The University of Akron – Office of Admissions
Board of Trustees Report – January, 2018

New Freshman Outreach

Focus for the Office of Admissions during this time of year is moving students through the enrollment funnel.

- Encouraging admitted students to confirm their enrollment
  - Initiatives include: special mailings and e-mails from President Wilson, postcards, e-mails, phone calls, text messages, social media, campus events, off-campus events, etc.
- Encouraging applicants to submit their additional materials to be considered for admission
  - Initiatives include: e-mails, phone calls and text messages to students, parents and school counselors
- Encouraging prospects to apply
  - Initiatives include special letters from President Wilson, e-mails, social media, campus events, etc.

Yield Events

- The University hosted UA Scholars Day on Saturday, Jan. 20. There were 580 students in attendance compared to 548 students in 2017, and 461 students in 2016. The students and family members in attendance received welcome remarks from President Wilson, Admissions and a current UA student. Guests had an opportunity to learn more about their academic interest area, confirm their enrollment, complete housing applications, receive updates on their student financial aid and scholarships, as well as tour the campus and on-campus residence halls. Students also received a complimentary gift card to use at one of the on-campus dining facilities.

- We will host Discovering Diversity Day on Friday, Feb. 9. Bus transportation will be provided for students from Akron, Canton, Cleveland, Lorain, and Columbus. Students will have an opportunity to learn more about their academic interest area, attend information sessions, tour campus, dine in Rob’s Cafè, and interact with current students.

- We will host two Senior Day programs on Monday, Feb. 19 and Friday, March 16. During Senior Day, students will have an opportunity to confirm their enrollment, complete their housing application, get their financial aid and scholarship questions answered, as well as tour the campus and the on-campus residence halls. Students also can talk with faculty and current students from their academic interest area.

- Additional yield events include information sessions held at Starbucks/Panera outside the local area (Cleveland, Columbus, Cincinnati, Toledo, Pennsylvania, Chicago, etc.); high school visits with Zippy cookies, etc.
• If members of the Board of Trustees are interested in attending any of our on-campus yield events, please contact Kim Gentile at gentile@uakron.edu or 330-972-6345.

Communication
• We have several initiatives planned to encourage admitted students to confirm their enrollment. The initiatives are focused on letters and e-mails from President Wilson; confirm enrollment electronic campaign, texting, phone calls, communication from the academic areas, social media campaigns via Snap Chat and Instagram, etc.
• President Wilson’s leadership team is writing personal notes to admitted students.
• The academic areas are much more engaged this year in communicating with admitted students.
• We also are communicating the following UA opportunities via e-mail, postcards, letters, etc.: Akron Guarantee Scholarship, esports, Five Star Fridays, Ohio Tuition Guarantee, and the out-of-state tuition reduction.