

Fall 2018 Enrollment Report

Admissions & Recruiting

1---16---18



Goal: Enroll 150---200 additional new freshman for fall 2018 semester

1. Fall 2018 Applications

Total Applications Started: 6,331

Total Applications Submitted: 5,851

Total Accepted: 5,851

Note: Accepted = submitted application w/ fee or waiver

- *Reminders go out to started but incomplete applications every few days*

Total With Complete Documentation: 3,494

This Date in 2017: 1,959

- *About 60% of accepted students have provide requested documentation (transcript/ACT)*
- *Requested documentation input into BANNER is 98% completed (1,535 ahead of last year, same date)*
- *A "documents needed" reminder goes out every 2 weeks*
- *New Customer Relations Management (CRM) software sends additional reminders to territory managers (admissions advisors) each 2 weeks for follow up*
- *Goal is to receive requested documentation from 100% of accepted students*

2. New Admissions Recruitment Activities

- a. Admissions Recruiter Specialists – Part time alumni who will visit high schools and contact prospective students in assigned geographic areas
 - Teresa Flinders has hired an alumnus who resides in St. George to work in southwestern Utah
 - Ashley Beyeler has hired an alumnus who resides in Orem to work in Utah and southern Salt Lake County
- b. Badger Power Lunch Program in 6 county high schools-Lunch chats with up to 20 interested seniors, and an admission advisor, faculty member, and student ambassador.
 - Teresa has scheduled 4 of her schools and will have the rest set up by end of week
 - She reports very favorable reaction from high school counselors and administrators
 - Jeff has scheduled 2 of his 4 schools and will have the balance set up by end of week
- c. Ambassador halftime/assembly/events in 6 county high schools
 - Teresa and Jeff will be setting these up next week

3. High School Junior Spring Tour Outreach Plan (many parents will see these communications as well)

- Full---color email to all 30,000 juniors in our database sent Jan. 5 2018)
- Full---color postcard mailed to 30,000 homes of all juniors in our database sent Jan. 12 2018
- High school tours start week of Jan. 16th in Utah County

4. New CRM admissions tool went “live” Jan. 10th

Student Applicant Tools:

- Apply for admission
- Access their Personal “My Account” Portal
- See “real-time” status of their acceptance and documents
- Receive same day acceptance email
- Receive a same day call
- Receive email, text, postcards as part of a sustained, sequential, interest-building communication plan
- Sign up for Snowblast
- Receive automated sequential, time-delayed Snow main messages emails

SNOW COLLEGE

Log In Create Account Apply Online Events

Back to Snow College

Create An Account

Are you logged in from a public computer?
Tell us about you...

Student Contact Information

First Name *

Last Name *

Email Address *

Confirm Email Address *

Preferred Phone Type *
Cell

Student Cell Phone *

Cell Phone Provider *

Log Out My Account Apply Online Events

My Account

Welcome, Jeff! Snow College is consistently ranked as one of the top two-year residential colleges in the country. It's the perfect place if you're looking for academic success in a fun, safe, residential campus environment. Snow has campuses in Ephraim and Richfield, and has an online degree option. Snow offers degrees in Associate of Arts, Science, or Applied Science, along with specialized, short-term vocational training certificates and diplomas, including two Bachelors Degrees (one in Music with an emphasis in Commercial music and one in Software Engineering).

My Profile

Jeff Snowcollege
661 S 10 E
Ephraim
Utah
84627-1268
United States
jeff.savage@snow.edu

Area of Interest

Entry Term	Academic Level	Academic Program	Admit Type	Location
Fall 2018	Undergraduate	Spanish Language	New Freshman - high school senior or graduated from high school less than 12 months ago	Main/Ephraim Campus

Update Profile Change Password

Events

You are not currently registered for any events. View Upcoming Events

Fall 2018 - Spanish Language/Main/Ephraim Campus/New Freshman -	
<input checked="" type="checkbox"/> 1. Create a Profile	Created On 1/10/2018
<input checked="" type="checkbox"/> 2. Start an Application	Started On 1/10/2018
<input checked="" type="checkbox"/> 3. Complete an Application	Completed On 1/10/2018
<input type="checkbox"/> 4. Submit Supplemental Items	0/2 required items received

Best Two Year College In America



Snow College is ranked as one of the top colleges in the nation with a success ratio of 81%, we offer two Bachelor and multiple Associate programs, and we're the best value with the lowest tuition and state!

Contact Us

Admissions Offices
Email: snowcollege@snow.edu

Ephraim Campus
Address: 130 College Avenue | Ephraim, UT 84627
Phone: 800.848.3399

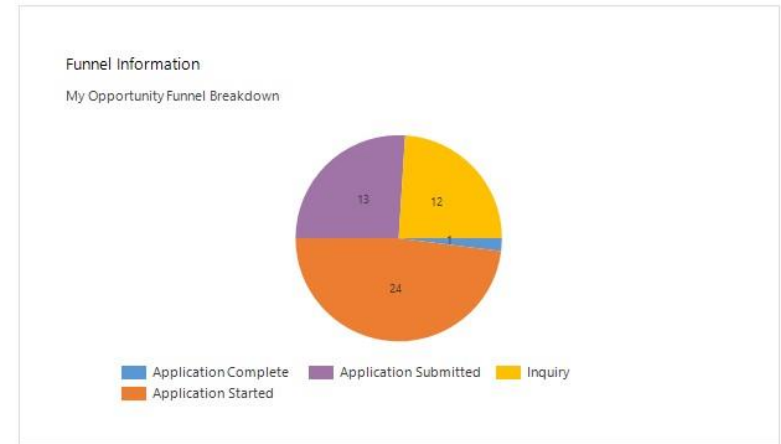
Richfield Campus
Address: 800 W 200 S | Richfield, UT 84701
Phone: 800.748.4594



Admissions Advisor (territory manager) Tools:

- Log into their Applicant Dashboard daily
- Immediate access (even on a mobile, hand-held device) to their current “Activities Due” (calls, emails, etc.)
- Spend 2-3 hours daily working through “Activities Due”
- Immediate access to contacts at each stage: inquiry, application started, application submitted, application completed

Recruitment Home ▾



My Activities Due Today ▾

Regarding

Subject ↑

Activity Type ↑

Fall 2018 - Spanish Language/Main/Ephrai... ☰



Summary

PROSPECT INFORMATION

Prospect * Jeff Snowcollege

Primary Address 661 S 10 E
Ephraim, UT 84627-1268

Email Address jeff.savage@snow.edu

Address 1: Home Phone --

Address 1: Cellphone 9283220886

Contact Preference * Any

Primary High School Monticello High School

Transcript GPA --

RECRUITMENT INFORMATION

Prospect Source Web, Create Account

Prospect Date 1/10/2018

Inquiry Source * Online Application

Inquiry Date * 1/10/2018



APPLICATION INFORMATION

Application ID: 678fb1fbf5bc41d1

Application Started 1/10/2018

Application Submitted 1/10/2018

Application Marked Complete --

Admitted --

Confirmed --

Enrolled --

RELATED INFORMATION

Activities Interactions Attributes Financial Aid

Academic History Test Scores Supplemental Items

POSTS ACTIVITIES NOTES

All ▾ | Add Phone Call Add Task ...

- Jeff Savage**
 Congratulations you have been Accepted to Snow College
 1/11/2018 10:34 AM
- Jeff Savage**
 Complete Your Snow College Application
 1/11/2018 10:34 AM
- Jeff Savage**
 Complete Your Snow College Application
 1/11/2018 10:34 AM

CAMPUS PLANS

