



ENROLLMENT MANAGEMENT ANNUAL REPORT

2023-2024

from VICE PRESIDENT JEFF BLAHNIK

“It has been a significant year of change and growth for our division, but as always, I’ve been so impressed with the consistent manner in which our teams have navigated it and continue to operate at a very high level. First, our team took on the management of the New Sooner Orientation program, where all new students enroll at OU for the first time. Many across our division, along with countless campus partners, ensured the success of this dynamically revamped program. Our Financial Aid team especially has handled the challenges of the delayed new FAFSA with incredible professionalism. Because of federal changes, financial aid packages were delayed by more than four months, our teams universally stepped up in the abbreviated timeline to serve each individual student with intentionality and ensure the students’ college dreams remained intact. The Scholarship Office has taken on greater responsibility to ensure that endowed funds across the university are well utilized and fit with our strategic goals as a university. We are in the process of implementing a transcript solution to serve transfer students and high school students in a more automated way. Our MoneyCoach team moved across campus to Buchanan Hall, which has led to increased synergy with our Student Financial Center.



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

From a personnel standpoint, after retirements to long-time, excellent employees, we hired Courtney Henderson as our Executive Director of Financial Aid Services and Katie McIntyre as our Registrar. Additionally, Morgan Brammer and Danielle Dunn were promoted to Assistant Vice Presidents due to increased scope and responsibility over several years. Finally, we are very excited about the new Connection and Student Engagement department, led by Dorion Billups, that focuses on serving first-generation and underserved prospective students. We continue to be grateful for our partnerships, and for the momentum at the university that supports these successes. 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**

CLASS OF 2027 BREAKS UNIVERSITY RECORDS (FALL 2023)

NORMAN, OKLA. – With the start of the fall 2023 semester, the University of Oklahoma is proud to announce the Class of 2027 is once again breaking records. It is OU’s largest, most diverse class and features more first-generation students and Davis United World College Scholars than any freshman class in the school’s 133-year history.

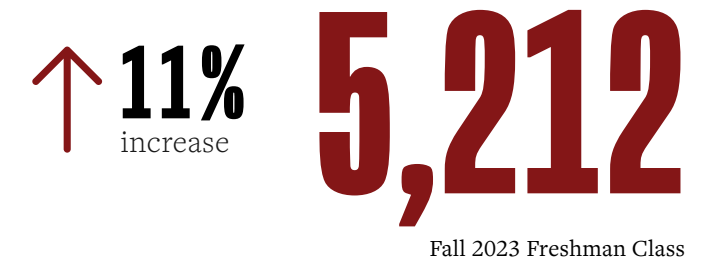


This year’s freshman class is composed of 5,212 students – an 11% increase in new students over last year and a sign of continued growth at OU. Of those 5,212 students, 39.4% percent identify as being from an underrepresented group, and more than 26% are first-generation college students. Additionally, 88 international students who are part of the Davis United World College Scholars Program are in this year’s freshman class. Among the incoming freshmen, 737 have qualified to receive Oklahoma’s Promise – a 20% increase from last year, with many utilizing OU’s Crimson Commitment resources, which provide support for fees and tuition.

“We are experiencing great momentum at the University of Oklahoma, as we welcome our largest incoming class in school history. It is an exciting time to be a member of the OU Family, and we are beyond thrilled to welcome this incredibly talented group of students,” said Jeff Blahnik, vice president for the Division of Enrollment Management and Chief Enrollment Officer. “The OU academic experience is a dynamic one, where students are surrounded by opportunities to gain valuable, real-world experiences and connections that make their degree worth the investment. Students across the state, the nation and the world recognize OU as an exceptional institution to gain a world-class education and make a lasting difference in their communities.”

CLASS OF 2027

Final Freshman Class Total After Census



3.65

Grade Point Average

26.1

Average ACT Score

50.9%

Oklahoma Resident Students

39.4%

Underserved Students

645

Earned 4.0 GPA in High School

224

Ranked First in High School Graduating Class

26%

First-Generation Students

88

Davis United World College Scholars Incoming Freshman



TRANSFER STUDENTS:

995

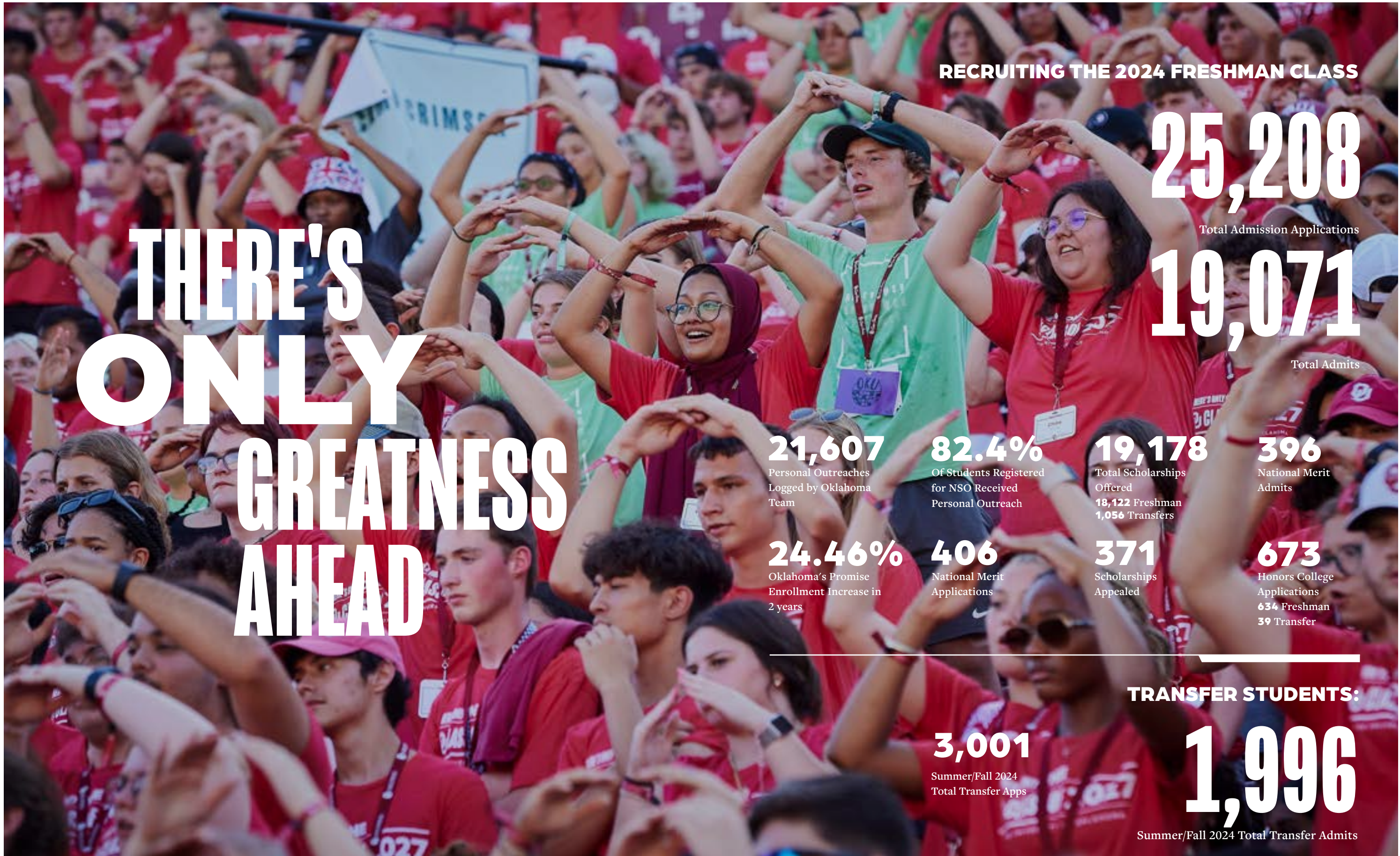
Spring 2024 Total Transfer Apps

698

Spring 2024 Total Transfer Admits

1,169

Fall 2023 Enrolled Transfers



RECRUITING THE 2024 FRESHMAN CLASS

**THERE'S
ONLY
GREATNESS
AHEAD**

25,208

Total Admission Applications

19,071

Total Admits

21,607

Personal Outreaches
Logged by Oklahoma
Team

82.4%

Of Students Registered
for NSO Received
Personal Outreach

19,178

Total Scholarships
Offered
18,122 Freshman
1,056 Transfers

396

National Merit
Admits

24.46%

Oklahoma's Promise
Enrollment Increase in
2 years

406

National Merit
Applications

371

Scholarships
Appealed

673

Honors College
Applications
634 Freshman
39 Transfer

TRANSFER STUDENTS:

3,001

Summer/Fall 2024
Total Transfer Apps

1,996

Summer/Fall 2024 Total Transfer Admits

CAMPUS EXPERIENCE

21,093

Total Campus Visit Guests

9,040

Students Attended a Campus Tour

150

Group Tours

519

Total Personalized Visits



ADMITTED STUDENT DAY

Date: Saturday, March 2, 2024

Invited: Admitted fall/summer 2024 high school seniors and college transfer students.



- 1,162 students and their families were in attendance.
- Partnered event with The Gathering community building dinner and Greek Preview Day to maximize what students can experience during that weekend.
- Provided admitted students the opportunity to celebrate their achievements.
- Students were able to engage with academic deans, directors, and current students, complete after admissions items, and learn more about the unique ways they can enhance their OU experience.
- Kristen Partridge gave the opening keynote address.
- 81.71% of students in attendance committed to OU.

IN PERSON EVENTS + TOURS:

EVENT NAME	TOTAL REGISTERED	TOTAL ATTENDED	APPS	ADMITS	DEPOSIT	PERCENT COMMITTED	NSOs
Admitted Student Day	1,353	1,162	1,161	1,159	947	81.71	936
Indigenous Preview Day	135	92	34	28	12	42.86	12
National Merit OKC Dinner	64	63	58	58	27	46.55	27
National Merit Tulsa Dinner	31	31	20	20	6	30	6
National Merit Dallas Dinner	16	11	11	10	-	-	-
National Merit KCMO Dinner	26	23	15	15	1	6.67	1
National Merit Virtual	54	42	31	31	10	32.26	10
Evening with OU ALL	869	575	503	460	270	58.7	266
Evening with OU for Dallas	318	209	192	180	99	55	97
Evening with OU for Tulsa	274	178	140	115	78	67.83	75
Evening with OU for Houston	278	189	172	165	93	56.36	94
McLaurin & Lewis Summit (HS JRs)	42	26	6	3	1	33.33	-
The Gathering	75	66	66	66	53	80.3	54
Scholars' Day	203	179	171	169	111	65.68	109
Sooner Saturday	1,354	1,002	135	107	31	28.97	21
Sower's Day	205	129	84	68	48	70.59	47
The Weekend	130	103	102	100	64	64	65
Scholars to Sooners	30	20	20	20	3	15	3
Honors	429	387	285	279	159	56.99	156
Tours	11,559	9,195	4,117	3,808	1,986	52.15	1,938
TOTAL	17,445	13,682	7,323	6,861	3,999	49.73	3,917

NEW SOONER ORIENTATION

10,764

NSO Attendees:

5,110 Students

5,654 Supporters

4,631

Assessments taken before a NSO date

31

Orientations Hosted:

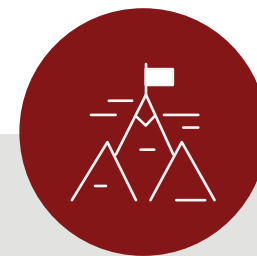
25 In-Person

6 Virtual



New Sooner Orientation (NSO) 2024 was a game-changer, ushering in a dynamic and engaging experience that truly embraced the spirit of belonging and confidence for new students. For the first time, Enrollment Management proudly took the reins after absorbing NSO from Student Affairs. The program’s transformation reflects the dedication and innovation of the entire Enrollment Management team. Cutting-edge systems like Slate and iAdvise were utilized for seamless registration and personalized student assessments, all while completely revamping the NSO website to serve as a one-stop resource. From the first moment a student registered, they were supported through tailored communications—texts, emails, phone calls, and even robo-calls—ensuring they felt connected to OU long before stepping on campus. The program didn’t stop after NSO ended; students continued to receive communication for two weeks after their session, extending the support system. An informational webinar was also introduced that prepared students for their NSO, adding an extra layer of preparation/comfort for students.

This year, NSO epitomized campus-wide collaboration, bringing together over 30 key partners from various colleges, offices, and departments to deliver a truly holistic experience. One of the standout additions was the inclusion of degree-granting colleges in the advising portion of the day, which gave students a tangible connection to their specific academic journey right from the start. The innovative use of the Slate Print process streamlined check-ins and badge creation, also adding professionalism and efficiency. Orientation interns underwent an immersive, week-long training experience built around Enrollment Management’s core values, ensuring these students were ready to lead with passion and purpose. NSO students and their families were treated to an all-encompassing journey through OU, starting the day with arts and culture in Holmberg/Catlett, transitioning to the academic heartbeat of advising, and ending with an unforgettable moment at the stadium, capturing memories that would last a lifetime. This new, reimagined NSO set the stage for a bright future for incoming Sooners!



NSO INTERNS

35 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

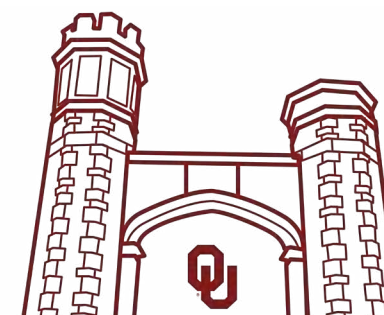
More than 30 Campus Partners participated in NSO, including for the first time, all Degree-Granting Colleges played a role by advising their incoming students.



EM VOLUNTEERS

13 EM staff volunteered for each day of NSO

- 3 Greeters to conduct Check-in
- 1 Speaker Opening Session
- 1 Coordinator Hospitality HQ
- 4 Guides Hospitality HQ
- 4 Guides Send-off



NEW SOONER ORIENTATION

NSO QUICK FACTS

- Created a new NSO experience that enhanced belonging and confidence for our new class
- Integrated Slate and iAdvise for NSO registration including assessments
- Overhauled NSO website to be more informative for all things NSO
- Reimagined NSO communications to better serve our students, including texts, email campaigns, phone calls and robo-calls from time of NSO registration opening to a message that went to students two weeks after they attended their NSO
- Created webinar for prepping for NSO (720 attendees)
- Cultivated cross-campus collaboration with over 30 partners including colleges/offices/departments
- Increased percentage of students to complete assessments (4631 assessments taken before a NSO date)
- Included Degree Granting Colleges in NSO for the first time, by engaging them through the advising portion of the day
- Implemented Slate Print process for check-in and badge creation for event guests/participants
- Created a new week-long training experience for orientation interns that was centered around the EM core values
- Provided lunch for all who attended in person (first time to ever do this at NSO)!

EM COMMUNICATIONS & MARKETING

PROSPECTIVE STUDENT OUTREACH



39,993,442

Emails



243,642

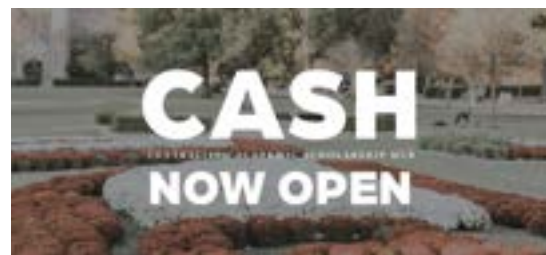
Texts (sms)



32,363

Comm Center Calls

CURRENT STUDENT OUTREACH



723,265

Emails



68,874

Texts (sms)

PUBLICATIONS

111,274

Apply Now
Postcards

72,000

Admission Box
Stickers

40,000

2023-2024
Viewbooks

31,477

Major Options
Brochure

6,500

Payment
Guides

2,178

New Sooner Orientation
Postcards

ENROLLMENT DEPOSIT POSTERS

4,131

Students selected the
"Travel" poster

1,014

Students selected the
"There's Only One" poster

688

Students selected the
"Information Card" poster



During the 2023-2024 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:

6,229

Total Undergraduate Degrees Awarded

2,398

Total Graduate Degrees Awarded

600

Total Law & Ph.D. Degrees Awarded

Study Abroad Program:

189

Credit Agreement Forms (CAF)

275

Enrollment Verification Forms (EVF)

152

Study Abroad Transcripts

Transcripts by Term:

15,279

Fall Semester 2023

13,201

Spring Semester 2024

14,769

Summer Semester 2024

Test Scores Processed:

13,437

AP Test Scores Processed

310

CLEP Tests Processed

131

IB Tests Processed

Transcript Evaluation:

22,204

College Transcripts Processed

915

Current Class Schedules Processed

Publications & Curriculum:

714

Total Course Updates

211

Total Program Updates

Associate Degrees:

290

OK AS Degrees

165

OK AA Degrees

ENROLLMENT INFORMATION:	FALL 2023	SPRING 2024	SUMMER 2024
Norman Undergraduate	21,523	19,967	7,298
Norman Graduate	6,010	6,095	3,448
Tulsa Undergraduate	63	63	37
Tulsa Graduate	651	336	231
Master of Law	381	376	269
Law Juris Doctor	545	517	141
REGISTRATION & STUDENT SERVICES:			
Offered Sections of Courses	13,973	13,752	2,797
Major Changes Total	51,196	28,324	15,550
Cancellations	1,191	744	696
Complete Withdrawals	548	486	271
ACADEMIC RECORDS:			
Grades Submitted	123,628	114,575	23,168
Transcripts Issued	15,279	13,201	14,769
Grade Changes	2,567	1,717	2,687
OTHER:			
iAdvise	27,687		
24-Hour Rule	7,048		

VETERAN STUDENT SERVICES

4,432

Largest Self-Identified Military-Connected Population

240

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

1,783

VA Beneficiaries Certified

STUDENT FINANCIAL SUPPORT

34,036

Number of Calls Answered by the Student Financial Center

7,692

Attendees at MoneyCoach Workshops / Presentations

9,018

CASH Applications Submitted

STUDENT FINANCIAL CENTER

Calls Answered:	34,036
Emails Resolved:	20,429
Walk-Ins Served:	7,923
Financial Impact of Complete Withdrawals Completed:	909
Itemization Requests Fulfilled:	705
Book Scholarships Awarded:	178

MONEYCOACHES

Individual 1:1 Meetings:	4,161
MoneyCoach Workshops:	265
Presentations to Prospective Students:	135 out of 265
Prospective Students Received Outreach:	1,870
NSO Student and Parent/Guardian Attendees:	9,365
MoneyCoach Workshop/Presentation Attendees:	7,692

SCHOLARSHIP OFFICE

General Scholarship Apps:	9,018
Foundation/Donor Funds Managed:	441
Financial Aid Conditional Apps Submitted:	6,297
Financial Aid Conditional Apps Reviewed:	5,260

FINANCIAL AID TRACKING & LOAN DOCUMENTS

DOCUMENTS GENERATED	FY22
# of FAFSA	36,699
# of Tracking	24,065
# of Tracking 1st Reminder	6,953
# of Tracking 2nd Reminder	4,782
# of ECOMM Postcards	14,844
# of Shop Sheets	1,024
# of Crimson Commitment Brochures	1,059
# of RTC Pos. Disb. Letters	21,247
# of RTC PPLUS Pos. Disb. Letters	3,535
# of RTC Neg. Disb. Letters	885
# of RTC PPLUS Neg. Disb. Letters	110
# of SAP ALERT	1,653
# of SAP PRFSG	65
# of SAP PRFSU	109
# of SAP SUSP	3,312
# of Aid Letters	107,345
# of Verification Complete	1,965
# of Summer Worksheets	4,465
# of Institutional Loan Worksheets Worked	412
# of PLUS Denial Worksheets Worked	266
# of DL Requests Worked	964
# of Additional LOAN Worksheets Worked	555
# of Grad PLUS Apps Worked	1,241
# of PLUS Loan Apps Worked	2,084
# of Private Loan Apps Worked	2,111



SUCCESSES & UPDATES

ADMINISTRATION & COMPLIANCE

- Supported departments with multiple audits and federal reporting requirements
- Helped establish and staff the VSS Center for Excellence
- Faculty FERPA training including coordination and monitoring
- Initiated several phases of EM restructure project
- Streamlined the 100% remote work process
- Improved equipment ordering system resulting in much shorter turnaround time
- Upgraded the security of the visitor parking reimbursement process with the OMU garage
- A&C Team restructure
- Cross-training across A&C
- Coordinated Performance Evaluations and PRC List

EM COMMUNICATIONS & MARKETING

- Rebrand OU Bound + You at OU portals
- Updated Room + Board process
- Created Adobe Express templates
- Created query templates
- Integrated freshman student types into email builder w/ variable language
- Updated event communications timeline
- Built CE/Sooner Discovery communications—materials, website, emails, Admissions packets
- Webpage redesigns
- Re-design and Re-brand:
 - Viewbook
 - Event templates
 - New Sooner Orientation and Concurrent Enrollment websites
- New Sooner Orientation rebrand including logo and event materials
- Added Populations:
 - Date creation
 - Student type

EM LEADERSHIP UPDATES

- Brad Burnett retires in September 2023 and Courtney Henderson becomes the new Executive Director of Financial Aid
- In Spring 2024 Morgan Brammer and Danielle Dunn were promoted to Enrollment Management Assistant Vice Presidents
- Jessica Perez was promoted to Director of Student Financial Center in May 2024
- Kellie Dyer (Registrar) retires in June 2024 and Katie McIntyre becomes the new Registrar



STUDENT FINANCIAL SUPPORT

Financial Aid Services

- Prepared to implement the 2024-25 FAFSA processing after significant changes
- Trained staff on 2024-25 FAFSA Simplification
- Committed to the College Cost Transparency Initiative
- Maintained quick processing times resulting in more aid than ever being disbursed
- Processed \$154 million in direct student and parent loans
- Processed \$39.9 million in private education loans
- Clean single audit results
- Transitioned more financial aid forms to an electronic option
- Oklahoma National Guard EAP processing moved to Financial Aid Services
- Hired a Financial Aid Compliance Specialist
- Implemented Governor's Emergency Education Relief funding source for the Adult Degree Completion Program
- Implemented Academic Restart scholarship for the Adult Degree Completion Program
- Trained campus partners on online specific processes
- Transitioned Athletics aid renewals to an electronic process
- ARMS/teamworks athletic software implementation
- Created a committee to identify athletic aid endowments
- Refined awarding process for student-athlete assistance funds and post-eligibility awarding
- Updated academic appeal processes
- Norman analysts added processing of aid for OU Polytechnic Institute
- Updated the Graduate conditional admit/special student aid process
- Coordinated the Borrower Defense to Repayment project
- Created detailed support staff procedures

MoneyCoaches

- Re-vamped Room + Board selection, advisement and procedure for incoming Fall 2024 students
- Integrated with Crimson Commitment programming/seminars
- New NSO student selection for NSO 2024
- New NSO schedule with Financial Success Plan presentations to all students
- Debut of new MoneyCoach training curriculum and new training process
- Moneycoach program was mentioned in *Forbes*
- Successful move from Couch to Buchanan, resulting in more collaboration with the Student Financial Center
- 96% student satisfaction (survey results)
- Quick transition to meeting with prospective students

Scholarship Office

- More communication with Campus Partners regarding scholarship processes
- Expanded team from six to eight people to assist with Pool and Match implementation
- Started a monthly reconciliation with OUFN funds to minimize "catching errors" much later during the main reconciliation

Student Financial Center

- Trained student employees on new services
- Learned how to communicate 2024-25 FAFSA simplification changes to students and families
- Volunteered for NSO

OFFICE OF THE REGISTRAR

Academic Records

- Purchased Raptor TE Transcript solution (ongoing implementation)
- Systems access-tdx
- Updating TE Processes
- Consolidated Latin Honorifics
- Consolidated FERPA releases
- Major changes - ongoing
- Coordinated with Transfer Student Success Center for distribution of Associate(s) Degree graduation cords for all graduates who have an AA/AS degree on file—will be the first time ever this has been celebrated at graduation
 - Fall 2023: 125 AA degrees confirmed 73 students picked up their cords for graduation
 - Spring 2024: 262 AA degrees confirmed 148 students picked up their cords for graduation
 - Summer 2024: 22 degrees confirmed two students who picked up their cords for graduation
 - Other note: 149 of 284 eligible undergraduates picked up an associate cord before this spring's commencement ceremonies
 - Transcript evaluation confirmed degrees that were outside of Oklahoma and assisted in passing out cords after graduation gear-up
- Hired team member to improve the graduation/diploma process in our office
- Creation of new position in TE to limit single points of failure
- Office of the Registrar took over Crimson Slate communications to consolidate + send effective communication to students
- New distribution policy is fully controlled by the Office of the Registrar—reports created, policies created, and distribution/posting of distinction
- Digital diplomas released at earliest date in Fall 2023
- Physical diplomas mailed out at earliest date in Fall 2023
- Digitized degree clearance lists & updated diploma policies & procedures
- Created a new Registrar Athletic Certification form to be used between universities
- Updated the verifications process

- Established semester meetings w/ Athletics Advising staff; Education Abroad office; Transcript Evaluation/Admissions
- Created resource document for Athletics Advising staff on Registrar policies and procedures
- Created athletic resource certification document to streamline process
- Improved process of communicating with Concurrent student population by semester emails to high school counselors to ensure transcripts are sent in timely manner
- Increased transcript fee from \$7.00 to \$10.00

Academic Publications & Curriculum

- Ongoing Stellic implementation and Stellic degree audit

Veteran Student Services

- Fastest certification process for VA benefits ever
- Fastest reconciliation of student account process w/Bursar collaboration
- Three VSS staff Launch projects will build VSS efficiencies + upgrades
- Fall 2023 -
 - DOD audit and new memorandum of understanding (M.O.U.) Assignment
 - Oklahoma State Accrediting Agency Annual Approval
 - Centers of Excellence for Veteran Student success grant startup
- Chapter 31: simplified purchase orders & bill invoices for students to one document with VA
- Spring 2024 VA Compliance Survey/Audit Completed - 1st one in five years
- Utilizing VA Reporting Fees to fund Peak VSS Admin Asst position
- Oct 2023: Boots to Backpacks—recruitment
- Education to vocation-workforce collaboration
- First full semester of new Veteran Zone space resources
- Spring 2024 - Initiated CEVSS grant programming
- CEVSS nuts + bolts established to discuss post-grant collaboration with Division of Access & Opportunity
- Created communications for CEVSS/Veteran Zone, VSS, SVA, and Peer Advisors for Veteran Education

OFFICE OF ADMISSIONS & RECRUITMENT

- New record freshman apps, admits, deposits
- Offered division-wide “Navigating Financial Conversations” training – fall 2023

Academic Advancement

- NSO overhaul
- Name purchases to build our senior funnel will be complete by August 1 (application go live)
- Tied enrollment deposit to Housing
- Utilized financial flag in the app read process with the absence of FAFSA data in order to make early awards
- Increased National Merit Scholar enrollment to 94 students
- Reinstated First Year Experience for National Scholars (National Merit + National Award) that builds community in the cohort

Oklahoma Recruitment

- Tulsa Public Schools initiative—including bus trips to campus (Spring 2024)
- Exceeded application and Enrollment Deposit goals for NEOK
- Tulsa’s Day Out (bus trips to campus for TPS schools) taking place in 2024

Campus Experience

- Summer 2023 Group Tours—Four group guides, for 19 groups
- Hired first “Visit Experience Specialist”
- Hosted student worker training for 150+ OAR employees
- Successful training/hiring for 30 new Tour Guides (fall); hired 47 new tour guides (spring); hired five summer group tour guides (summer 2024)
- First full year in the Union space:
 - New presentation space, info sessions, new location
- New Sooner Saturday schedule
- Expanded Sower’s Day (including mock open house)
- Cut event costs, without compromising integrity or quality of events
- Implemented invite query templates
- Simplified event request form and enforced event request deadline

Connection and Student Engagement Recruitment:

- Formed Connection and Student Engagement
- Renamed staff intern positions
- Formed community resource committees—veteran, rural, first-gen, native nations, accessibility, and more
- Application crash course: Summer 2023 with Price College
- Landing page updates & creation for many communities
- National Recognition Scholarship—updated amount
- CSE Events: Indigenous Preview Day 200+, Sower’s Day 150+, The Weekend 196, Latinos Without Borders 100+, TREE 350+, Spanish tours 60+
- Summer Tour Guides - Four guides, 19 groups, 400 guests
- Campus support for Tulsa’s Day Out (on-campus bus event hosted 130+ students)
- Progress toward first gen forward designation

Transfer Recruitment

- Largest incoming FA23 transfer class in recent years
- Flying concentrations on FA24 app
- Started prospective student evaluation pilot
- Received graduation lists from top feeders
- Common Gen-Eds from top OK feeders on website
- Transfer-specific tours now offered
- Additional transfer FAQs added to website
- Offered Transfer Affordability webinar
- Transfer Assured Admissions: non-resident Engineering, Gaylord & Business (now 2.5 GPA)

Holistic Admissions Counselor

- Participated in Oklahoma Military Week
- Increased involvement in military recruitment events
- New adult admissions process

OU Polytechnic Institute (OUPI)

- Added two 1.0 FTEs: EMCOMM team (Tally Begaye) and Operations team (Lauren Deerdoff)

International Recruitment – United World College:

- International/UWC Student Ambassadors virtual 1:1 page launched
- UWC “Fast Track” admissions
- Visited West Africa for recruitment
- Hosted two international Counselor Fly-In events
- UWC: new record freshman enrollment (87)
- OU wins for UWC freshman enrollment Davis Cup: 10 out of 11 years
- Contract with international recruitment vendor to bring additional international students to OU
- Record number of UWC & international apps for fall 2024

Concurrent Enrollment

- Hired a 1.0 FTE for CE (Shundiin Bohan)
- Increased Concurrent Enrollment by 40%
- Filled 95% Concurrent Enrollment-specific online courses for fall & spring
- New concurrent enrollment online course offerings
- New transcript process for final concurrent grades
- Implementation of Aviation Concurrent Enrollment program
- Implementation of Test Optional for Concurrent Enrollment

New Sooner Orientation

- Acquisition/creation of new and improved NSO experience
- Creation of the NSO Steering Committee
- Slate and iAdvise integration
- New Sooner Orientation webinar offered (700+ attended)
- 35 orientation interns-inaugural class (week-long training)

- Campus partner buy-in for several aspects of NSO
- Slate Print for check-in for New Sooner Orientation
- Creation of the OU Way “citizenship course” for our incoming students & supporters

Operations

- Faster time to decision
- National Merit book load efficiencies
- Massive duplicate resolution drive
- Redesigned Scholarship Awarding process
 - Rewrote all scholarship rules in configurable joins
 - Dynamic scholarship toppers
 - Rebuilt Legacy Scholarship process
- Creation of a Slate Configurable Joins library + staff training
- Peak Team: created quick guide
- Updated the return mail process
- Automated more scholarships
- New Slate access request process & security overhaul
- Purged old Slate data to improve efficiencies
- Implementation of new Predicted Retention calculation
- Implementation of INTO (international student) Application
- Completed Initial Processing policy & procedures training manual

STRATEGIC TECHNOLOGY

- Implementation of Online bookstore—voucher process, data transfer, troubleshooting
- Display setup for Veteran Zone
- Standardized process for Banner update testing
- Got themes figured out in Banner—now has OU colors
- OU Online registration process implemented
- Implementation of new FAFSA application
- Testing for banner and student screens
- Printer process for NSO/OAR
- New computers distributed
- Update of pool & match scholarship process
- Implementation of new testing mechanism for banner
- Implementation of device management for EM
- Rose State process updates



MAKING AN IMPACT



IMPROVING SCHOLARSHIP AWARDING FOR ENHANCED STUDENT SUPPORT

memo from **Joseph Harroz, Jr., President and André-Denis Wright, Provost**

June 2024

In our unwavering commitment to advance student support initiatives outlined in the Lead On strategic plan, we have conducted a thorough comparison of scholarship awarding practices on the Norman campus with those at public AAU institutions. Our review has underscored the need for OU to adopt a more coordinated approach to align with national standards and best practices in scholarship administration.

After a review of the University's past fund utilization, it has been determined that academic units have awarded an average of 62% of available (endowment distribution plus carryover) OU Foundation endowed scholarship funds per aid year. If during those fiscal years units awarded 75%, this would have resulted in nearly an additional \$2 million awarded each fiscal year to students in scholarship assistance.

Toward this end, we are requiring the transition of all Norman campus scholarship administrative processes for current students to the Centralized Academic Scholarship Hub (CASH). Full participation in this platform expands students' access to financial support and allows your committees to objectively assess financial need and other established donor criteria. Because scholarship applications open on October 1, we will work quickly to import relevant data into the platform for Academic Year 2025-2026 awarding.

Additionally, we must establish unified scholarship awarding processes to ensure clarity and consistency through documented procedures. Our aim is to optimize the full use of funds consistent with donors' intentions, increasing support for Norman campus students while honoring our generous donors.

Effective July 1, 2024, we are entrusting the standardization of scholarship administration on the Norman campus to the University of Oklahoma Scholarship Office within the Division of Enrollment Management. This governance will involve close collaboration of colleges and departments to help facilitate the full adoption of the CASH system, establish unified awarding processes, ensure clarity and consistency in procedures, develop training materials, and, in some cases, move administration of certain funds to the OU Scholarship Office.

The OU Scholarship Office will work closely with OU Foundation partners to guide awarding recommendations at the fund level in accordance with donor agreements. Your assistance will be needed to identify funds falling outside standardized processes. Also, as it is a university priority to provide more support for incoming students, we will work with colleges and departments to identify sources of support for first-year students who may apply through admission applications.

Productive communication and coordination between the OU Scholarship Office and Norman campus colleges and departments are essential. The OU Scholarship Office will reach out soon to deans and scholarship committee members to discuss collaborative work ahead. Please contact Michael Hinderman if additional individuals in your area should be included in upcoming meetings. Your collaboration and support are greatly appreciated as we work together to enhance scholarship administration at the University of Oklahoma.

REORG: HIGH ACHIEVING STRATEGY TEAM

Starting in January 2024, the Campus Experience team within OAR overhauled the recruitment strategies for National Merit students and the Honors College to improve the recruitment experience for prospective students to OU. Several achievements of the team can be reviewed below:

- Eliminated unnecessary slack and streamlining process for prospective students and staff members
- Partnered with EMCOMM to update all information and touch points that students have access to including websites, print materials, webinars, and training documentation
- Streamlined information that prospective students and families receive in the recruitment process: matching websites, print pieces, in-person content, information sessions, etc.
- Improved cost efficiencies by removing unnecessary or redundant points of communication and reimagine recruitment experiences to be more cost-effective to serve a greater amount of students
- Built stronger partnerships for the high-achieving recruitment strategy among Enrollment Management staff and Honors College partners
- Eliminated single points of failure and create/update staff training and documentation in our team's work to better train and equip other staff members to support prospective and current student experiences
- Created seven new training process documents to help empower and equip staff members in the recruitment process for high achieving students
- Rebuilt the Honors College Application and improve the admissions criteria to allow for test-optional applicants to be considered, also partner with the Honors College to improve efficiencies in the communication and application review process
- Updated existing staff positions to align more clearly with work overseeing honors experiences
- Enhance recruitment experiences for students including making plans to move our annual Scholars' Day event to become a yield-focused event in the spring semester and partnering National Merit Semifinalist receptions with existing 'An Evening with OU' event series
- Improved communication outreach strategies for all high-achieving prospective students
- Merged Honors College Ambassador student worker position with Tour Guide student position to ensure all students are equally trained to recruit prospective students while maintaining high focus of honors tour guides working with high achieving students in recruitment experiences
- Hosted workshop to train all OAR staff on updated practices, communication, and processes for recruiting high achieving students

SPECIFICS OF HOW REORGANIZATIONAL GOALS WERE ACCOMPLISHED:

- Eliminate unnecessary slack for students/staff
 - Recruitment phone line was not utilized and not being answered by a full-time staff member, forwarded line to OAR all line so that people can assist quickly
 - Only certain student workers could do certain tasks (HCA vs Tour Guide) — merge them into one universally helpful/trained position
 - Honors texting line not utilized, no need for it -remove
 - Remove one staff member from being listed as contact point on HA/HC/NM communication— all staff can be helpful, switch to general AC/OAR information
 - Unify CE team to not be separate units – Scholar Recruitment, Honors College team, etc. We haven't operated this way, and it was not ideal for morale/unity. Our focus is experiences. Now we are one, function and support as ONE
 - Move all Personalized Visit related calendar invites to

one calendar, Tour Calendar —now all of CE team can see/assist and support Honors experiences

- Train all of CE team to best support/help with Honors Visits
- Update all information families/students have access to
 - Update National Merit Terms of Scholarship
 - Update National Merit Coming Packets
 - Overhaul all HA/NM/HC communication strategy
 - Update automatic communications going to students
 - High Achieving Packet for Seniors
 - High Achieving Postcard for Juniors
 - Honors College Emails and more
- Cut costs where needed
 - Reimagine recruitment experiences to be more cost-effective to serve a greater amount of students
 - Remove unnecessary print items/promotional pieces
- Build Stronger Partnerships for High Achieving Recruitment
 - Add Honors College to HA Committee
 - Enable Honors College to promote Honors at OAR Recruitment Events
 - Work closely with HA committee in process redo, research, etc.
 - Working closely with all HC counterparts
 - Working to create more knowledgeable staff in OAR on HC app process
- Eliminate Single Points of Failure
 - Work with Lou Thomas to document all parts of her work/processes
 - Work with Danny Becker to move all HA/HC/NM communication to be universal to OAR all
 - Training all OAR staff to become knowledgeable about Honors College Recruitment, National Merit Recruitment, and High Achieving Recruitment
 - Bring others into Honors College Application review process
 - Update future trainings for staff to be equipped prepared to meet with families
- New Honors College Application
 - Challenges with existing application, process
 - Cumbersome review process
 - Existing point of failure for OAR

EVENT/EXPERIENCE OVERHAUL:

- Moving Scholar Welcome Event—August
 - Moved to Beaird Lounge—during working hours
 - Moved to casual come & go with coke floats
 - Inviting partners to join—Honors College, Education Abroad, Office of Undergraduate Research & Creative Activity
 - Saving costs because we are not providing a meal
- Moving OKC NM Dinner to Campus - Fall
 - Updating format to include partners, update to be more engaging, purposeful
 - Working to cut costs, gather more buy-in from OU team
- Merging NM Dinners
 - Adding Tulsa NM reception ahead of EWOU Tulsa
 - Removed NM KC Dinner because of low yield/impact and staff support of the event
- Honors Personalized Visits
 - Merged Honors College Ambassador and Tour Guide position
 - Working to cross-train, all students can serve all students
 - Enhanced training for Honors Tour Guides to be equipped to serve and support
 - One campus tour route/experience – showcase all that guests want to see
- Scholars' Day—merging of former Scholars' Day + Scholars2Sooners
 - A yield event focused on our highest achieving scholars
 - Cut costs overall with adding new recruitment events this year
 - Event is unique because it features the mock seminars still compared to ASD/other events
 - Tailor experience to when students want to visit and how they want to visit
 - High achieving students/admitted students with scholarships
 - HPVs still available to these students as well if they want to visit anytime

CONNECTION AND STUDENT ENGAGEMENT TEAM

May 2024 - Due to the Executive Order, Diversity Enrichment Programs closed. In support of serving first generation, rural, underserved student communities, OAR created the Office of Connection and Student Engagement.

Connection and Student Engagement will support underserved students and their families in the admissions process through the presentation of resources, which include, but not limited to, events, scholarships, and community programs. Connection and Student Engagement aims to make a difference in communities with intentional experiences that are personalized to meet each student's needs and promote student success. We believe higher education is an attainable goal for all students, and Connection and Student Engagement will continue striving to make OU accessible for generations to come.

All the college preparatory programming organized, hosted or supported by Connection and Student Engagement improves college access and introduces recruitment with

a retention focus. Students will meet and get to know university staff and faculty throughout the recruitment and enrollment processes who will have an active role in the student success.

- Support First-Generation College Students
- Identify and Guide Underserved Populations through the college application process
- Create a College-Going Culture in underserved schools through early outreach, engagement, and intervention
- Provide Mentoring to Prospective and Current Students Work Closely with Families to Assist and Navigate Financial Aid
- Work Closely with Students to Understand the Registration and Enrollment Processes
- Work Closely with Families and Students to Understand the Scholarship Application Process
- Provide Scholarships and Manage Student Progress and Retention

MONEYCOACHES MOVE TO BUCHANAN HALL

With the growing freshman class and the quest to find places for them to reside, the MoneyCoach team/offices were relocated from Couch Center to Buchanan Hall in February 2024. MoneyCoaches are currently sharing space with the Student Financial Center in room 105.

While it has been an adjustment, there have been numerous collaboration opportunities that have served both the MoneyCoach office and the Student Financial Center well (learn new processes, training, mentoring, supporting students, etc.). Everyone on both teams works

diligently to create a collaborative space and an openness to ask questions between the teams. MoneyCoaches have been able to provide walk-in times, along with the Student Financial Center. It has been beneficial to serve students in both capacities under the same roof.

Who moved into Buchanan?

- 7 Student Service Experts (first floor with the SFC)
- 2 MidFirst MoneyCoaches (third floor Buchanan Hall)

FAFSA CHANGES AND DELAY

Due to significant changes to the 2024-2025 FAFSA, universities nationwide experienced unprecedented delays in awarding. Initial review and processing typically take place in December or January but in the spring of 2024, it was April before processing began. This timing impacted every team in Enrollment Management and current and prospective students alike. As a result, we witnessed tireless effort, innovation, and collaboration by the entire EM team throughout the year to persist through financial aid processing challenges.

- Financial Aid Analysts developed new procedures to manually package and process FAFSA records.
- The Loan Processing team worked efficiently to process Parent PLUS/private loan requests as soon as possible after packaging delays.
- The ripple effect of aid processing delays also impacted OU Bursar Services as some accounts were

paid after the expected due date. We are thankful for the collaboration with the OU Bursar Services team! Multiple departments who serve student financial accounts met to consider processing delays and brainstormed auditing procedures to resolve negative impacts such as service charges and registration holds for students. Bursar Services has also re-evaluated some of their billing processes to consider late arriving aid.

- Throughout the year, the Student Financial Center and MoneyCoach teams led the communication efforts regarding FAFSA concerns and delays across the Enrollment Management team and with campus partners.
- Despite email, phone and in-person services increasing, the SFC and MC teams worked determinedly to serve every student in a timely manner.





OU OFFICIALLY JOINS THE SEC! JULY 2024

Letter from **President Joseph Harroz, Jr.**

Dear OU Family,

Get ready to cheer louder and dream bigger —today, we celebrate our inaugural day in the Southeastern Conference! This isn't just a new chapter in the University of Oklahoma's storied history; it's a bold leap into a future filled with endless possibilities.

At OU, our undisputed excellence in athletics binds us together — connecting students, alumni, faculty, staff, and fans across the generations. The SEC will elevate OU Athletics to greater national prominence, shining a brighter spotlight on Sooner Magic to more people than ever.

In the SEC, our student-athletes will face the very best on the finest stages in collegiate athletics, enhancing the value of our global brand and reputation. This increased visibility will inspire more people to consider OU as a premier destination to study, conduct research, find purpose, and forever become part of the OU Family.

But our success in athletics is more than titles and trophies, and Sooner Magic isn't just seen on the field. It reflects the determination and ambitions of our university, our people, and our state. It thrives in each of us, inspiring the pursuit of excellence in everything we do.

Our entrance to the SEC will elevate every aspect of our university, aligning us with top-tier institutions and amplifying the advancements we're already making in academic excellence, groundbreaking research, and statewide impact. In the SEC, "it just means more" — a philosophy that profoundly resonates with our mission and aspirations.

Our journey ahead is incredibly exciting, filled with opportunities and endless potential on and off the field. On this historic day, let's bask in the spotlight and let the brilliance of Sooner Magic shine for all the world to see.

Because truly, there's only one Oklahoma.



ENROLLMENT MANAGEMENT LEADERSHIP



JEFF BLAHNIK
Vice President,
Enrollment Management
and Chief Enrollment Officer



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



DORION BILLIPS
Director
Connection & Student
Experience



DANIELLE DUNN
Assistant Vice President,
Director of
Communications & Marketing



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

EM CORE VALUES

We have been working to incorporate stories and additional language to the EM values to help new team members better understand and connect them. Below are the expressions that we started sharing with all EM student workers and also new full-time staff members:



INTEGRITY

Return the shopping cart.



CARE

Take care of the person first.



INTENTIONALITY

How you do one thing is how you do everything.



INNOVATION

Be the wheel.





DIVISION OF ENROLLMENT MANAGEMENT
The UNIVERSITY of OKLAHOMA