

# From Enrollment Services to Enrollment Management: One Office's Perspective

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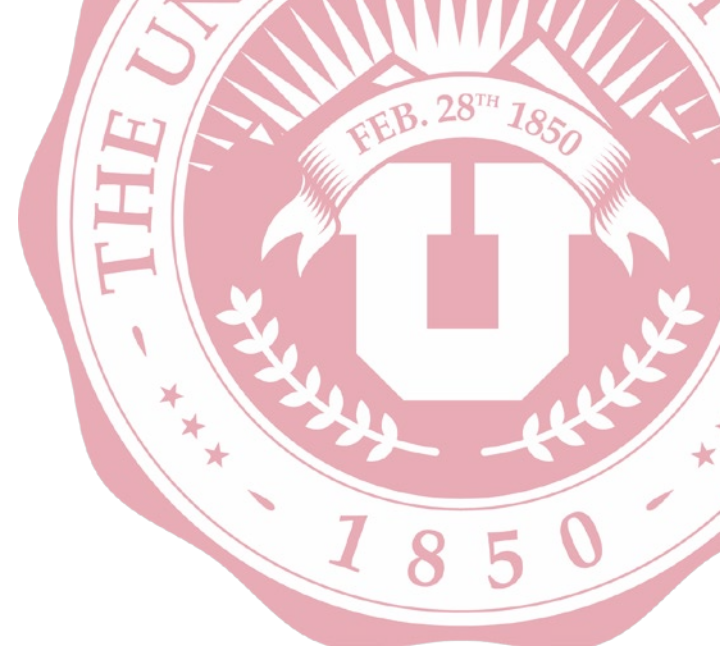
Mateo Remsburg, Ed.D., Associate Director

Office of Admissions



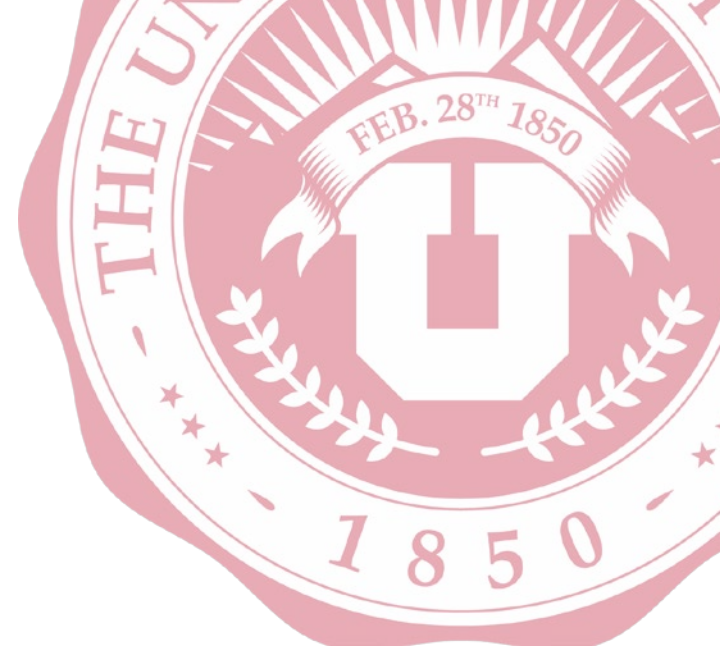
# University of Utah

- Flagship institution for the state
- Located in Salt Lake City, UT
- 18 colleges
- Total enrollment = 32,760
- Undergraduate enrollment = 24,635



# Enrollment Management Division

- Office of Admissions
- Office of the Registrar
- University Office of Scholarships and Financial Aid
- Office of Orientation and Transition
- Women's Enrollment Initiative





What is the difference between an Enrollment Services approach and an Enrollment Management approach?

# How do you describe Enrollment Services?

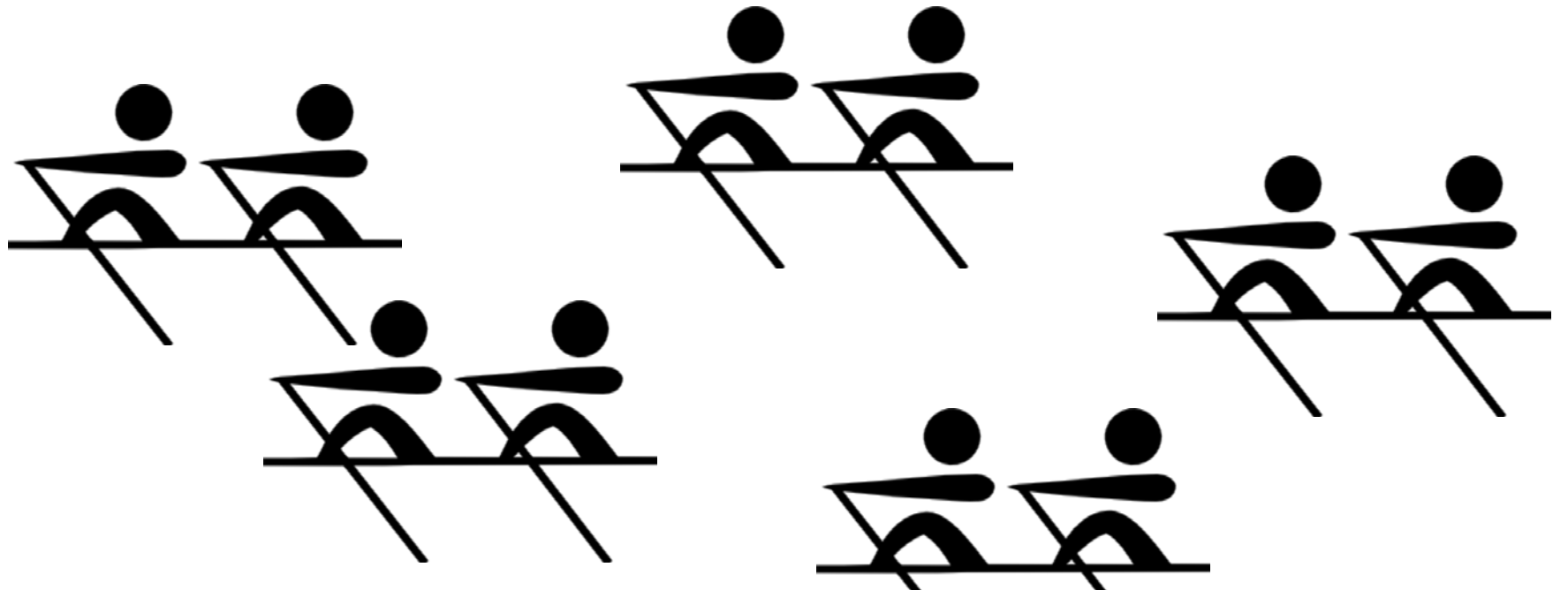
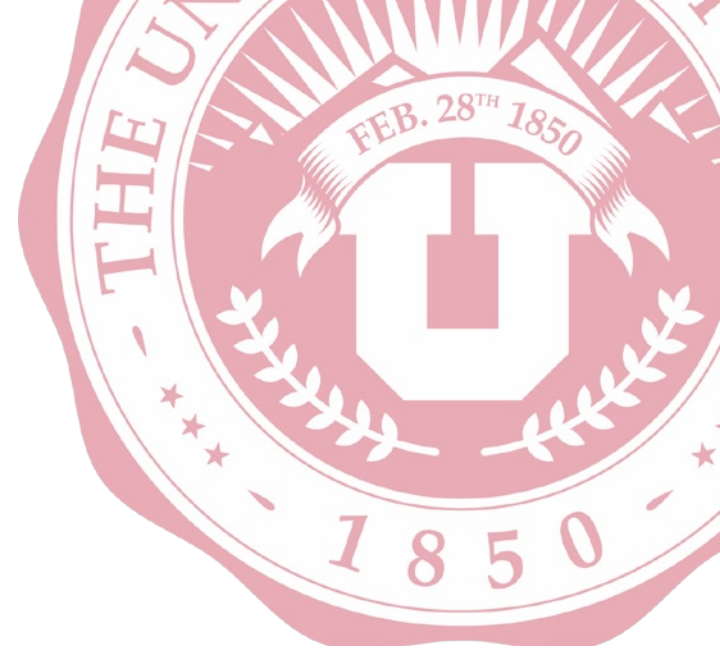


Go to [www.menti.com](https://www.menti.com) and use the code 62 32 81



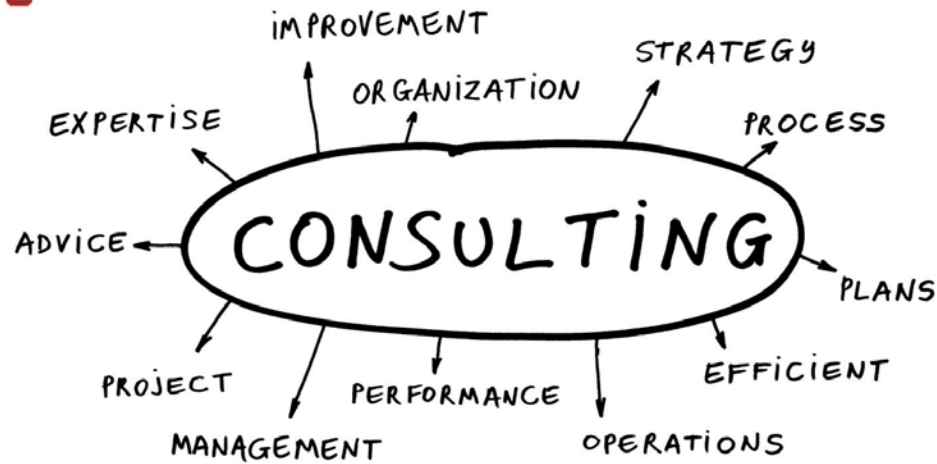
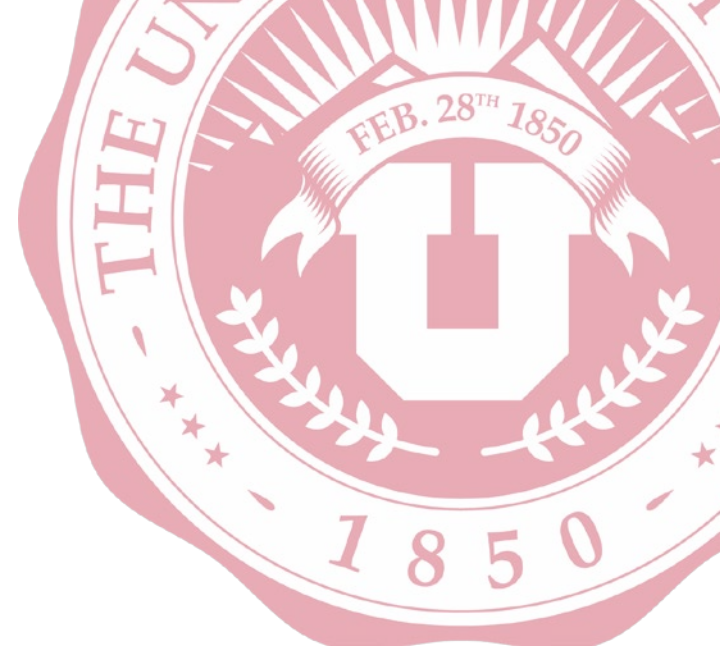
# Enrollment Services Approach

- Customer service
- Multiple smaller teams
- Working towards a common goal





# Impetus for Change



# How do you describe Enrollment Management?

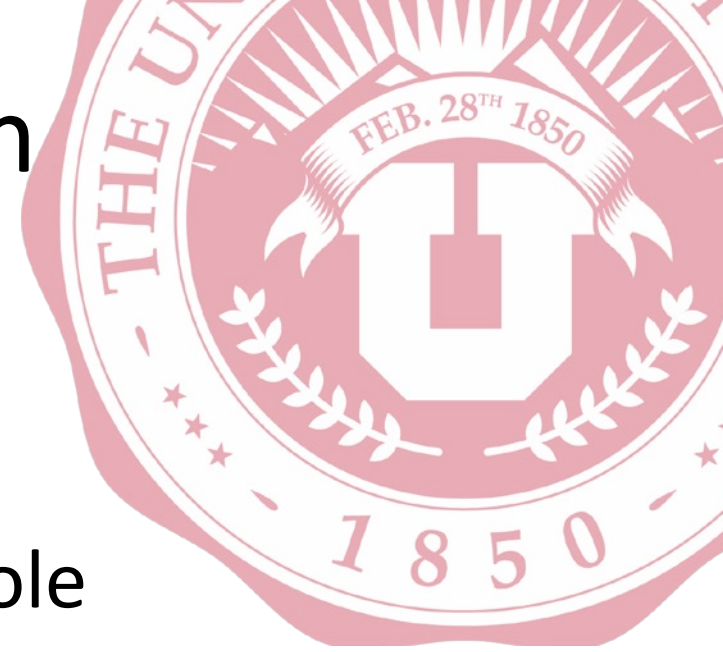


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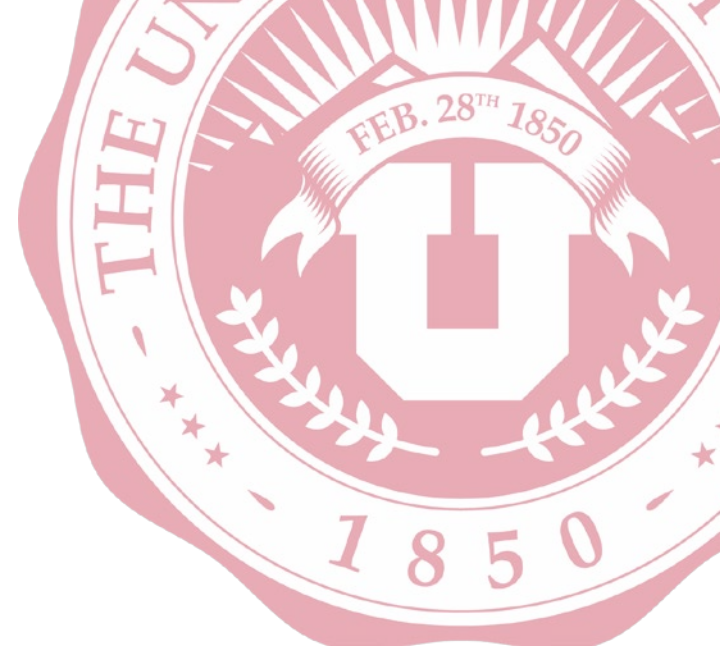
# Enrollment Management Approach



- Customer service & seamless navigation
- All one team & everyone plays an important role
- Coordinated/integrated strategic efforts working towards a common goal

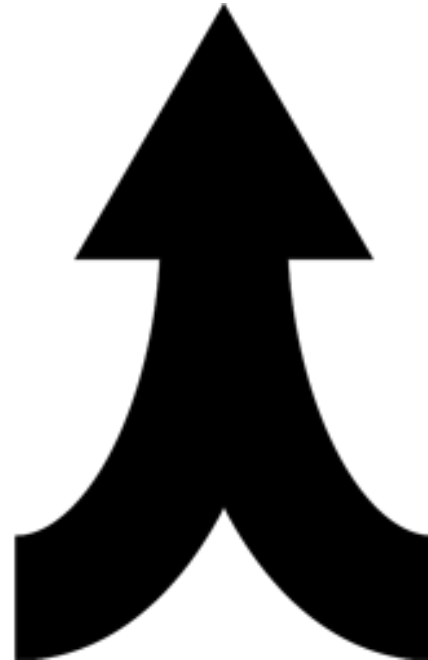


# What Did Change Look Like?



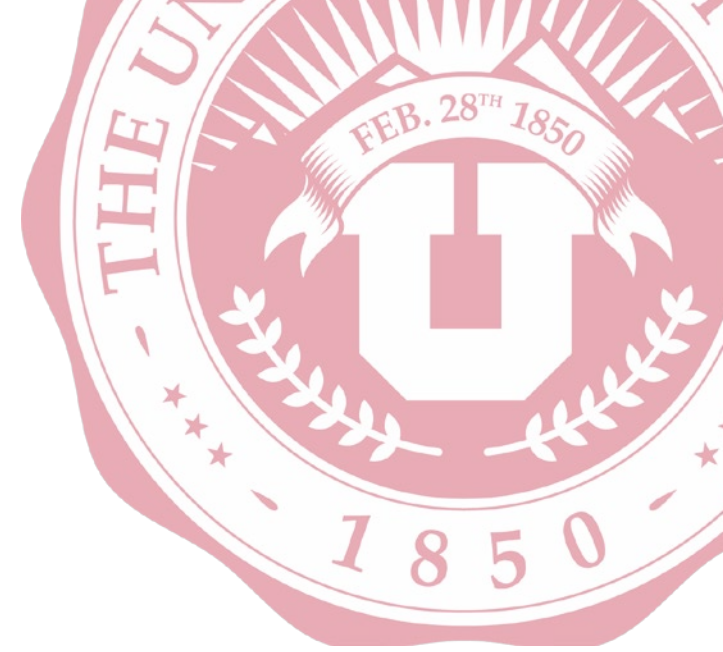
Office of Admissions

Student  
Recruitment



Admissions  
Processing

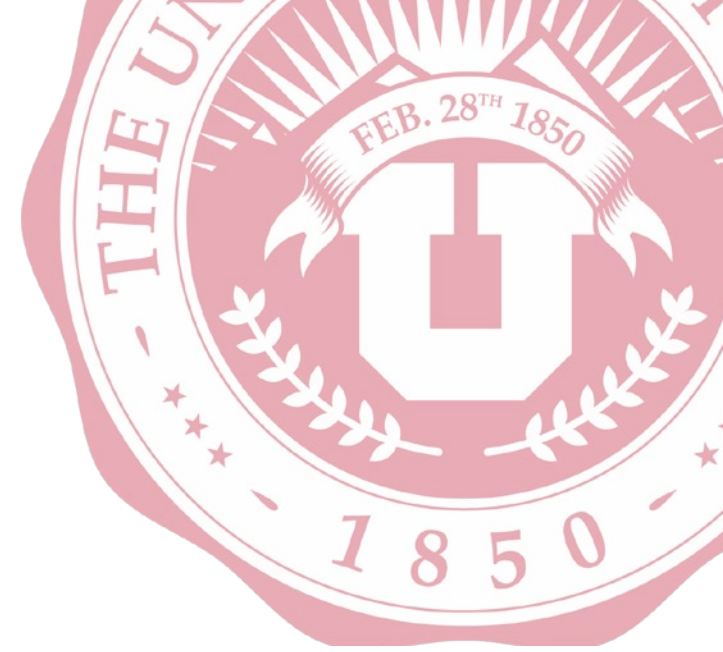
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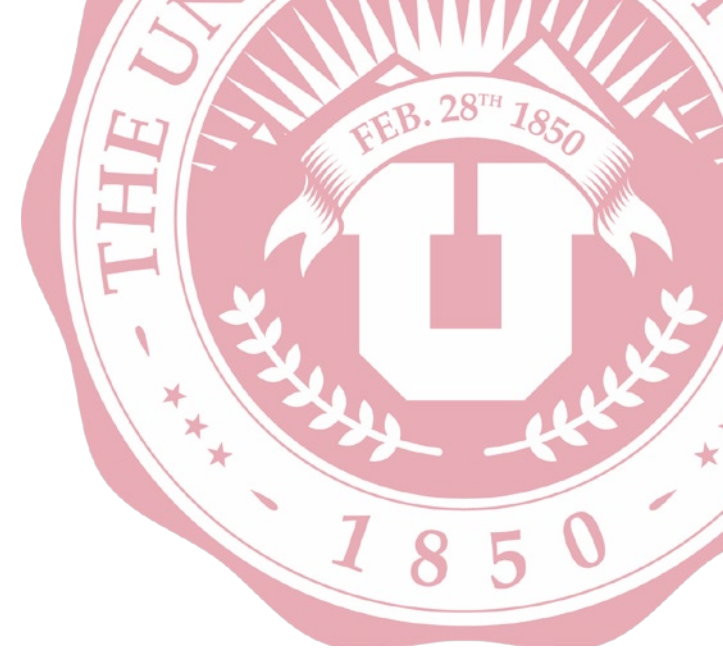
Streamlining  
functional areas  
and processes



# What Did Change Look Like?



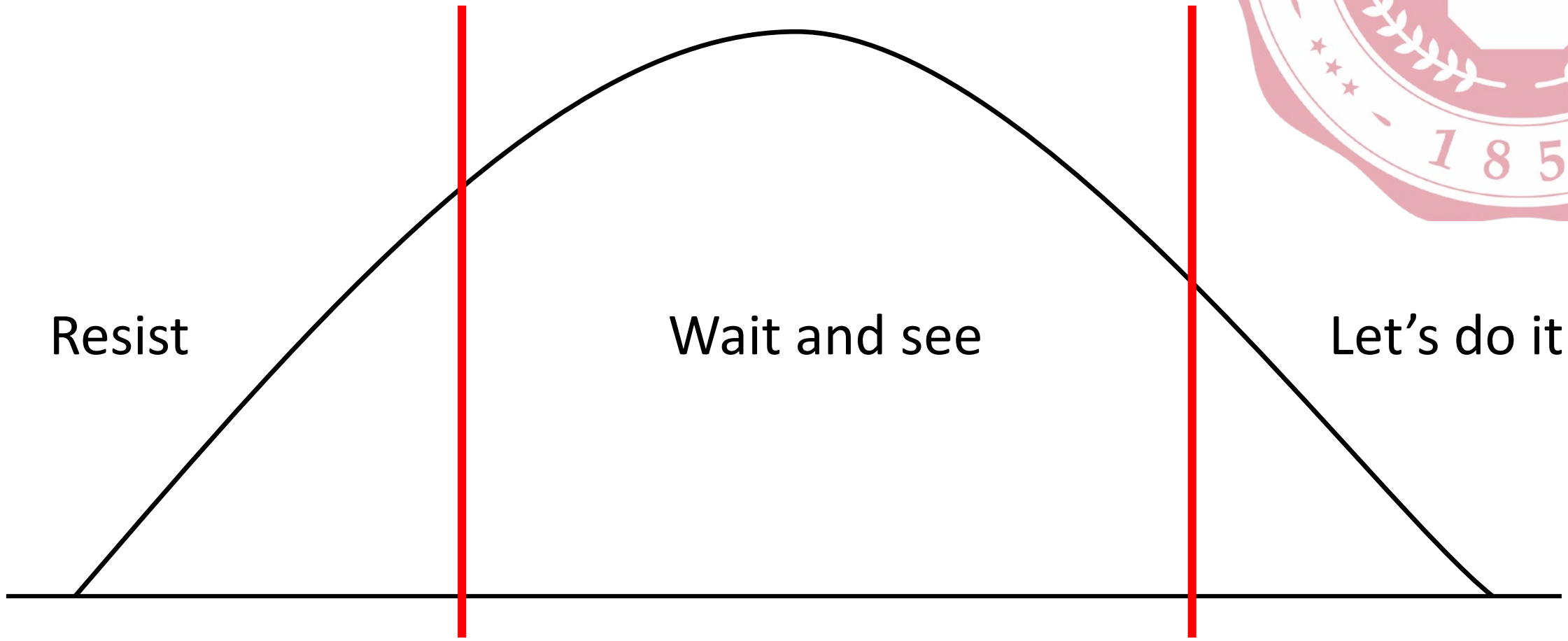
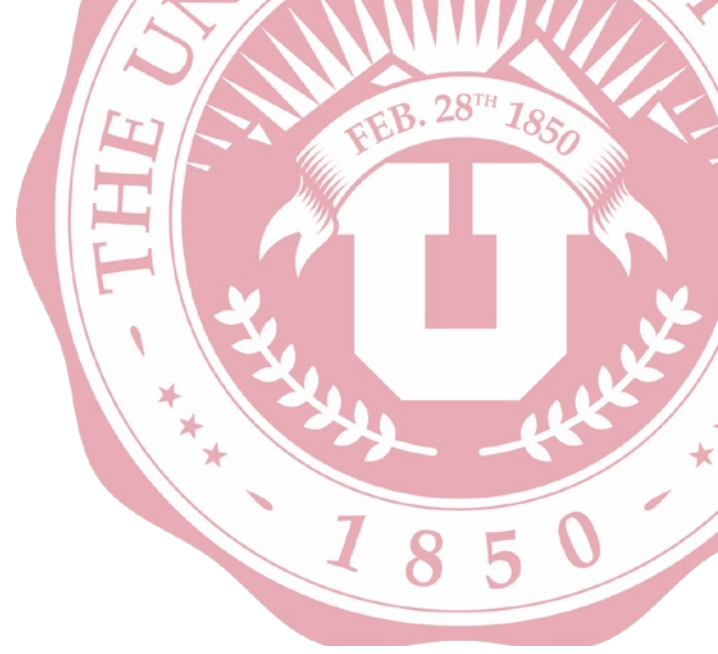
What do you think were some of our growing pains?



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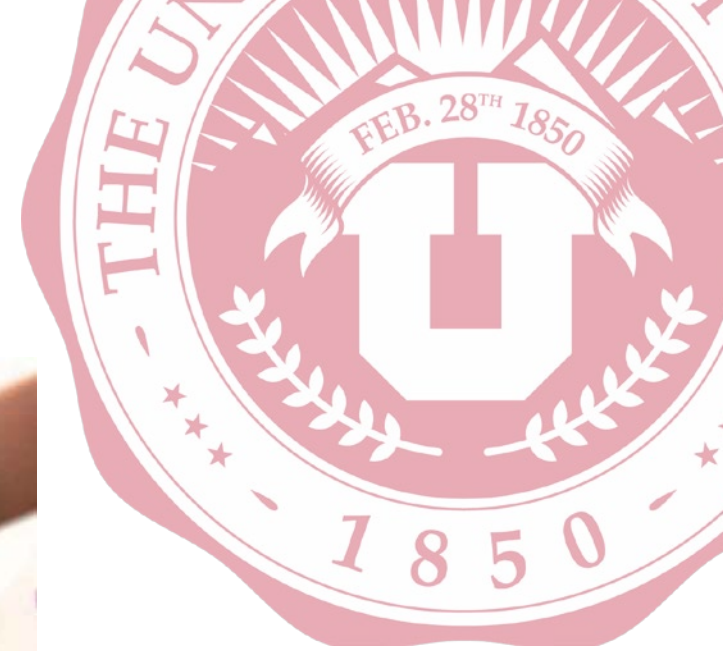


# Staff Buy In

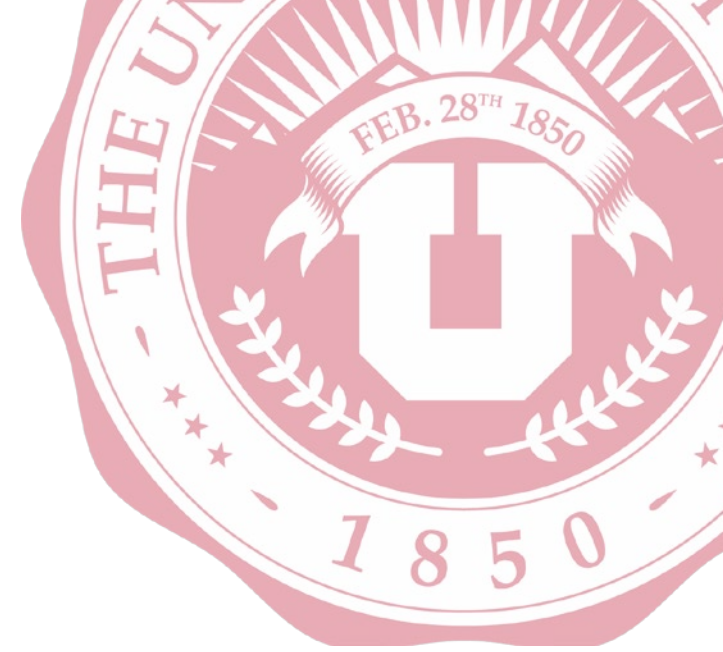




# Creating a New Team



# Not Business as Usual

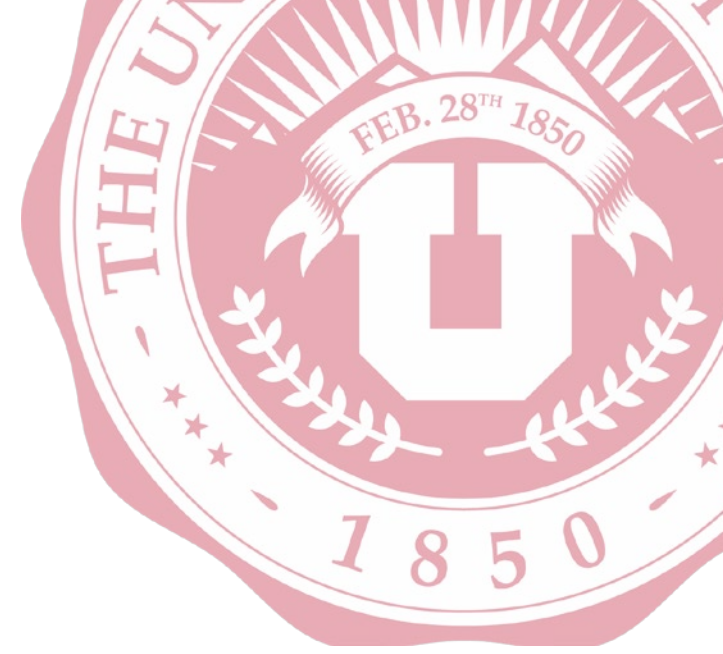


# Staff Turn Over



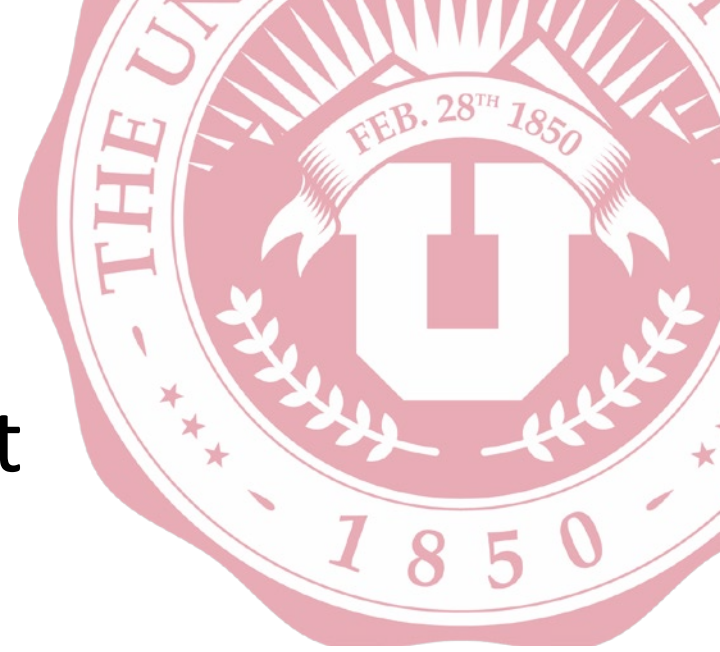


# Out of Pain Comes Growth



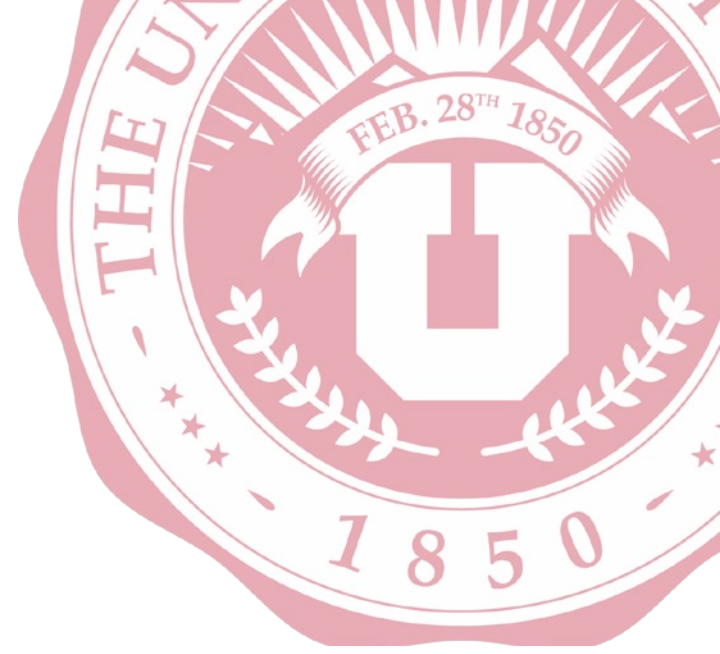
# One Team, One Goal

- All employees learn about the enrollment funnel and the part they play
- More intentional cross training
- Increased communications within and between units



# Organizational & Process Changes

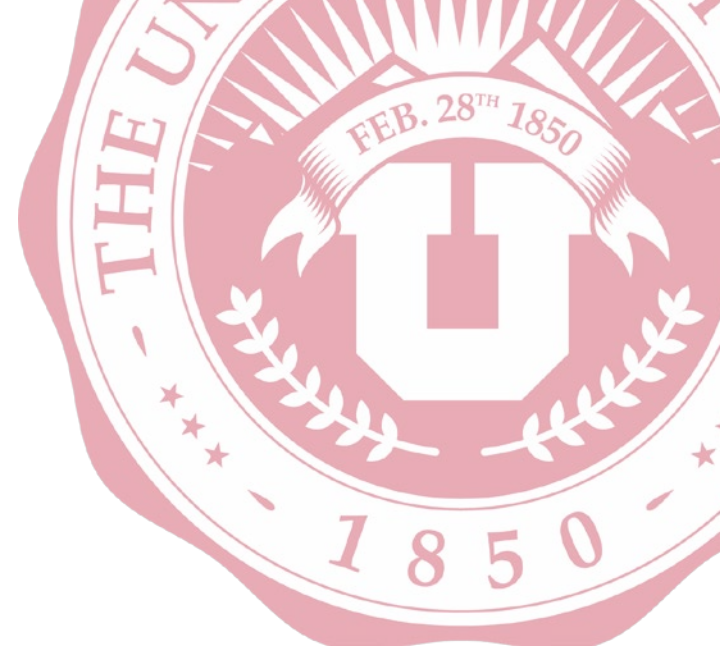
- The right people in the right spot
- Reorganized to be more efficient and effective
- Implemented new systems
- Involved everyone in the strategic planning process





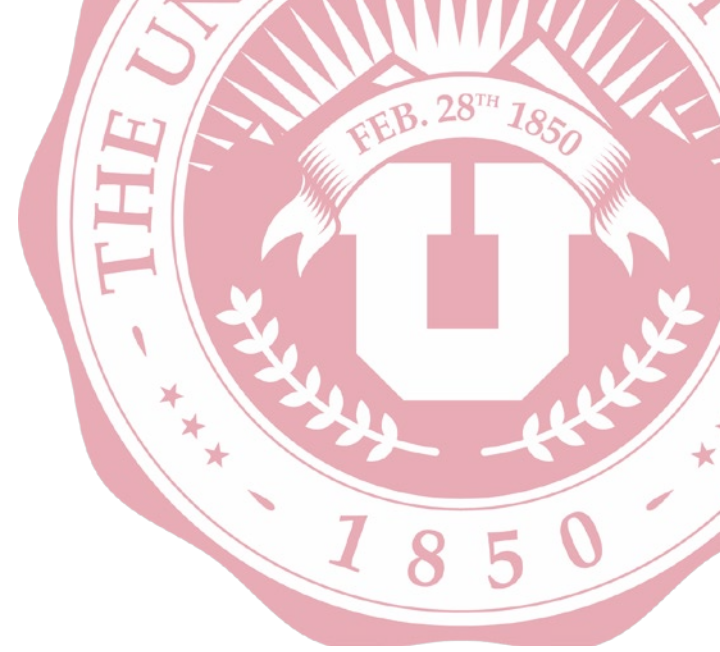
# Outcomes

- Enhanced customer service
- Faster processing of applications
- Staff feel more empowered
- Much more cohesive team



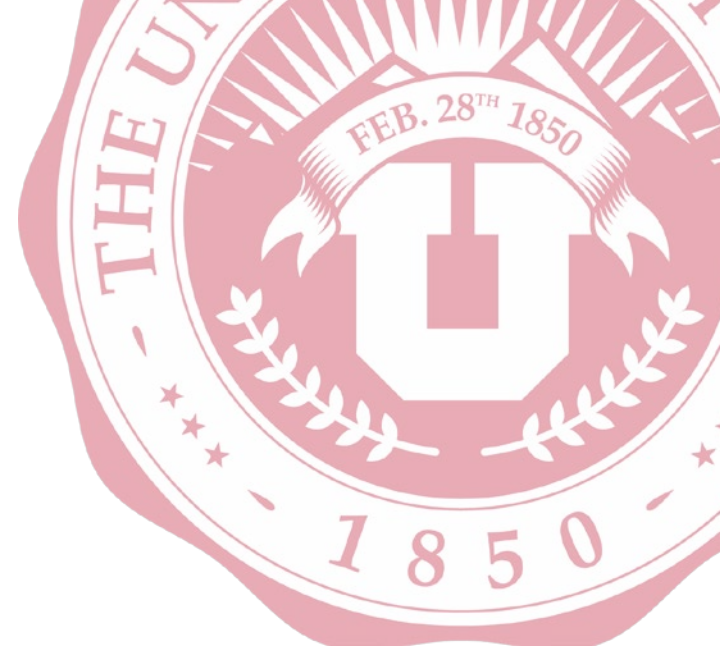
# Outcomes

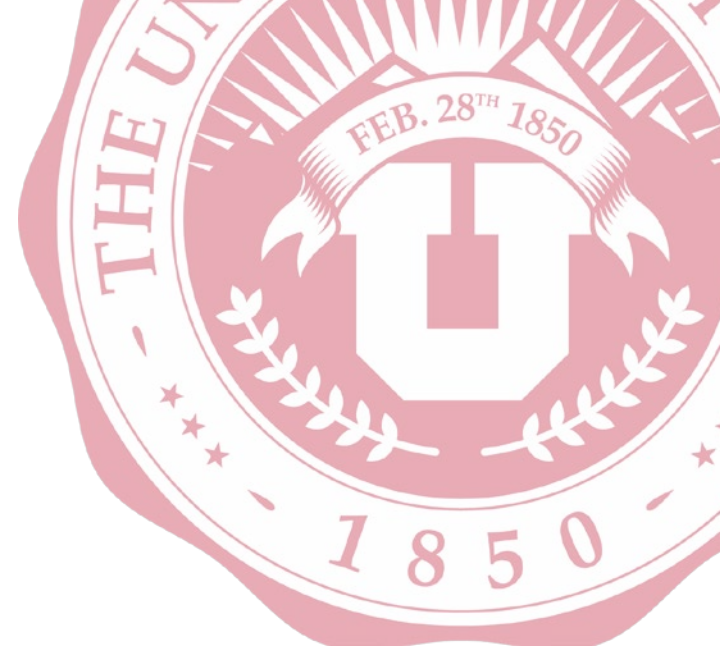
- First-year enrollment – 3,110 to 4,126
- Average HS GPA – 3.52 to 3.61
- Average ACT – 24.31 to 25.3
- Underrepresented enrollment – 596 to 1,164



# This is an Evolving Process

- Encouraging staff to help us improve how we do our work
- Being more nimble as goals change
- Finding ways to enhance our efforts with colleagues in other EM offices





# Questions?

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