



ENROLLMENT MANAGEMENT

May 2023 Update

Introduction

It's hard to believe that another year is coming to a close already, especially on the heels of this record-breaking winter. We want to share some of EM's accomplishments from this year and look forward to summer and the work we can do to make Bulldogs' student experiences the best they can be.

As you are probably aware, the search for the Associate Vice Chancellor for Enrollment Management is underway and we look forward to welcoming a new colleague soon.

Office of Admissions

The Office of Admissions had a successful Spring with over 3,000 students and guests visiting campus. On Saturday, April 16, the Office of Admissions, in collaboration with campus partners, hosted an admitted student event in Minneapolis called *Bulldogs on the Road*. Over 100 students and guests attended this program to learn more about UMD through presentations and student and faculty/staff panels. The Office of Admissions will begin hosting summer visit programs in late May.

Our Admission Counselors were also busy recruiting future Bulldogs this Spring while they were out on the road traveling to schools and fairs across Minnesota, Wisconsin, and beyond. Our counselors continue assisting students looking to confirm their enrollment to UMD. We are excited for all the incoming students to start this Fall!

See photos below from the *Bulldogs on the Road* event!



Bulldog Resource Center

Our Bulldog Orientation, Advisement & Registration (Bulldog OAR) program is hosting the second in-person, on-campus iteration since the start of the COVID-19 pandemic! This summer we are looking to move the program forward in a positive direction taking what we have learned over these past few years, what we have gained in feedback from students, families/guests, and collegiate & campus partners to create a program that supports students (and their guests) through a successful transition to UMD. We've also developed a few graphics to help orient (pun intended!) students to campus.

This year we are excited to expand what the program offers with a larger team of over 15 student Orientation Leaders. Not only will we offer 16 on-campus sessions (with virtual Advisement & Registration), we will also be offering two entirely virtual sessions, one of which will be specific to Transfer students and the nuanced experiences they often bring. A change from last year, we are looking to offer students agency to choose what some of their experience looks like while on-campus with us by hosting both required sessions and additional opportunities for continued engagement - some on the day of their Orientation session and others after through virtual facilitation. We are eager to receive this newest incoming class from our Admissions colleagues and show them what it means to be a Bulldog!



Office of Financial Aid & Scholarships

The Office of Financial Aid and Scholarships (OFAS) continues to serve students as summer 2023 classes begin. OFAS began issuing financial aid notifications last week to students who are taking 2023 summer classes and filed a 2023 completed Free Application for Student Aid (FAFSA). These financial aid notifications will continue to be emailed to students daily as FAFSAs are completed.

Students must accept any Federal Direct Subsidized and/or Unsubsidized Loans they have been offered for the fall and/or spring semesters of 2022-2023 by Thursday, May 4, 2023.

Students can accept loan(s) by navigating to MyU>My Finances>Financial Aid.

The OFAS reviews Satisfactory Academic Progress (SAP) each term after grades are posted. This determines financial aid eligibility for the next term. The next SAP review will be Friday, May 12. Students can see their SAP status live by navigating to MyU>My Finances >Financial Aid. About three days after the SAP review, the financial aid office sends an email communication to students who are not meeting SAP. A student can submit a SAP appeal. If the appeal is approved, financial aid can be reinstated. More information about Satisfactory Academic Progress (SAP) can be found at One Stop Student Services.

All UMD degree-seeking students who are juniors in spring 2023, are eligible to apply for the [Darland All-American Scholarship online](#). There will be up to six \$3,500-\$5,000 scholarships available for the 2023-24 academic year. Please feel free to forward this scholarship opportunity on to any current junior at UMD. The online scholarship application deadline is Monday, May 15, 2023 and all recipients will be notified by the end of June 2023.

Important note for all scholarship administrators: It is important that all **fall 2023 departmental scholarships be uploaded by June 30, 2023.** These scholarships need to be uploaded by this date to be included in the student's 2023-24 financial aid notifications that go out at the end of July 2023.

Office of Institutional Research

The [Office of Institutional Research website](#) has many publicly available data sources about our campus that may interest you in your role. It also hosts links pointing to external data sources, including reports developed by the Institutional Data and Research Office of the University of Minnesota.

When official fall data becomes available, most internal UMD reports are updated. The National Survey of Student Engagement (NSSE) was conducted this spring. The results of NSSE help us benchmark ourselves against similar institutions and study students' success based on various engagement indicators. We participate in the NSSE survey every three years. [The results of the 2020 survey](#) are also available on our website.

EM Marketing & Communications

The 'Your Place' digital ad campaign we highlighted in the last newsletter was very successful with a total reach of 5,424,736 across Meta (Facebook/Instagram) Tik Tok, and Snapchat as well as Google ads, resulting in 83,105 clicks, or engagements. This subsequently drove 12% of total Admissions website traffic during the campaign.

EMMC is focused now on yielding admitted Bulldogs, continuing our communications flow to offer support, answer questions, and help students and their families through the enrollment process. In an effort to simplify the financial aid process for first generation students and their families, we mailed a new Financial Aid Education booklet to them that takes a closer look at the process and options available to them.

Registrar's Office

The Office of the Registrar (OTR) is busy focusing on Spring 2023 graduation and assisting with the Commencement Ceremony. Last fall, we implemented a new process, and now degrees post each business day instead of once a week. This has been a very positive change! We will begin posting spring degrees on May 11.

OTR is also busy prepping records for new students attending orientation this summer and encoding the Fall 2023 catalog in the Academic Progress Audit System (APAS). This summer our office will begin setting up the upcoming academic calendars. These important calendars contain registration dates/deadlines and add/drop deadlines.



Meet Jayme Battaglia! Jayme is UMD's Associate Registrar, Office of the Registrar. A 2005 UMD grad who majored in Communication and minored in Journalism, Jayme went on to complete her M.Ed. in Education while working in the academic advising offices of both CLA/CAHSS and CEHSP at different times. She has also taught UMD's freshman seminar course and has been involved in many cross-campus committees and recruitment and retention programs. Jayme transitioned to the Office of the Registrar in 2022 and has been able to use her extensive knowledge of UMD's student services processes in that role. Her focus on the student experience has led her to streamline many of the online forms that students access, as well as to create strong lines of communication between OTR and other campus partners. Jayme lives in Esko with her husband and children, and they are known for their extravagant themed Halloween costumes and holiday card photos!
Thank you for everything you do, Jayme!

Please help us recognize staff from across the

Enrollment Management Departments by completing this [form](#).

QUESTIONS?

Q: When students are admitted to UMD but don't choose to attend, do you know where they go instead?

A: This is a great question! We know that for the years 2020-2022, most students admitted to UMD but did not enroll went to the UMTC. The University of St. Thomas, UW Madison, MN State Mankato, and UW Eau Claire round out the top five. For more information on analysis of past enrollment trends, present challenges, and future objectives we encourage you to read the [UMD 2022-26 Strategic Enrollment Management \(SEM\) Plan](#).

We welcome questions that you might have about Enrollment Management! Please use this [form](#) to submit your question and we will try and address it in an upcoming newsletter. Your submission will be kept anonymous unless you choose otherwise.

Resources

[Enrollment Management](#)
[Bulldog Resource Center](#)

Calendars

[Academic Calendar](#)
[Events Calendar](#)

This email was sent to all UMD staff, faculty, and administration by UMD Enrollment Management, 1049 University Drive, 420 DAdB, Duluth, MN, 55812, USA. The University of Minnesota is an equal opportunity educator and employer.

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