I. Student Engagement and Success Goals for the Remainder of UC Year Ending April 30, 2014

- Increase Yield Rate from applicants to admits and from admits to confirms
- Work with NSO Team to incorporate more of Greek Life and Student Involvement in NSO
- Submit Proposal to UC for Campus Culture of “The Blue & Gold Promise” new service model proposal to shift campus culture to respond to student problems/questions with an attitude of: “No matter the problem or question, I will help you resolve.” and includes UA Pride Days every Friday whereby UA attire is encouraged.

- The goals will be submitted to University Council by March 11th. They will be read at the University Council meeting.
- With these goals in mind we need to focus on students’ rights and responsibilities and faculty’s rights and responsibilities.
- Focus on strategies not the “how to” part.
- We need to be prepared to answer questions on the “new service model”
- Everyone on this campus should be able to do a basic set of functions or at least answer basic questions from students and direct them to proper offices for specific help/questions.
- This will be a culture change/mind-shift on campus. With these goals in place we should start seeing the effects in 2015-2016 on campus.
- “Service Reminders”, the idea of “I am here to help you” should be adapted on campus
- We need to come up with a 1-2 page focus on how we will do business.
- Dean Dubick’s “student’s creed”, we should include this in our proposal. Debbie will try to track down this creed.
II. Summary Report of Admissions

- More than 16,000 applications received for Fall 2014 (+43% from 2013)
- Admits are up by 28% from last year
- Confirmed are up by 1% from this time last year . . . +5.5% from 2012

<table>
<thead>
<tr>
<th></th>
<th>Applied</th>
<th>Admitted</th>
<th>Pathways/Denied</th>
<th>Confirmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2014</td>
<td>16,017</td>
<td>10,419</td>
<td>117</td>
<td>1,618</td>
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<tr>
<td>(as of March 3, 2014)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Fall 2013</td>
<td>11,231</td>
<td>8,123</td>
<td>103</td>
<td>1,604</td>
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<tr>
<td>(as of March 4, 2013)</td>
<td></td>
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<tr>
<td>Fall 2012</td>
<td>11,766</td>
<td>7,995</td>
<td>5</td>
<td>1,537</td>
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<td>(as of March 5, 2012)</td>
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<tr>
<td>#change 2013 to 2014</td>
<td>+4,786</td>
<td>+2,296</td>
<td>14</td>
<td>14</td>
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<tr>
<td>% change 2013 to 2014</td>
<td>+43%</td>
<td>+28%</td>
<td>+14%</td>
<td>+1%</td>
</tr>
</tbody>
</table>

- How we gain momentum from here on out, the yield task force meets weekly.
  - Welcome letter from the Deans of the Colleges, Direct & College ready
  - Email welcomes from the Department Heads to students and parents
    - Accolades letter – “why you chose this major”
- Hopefully in the next week a mass mailing will go out to the admitted students.
- Time frame for letters to go out; within the next week, letter from the Deans. Then 10 days after an email from the Department Heads.
- Then 10 days after the Department Head email, send a “did you know” email.
- Some students have not heard from their colleges since October, no fault of anyone, there have been a lot of changes on campus.
- Spring break NSO is at 850 confirmed thus far, and we are expecting 1,000 students to attend.
- Financial Aid packets will be sent to the students March 18. This is ahead of last year, which was April.