROGRAM

Student Financial Center

- Coordinated cross-training between the SFC and the MoneyCoaches in the fall 2024 and spring 2025, which led to improved collaboration and the most successful disbursement in SFC history.
- Learned new financial aid processing and how to instruct students and parents to resolve errors at studentaid.gov.
- Fully staffed and trained for the first time in SFC history.

MoneyCoach

- Successfully moved out of the SFC and into the other side of Buchanan Hall 1st Floor (post OAR move to the JFWC).
- Adjusted NSO processes in an effort to better serve students, based on feedback from students and parents.
- Improved walk-in services.

- Adjusted MoneyCoach scheduling, to maintain continual service for students.

SFC/MC Collaboration

- Staff training on using consistent/intentional language when advising federal aid eligibility, bursar requirements, Invest in Success details, and Room and Board eligibility.
- Implemented more effective communication with students and co-workers regarding planning (MoneyCoach Program) versus processing (SFC).
- Created work/staff schedules to mitigate noise and crowding, and optimize consideration of others in the office.
- Both MC and SFC teams learned different systems to enhance collaboration between teams in an effort to better serve students.

PRE-ENROLLMENT

Pre-enrollment is a set of tasks completed by an admitted/deposited student before they are fully enrolled.

At OU, academic colleges will assign pre-enrolled courses for students based on the information they provided when registering for New Sooner Orientation. These curated, "pre-enrolled" courses are designed to help students find success in their first semester at OU by providing a well-organized schedule. Additionally, the pre-enrollment structure ensures that an ample number of courses and sections are available to incoming freshmen who need these courses during their first semester to matriculate to spring semester and/or need them to be able to enroll in a specific spring course in their academic college. Pre-enrollment ensures students stay on track to graduate.

Note: Pre-enrollment only takes place prior to students first semester at OU.

Pre-Enrollment by the Numbers:

6,100+

Students pre-enrolled in 2 courses

28%

Kept both courses

68%

Kept one course



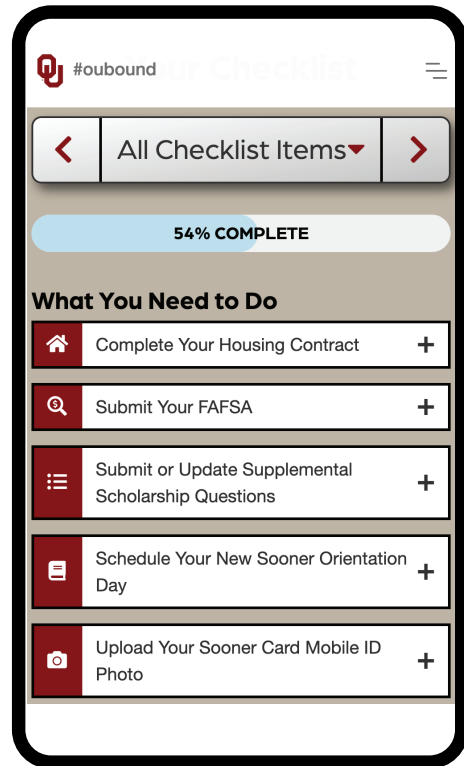
FERPA PROXY

In April 2025, the Office of the Registrar launched the FERPA Proxy System, allowing students to give their parents or legal guardians access to view the student's unofficial transcript, schedule, profile, and midterm and final grades. The new system gives parents and legal guardians more flexibility in when and how to view their students' information and provides access to information not available to them before, such as midterm grades. Additionally, the Proxy system eliminates the need to print and mail transcripts for student and parental FERPA releases at the end of each term since parents and legal guardians can access the records directly through their Proxy login. Scan the QR code to learn more about the new FERPA Proxy Management webpage.



In addition to making student records available to parents and legal guardians through the FERPA Proxy System, as of July 2025 OU faculty and staff with access to Student search on ONE can now also see information on all individuals who are listed as a student's proxy or who are listed on a student or parental FERPA release for that student. This ensures that FERPA release information stays centralized and prevents the need for each department to maintain its own records.

OU BOUND: A SMARTER, MORE ENGAGING PATH TO BECOMING A SOONER



This year, we reimagined the OU Bound portal to better support admitted students on their journey to joining the Sooner family. With a sleek new interface and personalized features, the portal now offers a more intuitive and engaging experience from admission to enrollment.

To reduce feelings of being overwhelmed and to improve clarity, we reorganized the OU Bound checklist into six digestible categories: All Checklists, First Steps, Housing, Financial Planning, Orientation Steps, and Final Steps. This thoughtful redesign empowers students to prioritize tasks and move forward with confidence.

Also launched is a Test Scores tab, giving students a clear view of their self-reported and official scores, helping them understand how their information impacts scholarships and admission decisions.

A new progress bar helps students visualize their journey, making it easier to track completed tasks and stay motivated. To keep students coming back, we introduced monthly OU trivia, sparking school spirit and rewarding engagement. Each month, two winners received a prize, including our exclusive OU tote bag, and at the end of the campaign, four lucky students won the grand prize: \$75 in Sooner Sense.

With these enhancements, OU Bound is more than a portal, it's a personalized roadmap to greatness.

ZEEMEE

OAR added ZeeMee to increase connection within the incoming prospective student classes at OU. ZeeMee is an app that allows students to interact with other students and also provides OU information about engagement toward matriculation. We used ZeeMee to answer student questions and it also allowed for students to connect with one another for roommates or other student organizations. ZeeMee works with Slate and feeds information back into the system about students who are interested in OU and the steps they are taking to eventually choose OU as their school of choice. It gives us data we can use to follow-up with students who provide information via ZeeMee that we don't have and it allows us to communicate directly to students through the app.

FUTURE SOONER FRIDAYS - NEW IN FALL 2024

- Executed 3 large scale events to showcase the excitement of OU on a game-day weekend to prospective students.
- Increased the overall number of guests we host at OAR events in the fall by over 250% from Fall 2023 and Fall 2022.
- Had a 93% positive guest-experience rating among all those who attended a Future Sooner Friday.
- Utilized the event portals developed by EMCOMM to create a more streamlined guest experience.
- Implemented new branding based around the game day foam finger and "Only One" phrasing.



TIER II LAUNCH COMPLETIONS



IMA ADOLFO | Senior Communications Coordinator
EMCOMM
Project: **Event-Based Portals**

- Learned CSS and HTML code languages to build and edit the portals in Slate.
- Built event-based portals to streamline event communication and create a great user interface.
- Put the student's personalized event schedule and more resources at the reach of a QR code scan on their nametags.
- Learned more about setting up exports on Slate for data display and liquid markup.
- Streamlined the process of event communications: any changes could be reflected on the portals immediately, thus limiting the number of emails sent to student and families.
- Partnered with events team to implement the portal for our brand-new open house events - Future Sooner Fridays.



JAXX BALE | Senior Admissions Counselor
Oklahoma Recruitment
Project: **Tracking Transfer Enrollment with Power BI**

- Created interactive Power BI reports to track enrollment numbers of transfer students, providing a first-ever visual representation of this data.
- Analyzed trends, including enrollment numbers over time, origin schools, and key demographic insights.
- Identified new and unseen patterns, such as top contributing schools and GPA distributions, which will further data-driven decision-making.
- Delivered a scalable, user-friendly dashboard that can be used by others to monitor and assess transfer enrollment dynamics effectively.



CALEB BOYDSTON | Senior MoneyCoach
MoneyCoach Program
Project: **Financial Education for Prospective & Current Oklahoma's Promise Students**

- Connect with rural and low-income Oklahoma high school students to bring awareness to what a college financial plan looks like and what a financial plan at OU could look like.
- Increase awareness that OU can be affordable for lower-income resident families.
- Market the MoneyCoach office to build confidence in applying to OU.



AVA CARMACK | Senior Student Service Expert
Financial Aid OU Online
Project: **De-Escalation Training**

- Developed a two-part, interactive training course that creates an engaging environment to build confidence in addressing student complaints, managing challenging interactions, and de-escalating difficult situations.
- Led successful training sessions with small groups, ensuring participants feel better equipped to handle emotionally-charged situations.
- Focused on providing employees with practical tools for de-escalating difficult conversations, particularly when delivering upsetting news to students and their guardians.
- Created strategies for managing emotions post-interaction to help employees avoid burnout and maintain composure in future conversations.



KAY CASEY | Senior Student Service Expert
Student Financial Center
Project: **RRAAREQ Tracking Document Database**

- Created a comprehensive RRAAREQ tracking document database to assist SSEs and Financial Aid staff in understanding the implications of financial aid requests and managing conversations with parents and students.
- Includes:
 - Requirement code
 - Description
 - Action needed



TRICIA COLE | Scholarship Specialist
Scholarship Office
Project: **Transfer to OUHC**

- Streamline the Transfer to OUHC process making it faster and more accurate.
- Use a newly created report to pull info rather than manual.
- In the future, the report will be pulled and sent straight to OUHC without manual work involved.



BRANDON COMER | Senior Student Service Expert
Student Financial Center
Project: **Financial Aid Outreach Coordinator**

- Becoming the new Financial Aid Outreach Coordinator aided in growth as a SSE.
- Grew communication skills by leading training, development, and sharing knowledge when presenting to parents and students about federal and state aid.
- Built customer rapport with different high schools in OKC Metro area and within the colleges and departments on campus.



KATIE DORROUGH | Senior Admissions Counselor
Oklahoma Admissions & Recruitment
Project: **OAR School Visit Presentation**

- Developed a presentation specifically designed for school visits that is easily accessible and editable.
- Partnered with EMCOMM and colleagues to ensure the presentation included the most relevant information.
- Crafted a training document and script for the presentation.



BROOKLYN DUONG | Senior Admissions Counselor
National Admissions & Recruitment
Project: **Bringing Stories to Life**

- Trained student workers to effectively and intentionally communicate information through the NSO Resource Tour allowing incoming Sooners to see through the lens of fellow students' perspectives while offering tangible resources to help aid in the beginning of their OU Story and find belonging on campus.
- Collaborated with EMCOMM to create social media campaigns. Because social media is this generation's main source of information, OU can utilize this medium to their advantage and capture attention by creating visual information through social media initiatives such as takeovers, reels, posts, etc.
- 24.8k students and supporters were reached through two Instagram Reels created in this project.



MEGGIE DYE | Senior Admissions Counselor
National Recruitment
Project: **National Team Admission Box Delivery**

- With more than 50% out-of-state applicants, the goal of this growth competency was to increase hand-delivered admissions boxes on the National Team.
- Worked with several different departments to coordinate and revamp box delivery for our team.
- Provided the National Team with step-by-step instructions on how to complete an admissions box hand delivery.
- Increased deliveries from 1-2 a year to 25+ (and counting) since the start of this admissions cycle.



TRAVIS FEUERBORN | Financial Analyst
Administration and Compliance
Project: **Online Meal Ticket Sales Platform**

- Created an online OU Touchnet store to purchase tickets to the Couch Restaurant for visiting prospective students and their families. Instead of paying at the register, the option to pay online in advance, will make the time spent in lines shorter during events like Sooner Saturday. This benefits prospective students, OU Food Service Administration, and EM Campus Experience team.
- Created a new OU Chartfield Account and reconciling process. This involves reporting, cost transfers, any refunds that need to occur, and reconciliation.
- As an add-on accomplishment, this online OU Touchnet store can also be used for hotel payment registrations for events like the Weekend Experience.



STACY HENSHELL | Tuition Waiver & Scholarship Specialist
Scholarship Office
Project: **Tracking Hold Email to Departments**

- Notifications alert departments to issues that require immediate attention. Prompt action helps minimize delays and disruptions in students receiving their scholarship(s).
- Automated notifications streamline communication, saving time and ensuring all relevant parties receive consistent info.
- Keeping departments informed encourages collaboration and teamwork. If any future issues arise, we can coordinate with the department(s) to resolve issues more effectively.
- Informing departments of tracking holds, establishes accountability. Departments know what items are affected and who is responsible for resolving any issues, leads to more proactive problem-solving.



BRENDA JONES | Senior Admissions Counselor
Admissions & Recruitment
Project: **Regionally Held Prospective Student Event**

- Hosted an admitted student event in a regional area to increase yield of students in that territory.
- Worked with the events team on campus to learn the procedure for planning an off-campus event.
- Worked with the venue, events team, and purchasing to implement the event.



HALEY PEARSON | Senior Holistic Admissions Counselor
Admissions & Recruitment
Project: **Sooner Bot**

- Audited 200+ OU websites for Sooner Bot to scan for pre-written responses.
- Conducted SEC research, where does Sooner Bot stand in the SEC?
- Updated Chat Intro paragraph and flow in Sooner Bot.
- Added "Quick Searches" for top questions asked. For example:
 - Top majors
 - Will my credits transfer?
 - Graduate Admissions information



BREANNE KUBACKI | Senior Admissions Counselor
National Recruitment
Project: **Unlocking Scholarship Opportunities: Connecting Early with Out-of-State Students**

- Enhance early awareness of OU scholarships to out-of-state students and connect with these students earlier in their application process.
- Collaborated with the operations team to retrieve data on Fall 2024 non-resident admits with a 6th semester transcript (who did NOT send a 7th semester) and has a Scholarship GPA within the range, 3.15-3.19 and those that have a Scholarship GPA range of 3.39-3.43. Ultimately, those that did not submit their 7th semester transcripts did not attend OU.
- Retrieved a query that shows Fall 2025 applicants that have not submitted the optional scholarship essays.



KATIE ROBERTS | Events Coordinator Lead
Admissions & Recruitment
Project: **"It Just Means More" – Campus Experience Initiative**

- Led the efforts of establishing a brand-new event series: Future Sooner Fridays (FSF). This OU event series was inspired by on-campus offerings at other SEC universities that host large showcase open house days in conjunction with home football game weekends. FSF 2024 was strategically hosted the days before Tennessee, Maine, and Alabama home games contributing to an exciting, spirited atmosphere on campus.
- FSF 2024 included exciting opening sessions with guest speakers such as Coach Porter Moser, Dr. Rhonda Dean Kyncl, and Coach Patty Gasso! Guests explored campus through campus tours, academic college & campus resource fair, and open houses across campus. A tailgate style lunch was also provided to guests.
- FSF welcomed just over 1,700 guests to campus over the three new events, significantly growing Fall on-campus event attendance from the past few years. Guests traveled from 31 different states to attend!
- Due to the success and popularity of the inaugural FSF event series- plans for FSF 2025 are already in motion!



NAYIFA NIHAD | Senior Admissions Counselor
International Recruitment
Project: **Sponsored Student Recruitment**

- Created a database of current and potential sponsors of international students.
- Built and maintained relationships with sponsors and campus partners who work with sponsored students at OU.
- Researched best practices for recruiting sponsored students.
- Created targeted communications and a resource base for current sponsors and sponsored students at OU.



SYDNEY SCHWICHTENBERG | Senior Writer
EMCOMM
Project: **Admissions Web Rebrand**

- Redesigned webpages across the ou.edu/admissions website to better serve the prospective OU Family, including but not limited to: the homepage, athletics, GSE, academics, honors, support, visit, and more!
- Created templates and tutorials for web designs so others can learn the rebrand inside and out, and also so templates can be easily pulled to bring to other admissions pages.
- Updated old content to ensure we share the most up-to-date information and authentically showcase the Sooner Spirit.
- Created each web page with attention to accessibility and new front-end web development, which was supported by EMCOMM's Kelby Wilkerson, and created web designs inspired by EMCOMM's Tori Willis's print designs.
- Information for new content was also pulled together from others throughout OAR and the EMCOMM team.



KELLY STOUT | Senior Administration Support Coordinator
Office of the Registrar
Project: **Class Schedule – Updated Recourses**

- Created step-by-step instructions for department/college admins to reference when submitting their class schedule requests by semester.
- Provided more details for users to access internal processes for verifying class schedule permissions, co-requisites, majors, fee schedules, gen ed, grade mode, slash/cross-listings, linked courses, etc.
- Created new Resource link for Classroom Management website on **ONE.OU.EDU** for quick access.
- Continuous updates for these instructions as they change will now be available and in real time.
- Fewer back and forth emails, trainings, zooms and questions when the information is readily available to each new admin onboarding due to high turnover in the scheduling admin community (population of approx. 150 contacts), also, printable for easy access.



CALLIE WRIGHT | Senior MoneyCoach
MoneyCoach Program
Project: **MoneyCoach Training Guide**

- Created Training Guide for the MoneyCoach Lead and MoneyCoach Team to utilize during the training process of New Hires and used for Refresher Trainings.
- Created a Training Teams channel to house existing and new training documents.
- Created Training Calendar, New Hire Checklist and Learning Objectives.



CARLY YOUNGBERG | Senior Admissions Counselor
Tulsa Recruitment
Project: **Oklahoma Admissions Counselor Binder**

- Compiled training documents, procedures, and other general information specific to Oklahoma Admissions Counselors.
- Organized and uploaded files to a new location within Sharepoint that is easily accessible for all Admissions Counselors.
- Created personal outreach templates for newer Admissions Counselors.

TIER III LAUNCH COMPLETIONS



CHRIS DOIRON | Senior Financial Aid Specialist
Financial Aid Services
Project: **Oklahoma Promise**

- Designed and implemented a well-structured process to effectively manage the awarding of Oklahoma Promise and subsequent handling of the claims.
- Establish clear procedures and comprehensive calendar for Oklahoma Promise processing across the Fall, Spring, and Summer semesters.
- Developed a detailed and friendly FAQ document to address common questions regarding processing and awarding Oklahoma Promise.



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

- Increased Efficiency and Minimized Loss of VSS' Most Valuable Resource (time) as We Perform Our Most Common Task (processing veterans course confirmation forms)
 - Automated data input corrected Student entry errors and randomly listed courses; Creating new LF Forms Process fixed inefficiencies and susceptibility to user error.
- | | |
|--|---|
| - Reduced student error-susceptible fields from 17 to 4 | - Retained university-wide resources: LF Forms system and established Adviser pool - Minimal change to |
| - All course data pre-populated; alphabetized by Course Subject Abbreviation | - Automation (Accurate data and organized presentation) relieved student, Adviser, and VSS Staff burden Adviser |
| - New LF form adds 5 data fields / 6 features | - More accurate, complete and organized forms |
| - Reduced number of pages 'printed' to LF Repository 4/3 | |



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

- The State Regents recently changed the criteria required for program modifications and the approval process. These changes required our office to update the forms and create new video tutorials for CIM Programs to reflect these changes.
- The revised videos match how the new forms look in CIM Programs. These updated videos should help answer any new or lingering questions about the program modification process in CIM Programs.
- The 3 videos that were created in the instructional video series are posted on the Office of the Registrar website- Introduction to CIM Programs, Adding a New Program, and Editing and Bundling Programs



TREVOR JAVENKOSKI | Assistant Director
Transfer Admissions & Recruitment
Project: **Transfer Equivalencies Expansion**

- Development and implementation of multi-faceted process for advanced equating of transfer courses.
- Seeking out courses that can be transferred ahead of time can ease burden on students (i.e. credit loss).
- Assists with creation of future articulation agreements.
- Expression of more intentional cooperation with 2-year partners.

Results

- Additional visible communication for students on how to get classes equated.
- Development of stronger relationship with 2-year partners.
- Creation of worksheet for transfer team.



SARAH SHIPMAN | Assistant Director
Office of Admissions and Recruitment
Project: **Created Outside Scholarships List for Military Connected Students**

- Gathered information for scholarships applicable to veterans, active duty, reservist, guardsmen, spouses, and children.
- Worked with stakeholders to ensure federal compliance.
- Created four PDF lists of scholarships totaling over 800 entries that is sent out upon request.
- **Enhanced ROTC & Military Section of Admissions' Outside Scholarship Page**
- Completed research to determine which scholarship groups should be added.
- Worked with stakeholders to ensure federal compliance.
- Collaborated with EMCOMM to have 7 additional programs added to website.



ALLIE PHAM | Assistant Director
MoneyCoach Program
Project: **Transfer Financial Pathway at OU**

- Enhanced financial resources and support mechanisms for both incoming and current transfer students.
- Increased accessibility to financial literacy for transfer students through Canvas.
- Created a training guide and trained MCs on transfer student financial aid resources and processes.
- Created a process to maximize OKRTW for resident transfer students.



TORI WILLIS | Senior Designer
Enrollment Communications
Project: **Redesign Admit Box/ Contents to Reflect New Brand and Refine Admissions Communication**

- Redesigned the admission box and all its contents based on feedback from last year's admission box survey.
- Reviewed and facilitated edits for the copy on all cards inside the box with emphasis on student feedback and prioritizing the information they requested.
- Put more emphasis on student experience with the box by incorporating elements that can be interacted with more than once (a secret QR code with digital assets like desktop wallpapers and Spotify playlists, info cards doubling as fold-out photo props, investing in high-quality printing to create a display-worthy box that photographed better, etc.).
- Designed new digital assets like email headers, elements for OU Bound, a custom Instagram filter, and social media posts.



LAUREN QUINN | Assistant Director
National Recruitment
Project: **Professional Development Series**

- Guidelines to be used across Enrollment Management to welcome and prepare new employees for the expectations and guidelines of this department. Presentation may be used and adjusted by any sub-department to fit the parameters of the new hire(s) position(s).
- Collaborated with recent hires and directors for direction on expectations that needed improvement on either side.
- This is an ongoing and ever developing project, and I welcome continued feedback and additions. With the shift in generations, what is deemed as acceptable professionalism has evolved. This presentation aims to be clear on what is appropriate and expected for Enrollment Management without assuming that new employees "just know."



MATT WILSON | Senior Content Media Manager
Enrollment Communications
Project: **Enrollment Management Monthly Headshots**

- Created a process to take EM staff headshots every month. These headshots are essential since we work closely with prospective students and families and many campus departments.
- Publicized the opportunity in the Pulse and EM Weekly Enrollment Management newsletters.
- Created a central folder on Flickr where all headshots will be stored moving forward. This will make locating and keeping track of the headshots easier for the EMCOMM team.

STAFF AWARD 2025 EM RECIPIENTS



CORNELIA BASS
Associate Director | Financial Analyst
Financial Aid Services

Distinguished Performance Award

"Cornelia has played a key role in guiding the University of Oklahoma through one of the largest transitions in financial aid history with the FAFSA Simplification Act. This Act presented many challenges for financial aid administrators across the country, but here at OU, we were prepared and ready for this challenge because of her leadership. Each new week brought new challenges, findings, and changes, but Cornelia communicated and trained us with every new development that occurred. She never fails to stay up-to-date on regulation changes so that we can be well trained and prepared. Cornelia is truly the backbone of Financial Aid Services."



COURTNEY THOMAS
Senior Assistant Director
Transfer Admissions & Recruitment

Distinguished Performance Award

"Courtney's efforts have resulted in significantly increased engagement among transfer students. Beyond her direct work with students, Courtney is a dedicated advocate for cross-campus collaboration. Her work with New Student Programs, specifically, has transformed the way transfer students experience their journey at the University of Oklahoma. She understands that supporting transfer students goes beyond admission decisions; it requires a holistic approach to ensure they feel welcomed, valued, and prepared to succeed. Through innovative recruitment strategies and strong partnerships, Courtney has made OU a destination where transfer students can thrive."



NEIRA KADIC
Senior Assistant Director
United World College

Distinguished Performance Award

"Neira individualizes her approach to each student, seeking what is best for them and then coaching/advising/mentoring them to find opportunities to grow and thrive and reach their full potential. At her core, and evident as her passion, Neira is a community builder. Everything she does in some way likely ties back to this principle. She networks and connects people, to each other, and to resources, and to spaces. Neira founded OU's International Faculty/Staff Employee Resource Group in 2021. She was one of the first advisors for the International Graduate Student Alliance, a group she had in Farzaneh Hall, again, because she recognized a need of the community."

ENROLLMENT MANAGEMENT LEADERSHIP



JEFF BLAHNIK
Vice President,
Division of Enrollment Management
Chief Enrollment Officer



MORGAN BRAMMER
Assistant Vice President,
Executive Director
Office of Admissions & Recruitment



DANIELLE DUNN
Assistant Vice President,
Director of
Communications & Marketing



DORION BILLIPS
Director
Connection & Student
Experience



CRAIG HAYES
Director
International & United World College
Admissions & Recruitment



COURTNEY HENDERSON
Executive Director
Financial Aid



MIKE HINDERMAN
Director
Scholarships



CHRIS KENNEDY
Director
Strategic Technology



TRISH KOONCE
Director
Administration & Compliance



KATIE MCINTYRE
Registrar
Office of the Registrar



JESSICA PEREZ
Director
Student Financial Center



ALLISON STANFORD
Director
Training & Development



KIMBERLY WEST
Director
National Recruitment



DIVISION OF ENROLLMENT MANAGEMENT
The UNIVERSITY of OKLAHOMA