

ADMISSIONS



MISSION

We help students change their lives by providing access to education through inspiring recruitment and intuitive admissions processes.

PROGRAMS AND SERVICES

Recruitment

We recruit through events, campus tours, high school and transfer school visits, college fairs, UHED, UCAW, emails, texts, marketing, appointments, phone calls, and print mail.

Admissions

Come to us with any questions surrounding international, graduate and undergraduate admissions, applications, dates and deadlines, CRM management, and transcript processing.

Residency

Our office is in charge of processing all residency applications, keeping up with residency legislation and policies, handling student appeals, and managing residency dates.

Leadership Development

We house the original and main UVU Ambassador Program, which helps educate students in ownership and accountability, emotional intelligence, management, and experience design.

Outreach

We connect through visits to community events, business relationships, Navajo Nation visits, international recruitment, undocumented student support, and Spanish campus tours.

Creative Services

We create viewbooks, quick reference guides, digital ads, emails, international recruitment guides, out-of-state guides, #greenenvelopes, Spanish guides, and postcards.

2023-2024 IMPACT DATA

642 Campus
Tours Given

604 Student
Appointments

96%

More Likely
to Attend
UVU After
Taking a
Tour

48,392 Texts Sent
and Recieved

15,000+ Students Took
Campus Tours

2.8% New Student Growth
*Represents 195 More New Students

386,143 Emails Sent Across 46 Campaigns
64% Email Open Rate *35% Acceptable Percentage

11 Recruitment Events 1,792 Attendees

1. UVU Counselor Confrence
2. Diversity in Leadership Confrence
3. Davis Open House
4. St. George Open House
5. Orem Open House
6. SLCC Open House
7. Adult Learner/International Open House
8. Sterling Scholar Regional Competition
9. Presidential Scholarship Banquet
10. First Generation Confrence
11. Insiders Guide to College

**Out-of-State
Visits**

Texas
California
Nevada
Oregon
Idaho
Hawaii

33,000+ Admissions Applications Processed

27,540
Transcripts
Processed

3,539
Que
Interactions

6,547
JIRA
Tickets

1,786
Residency
Applications
Processed

68
Design
Projects