



UVU[™] DATA SUMMIT

UVU Fact Sheet – Telling the UVU Story

Laura Busby and Scott Trotter

FEBRUARY 2025

UVU DIGITAL
TRANSFORMATION

The background of the slide is a light green color with a pattern of semi-transparent squares in various shades of green and yellow, scattered across the top and bottom areas. A dark green horizontal bar spans the width of the slide, containing the main title in white text.

UVU Messaging Framework

VISION 2030

UTAH VALLEY UNIVERSITY



WHAT IS A MESSAGING FRAMEWORK?

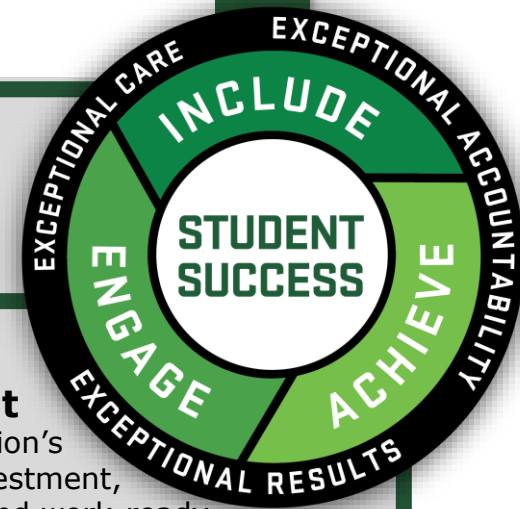
WHAT IT IS:

- **Essential and consistent** building blocks for sharing the UVU story
- Integrates data-driven insights to build a **relevant, differentiated, and compelling** story that moves people to supportive **ACTION**
- **Flexible** based on the UVU storyteller, audience, channel, etc.

WHAT IT IS *NOT*:

- Taglines or advertising copy
- A rigid script
- Messaging "flavor of the month"





STUDENT SUCCESS

MISSION

Messaging Pillars

Student Potential

There is a place for everyone at UVU. We believe every individual has unlimited potential and deserves the transforming benefits of a high-quality education.

Flexible, Relevant Approach

UVU meets students where they are. Faculty mentors, flexible learning, and real-world experiences empower students with the knowledge, skills, and resources they need to reach their personal and academic milestones – from certificates and associate degrees to bachelor’s and master’s degrees.

High Return on Investment

With one of the nation’s best returns on investment, our high-demand and work-ready graduates make meaningful and lasting contributions to their employers, families, and communities.

Action Commitments

INCLUDE

ENGAGE

ACHIEVE

Messaging/ Proof Points

- Open admissions policy
- Integrated-dual mission
- DEI statistics
- Student support and diversity stories
- Personalized resources
- Accessibility
- Satellite campuses

- Range of vocational and academic programs
- Flexible academic offering
- Faculty accolades
- Engaged learning examples:
 - Study Abroad
 - E2I examples
 - Internships/Apprenticeships
- Industry partnerships (Silicon Slopes)
- Faculty mentorship stories
- Student engagement stories

- Best return on investment ranking
 - Low-debt facts
 - Alumni success stories
 - Employer satisfaction survey results
- Legislators/Industry*
- Educating Utah’s evolving workforce

Values

EXCEPTIONAL CARE

EXCEPTIONAL ACCOUNTABILITY

EXCEPTIONAL RESULTS

Messaging/Proof Points

STORIES

ELECTORAL COLLEGE EXPLAINED
⇒ 142 videos

Office Hours
Updated today

CONSERVATION OPPORTUNITIES
⇒ 60 videos

Wolverine Stories
View full playlist

TOXIC ALGAL BLOOMS VS SYNTHETIC BIOLOGY
⇒ 21 videos

Faculty Footnotes
View full playlist

SHAPING THE FUTURE
⇒ 2 videos

Made in the Valley
View full playlist

AWARDS

#1 IN THE NATION
— for —
LOCAL ENTREPRENEURSHIP
★★★
Switch On Business
2024

UVU
#1 IN UTAH
— for —
BEST VALUE COLLEGE
★★★
Research.com
2025

Utah Valley University Recognized for Excellence in Online Nursing and Allied Health Programs



FRANCINE JENSEN

Utah Business 2023 Healthcare Hero

DATA

UVU
2024-2025
UTAH VALLEY UNIVERSITY

UVU empowers all students through innovative, career-focused programs and personalized resources. With a commitment to helping students unlock their full potential, UVU offers relevant, flexible, and high-value education that prepares graduates for real-world success.

UNLOCKING EVERY STUDENT'S POTENTIAL

STUDENT DEMOGRAPHICS (percent of all students)¹
18% Adult learners (age 25+)² **76%** Work while in school³
50% Female **47%** Awarded any financial aid⁴
93% Utah residents **20.3%** Students of color
42% First-generation **12.9%** Hispanic and Latino
12% Support at least one child⁵

46,809
total enrollment in 2024⁶
+ 46-48 business area students

13,480
degrees and certificates granted in 2024

ATHLETICS⁷
 Graduation rate of athletes: **86%** **2024 graduates: 16,397**
 Average GPA: **3.45** Retention rate: **70%**⁸
 Number of teams: **16** **10%** increase over 5 years
Conferences: Western Athletic Conference, Big 12 Conference
Completion rate: 46%⁹
10% increase over 5 years

2024 GRADUATION OUTCOMES¹⁰
2024 graduates: 16,397
 Retention rate: **70%**¹¹
10% increase over 5 years
Completion rate: 46%¹²
10% increase over 5 years

¹UVU Business Intelligence and Research Services (BIRS) 2024
²BIRS, 2024
³BIRS, 2024
⁴BIRS, 2024
⁵BIRS, 2024
⁶BIRS, 2024
⁷BIRS, 2024
⁸BIRS, 2024
⁹BIRS, 2024
¹⁰BIRS, 2024
¹¹BIRS, 2024
¹²BIRS, 2024

¹UVU Student Survey
²Utah State Office of Higher Education
³U.S. Department of Education
⁴U.S. Department of Education
⁵U.S. Department of Education
⁶U.S. Department of Education
⁷U.S. Department of Education
⁸U.S. Department of Education
⁹U.S. Department of Education
¹⁰U.S. Department of Education
¹¹U.S. Department of Education
¹²U.S. Department of Education

FLEXIBLE, RELEVANT APPROACH DESIGNED FOR REAL-WORLD SUCCESS

PROGRAMS¹
96 Undergraduate certificates
13 Graduate certificates
65 Associate degrees
10 Bachelor's degrees
20 Master's degrees
 Of the 304 programs offered at UVU, **60** are available online.

HIGH-IMPACT PRACTICES²
 Percentage of undergraduate students who have completed a high-impact practice (any) after 40 credits:
2024 target: 90%
2022-2023 baseline: 60.7%
 Of students who more than 40 credits completed a HIP that year:
2023-2024 value: 65.3%
 (2023-2024 value is 10% higher than 2022-2023 baseline)

NUMBER OF FACULTY AND STAFF³
 Full-time: **2,376**
 Part-time: **3,695**

AN INVESTMENT THAT PAYS OFF⁴
ALUMNI
 Average debt at graduation: **\$14,750**⁵
 Alumni living in Utah 10 years after graduation: **74.4%**⁶

RECOGNITION⁷
#1 in Utah for best net price (CollegeBoard University Center on Education and the Workforce, 2023)
#1 best value college in Utah (Newsweek, 2022)
#1 in Utah for online programs (Newsweek, 2022)
#2 in Utah for social mobility (The Best School Award, 2024)
#3 in Utah for "best bang for your buck" (Entrepreneur, 2024)
2024 Green Business Award (GreenSource.org)

ANNUAL TUITION AND FEES⁸
 Undergraduate resident tuition and fees (120 student credit hours): **\$3,253.50**
 (includes average for resident tuition and fees for public colleges \$3,260)⁹
 Undergraduate non-resident tuition and fees (120 student credit hours): **\$9,244.50**
 (includes average for non-resident tuition and fees for public colleges \$9,240)⁹
 Administered **\$41,839,380** in Pell Grants in 2024
 Awarded **\$36,063,135** in scholarships in 2024

25:1 student-to-faculty ratio¹

72.9% of alumni graduate with degrees leading to 4- and 5-star jobs²

#1 UVU ranks #1 for producing local entrepreneurs (Entrepreneur, 2024)

top 5 UVU's Personal Financial Planning Program was named a top 5 personal financial program in the U.S. (InvestmentAdvisor.com, 2023)

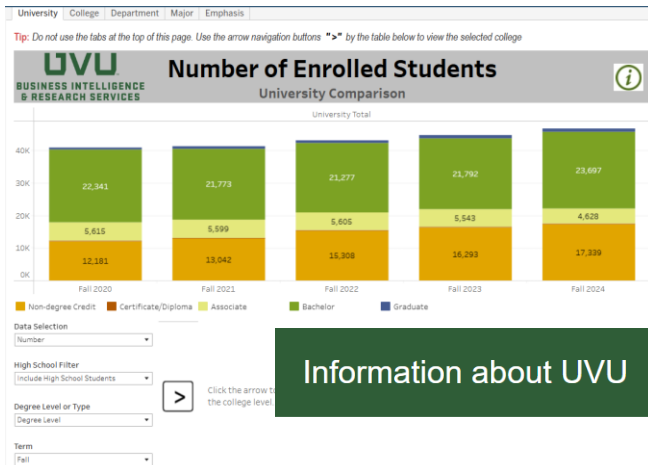
#10 UVU's Online Hospitality Program ranked #10 on the Forbes Advisor list of best online hospitality degree programs of 2024

¹U.S. Department of Education, BIRS, 2024
²U.S. Department of Education, BIRS, 2024
³U.S. Department of Education, BIRS, 2024
⁴U.S. Department of Education, BIRS, 2024
⁵U.S. Department of Education, BIRS, 2024
⁶U.S. Department of Education, BIRS, 2024
⁷U.S. Department of Education, BIRS, 2024
⁸U.S. Department of Education, BIRS, 2024
⁹U.S. Department of Education, BIRS, 2024
¹⁰U.S. Department of Education, BIRS, 2024
¹¹U.S. Department of Education, BIRS, 2024
¹²U.S. Department of Education, BIRS, 2024
 Updated February 2025



Data Vision

A Multiplicity of Presentations



Information about UVU

- Enrollment
- Fact Books

The fact books in this section (2019-2020) are in a different format than the older fact books in the section below (2014-2018). Some of the information in previous fact books can be found in the Annual Reports section above (Tableau dashboards).

2023 | 2022 | 2021 | 2020 | 2019

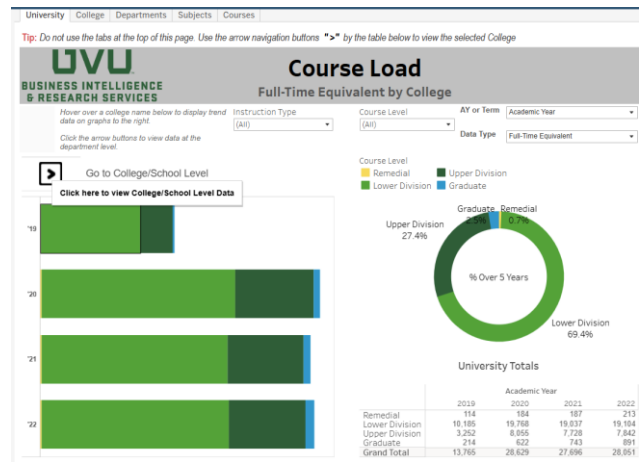
18 SURVEY RESULTS

Fall 2023 STUDENT OPINION SURVEY

- 64% said their overall satisfaction with UVU was good or excellent
- 51% said their student pride was high or very high
- 16% reported having a child 18 years or younger living at home
- 25% reported working at least 31+ hours a week
- 89% said that they are treated with respect by their classmates almost all of the time
- 81% said they somewhat or strongly agreed that UVU provides a supportive environment
- 78% said they strongly or somewhat agreed that people at UVU are supportive of each other, regardless of differences

Alumni 108,947*

*Alumni are designated as any student who earned a certificate, diploma, or degree from Utah Valley University in any of its previous iterations. *The 1980s not included.



Open Admission, Integrated Dual Mission Institution

- UVU will accept any student who applies
- 66% of all public U.S. institutions are open admission for first-time undergraduates
- 28% of all public U.S. institutions that offer bachelor's degrees are open admission for first-time undergraduates
- 16% of all U.S. institutions that offer master's degrees are open admission for first-time undergraduates

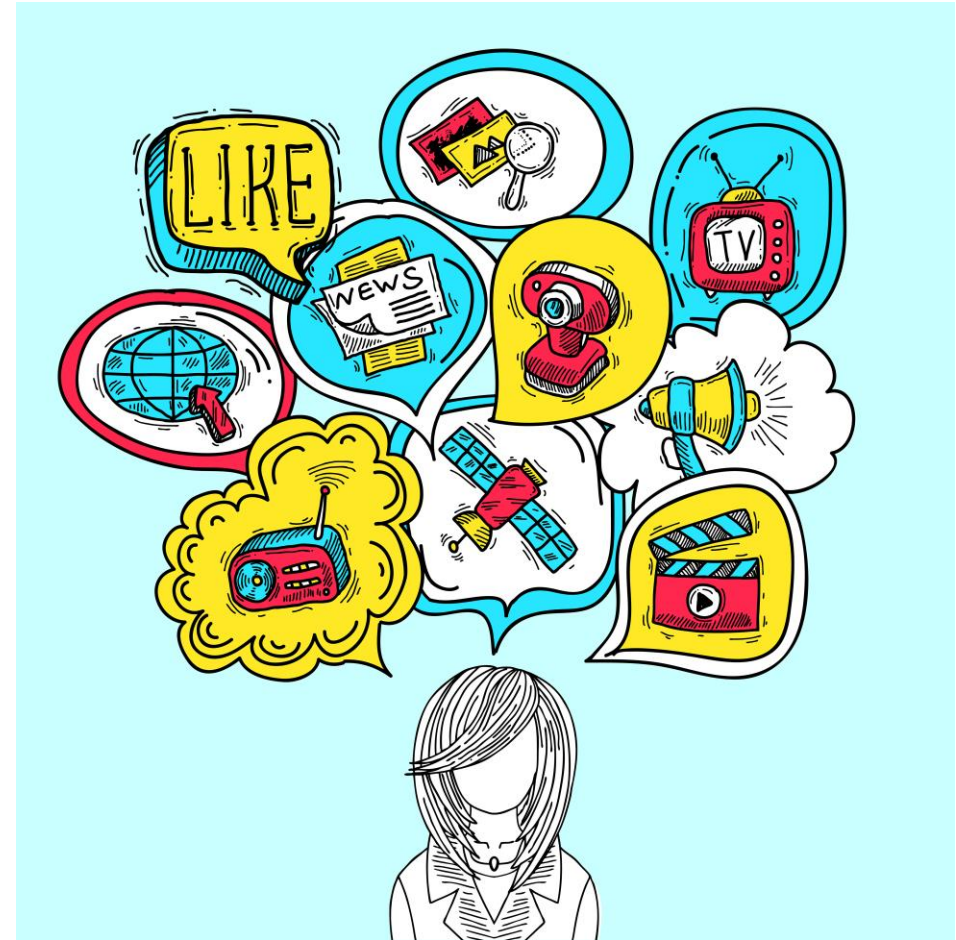
Source: IPEDS 2023



Data Vision Meets Storytelling

UVU's Data Vision:

“Ensure that UVU Data is TRUSTED and available, to the right individuals, at the right time, and in the right way to empower UVU data-informed decisions.”





Writing the Story

Trusted Sources

Certified
Metrics



Rankings &
Recognitions



UVU
Highlights



*We're writing the story of
UVU every day*

Certified Metrics



Last Update 1/31/2025



Institutional Fact Table

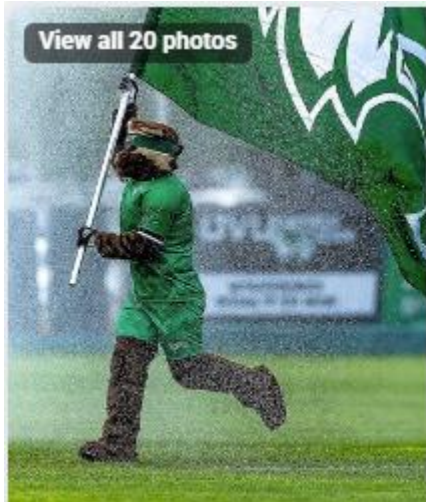
Key performance indicators and metrics commonly used by executives in public presentations or other venues.

Metric Name or Description	UVU Data Trustee	Current Value	Date of Current Value	Frequency of Update	Source of Truth Location
Student Enrollment					
Total Headcount (Enrollment)	Andrew Stone	46,809	Census: 9/12/2024, Published 10/15/2024	October annually	Number of Enrolled Students Dashboard https://www.uvu.edu/birs/performance-indicators/academic-program/s/enrolled.html#students
Concurrent Enrollment	Andrew Stone	16,699	Census: 9/12/2024, Published 10/15/2024	October annually	Number of Enrolled Students Dashboard https://www.uvu.edu/birs/performance-indicators/academic-program/s/enrolled.html#students
Full-time Equivalent Students (incl CE)	Andrew Stone	22,388	Census: 9/12/2024, Published 10/15/2024	October annually	Course Load Dashboard https://www.uvu.edu/birs/performance-indicators/academic-program/s/fulltime.html#enrollments
# and % Students of Color Enrolled	Michelle Kearns	9,525 / 20.35%	Census: 9/12/2024, Published 10/15/2024	October annually	Student Demographics Dashboard https://www.uvu.edu/birs/performance-indicators/academic-program/s/class.html#students
Student Enrollment by Residency Status	Michelle Kearns	Resident: 43,686 / 93.33% Non-resident: 3,123 / 6.67%	Census: 9/12/2024, Published 10/15/2024	October annually	https://tableau.uvu.edu/#/views/ProgramReviewStudentDemographics/University?iid=4
Tuition / Cost of Attendance					
Undergraduate Resident Tuition and Fees (12 student credit hours or more)	Scott Wood	\$ 3,253.50	2024-2025 academic year	Late Spring annually	https://www.uvu.edu/tuition/docs/tuitionandfees2024-2025.pdf
Undergraduate Non-Resident Tuition and Fees (12 or more student credit hours)	Scott Wood	\$ 9,244.50	2024-2025 academic year	Late Spring annually	https://www.uvu.edu/tuition/docs/tuitionandfees2024-2025.pdf
Graduate Tuition Table	Scott Wood	varies by program	2024-2025 academic year	Late Spring annually	https://www.uvu.edu/tuition/graduate.html

[UVU Institutional Fact Table - CURRENT](#)

Rankings and Recognitions

- U.S. News & World Report
- Social Mobility Index
- GeorgetownCEW
- Washington Monthly



Utah Valley University

Orem, UT

 #96 in Regional Universities West (tie)

★★★★☆ 3 reviews 

Founded in 1941, Utah Valley University is a public institution.

[READ MORE »](#)

Tuition And Fees

\$18,489 (out-of-state)

\$6,507 (in-state)

Undergraduate Enrollment

43,796 (fall 2023)

SAT, GPA AND MORE

 **Unlock with
Compass**

UVU Highlights

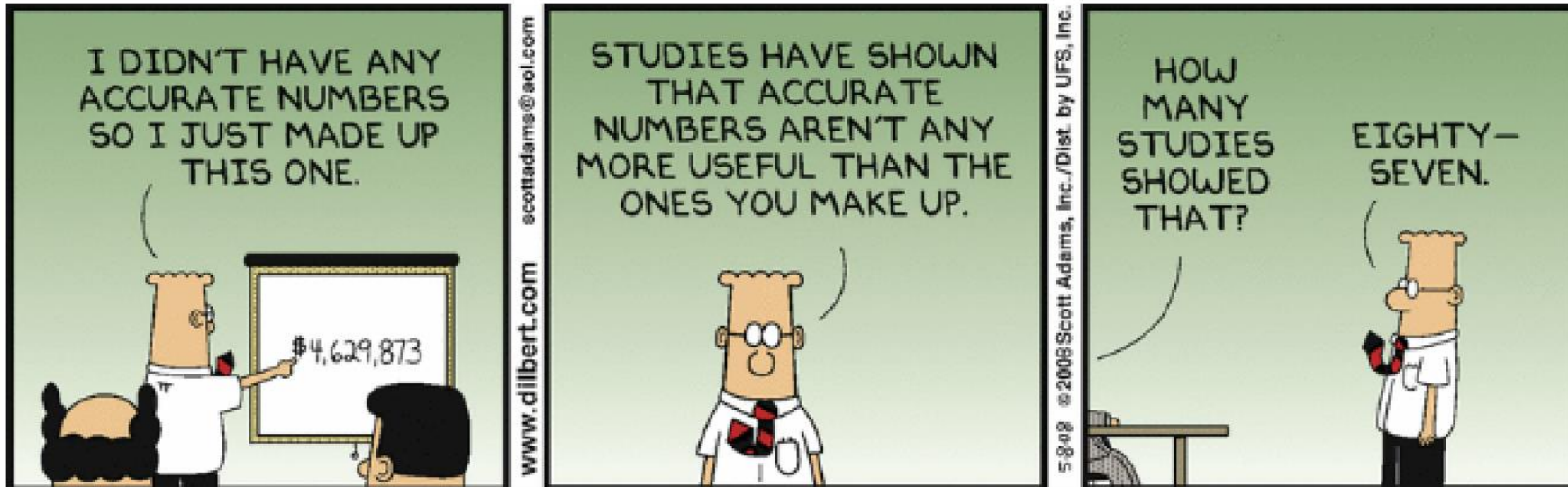
- Major Events
- University Milestones
- Student, Faculty, and Staff Achievements





Telling the Story

Numbers According to Dilbert



Accurate Numbers and Data Matter Because They Represent:



Newsroom Website www.uvu.edu/newsroom/

The screenshot displays the UVU Newsroom website layout. At the top left is the UVU logo and 'NEWSROOM' text. Below it are navigation links: HOME, CONTACTS, LIST OF EXPERTS. On the right, there are buttons for 'APPLY TO UVU', 'MYUVU', and a search icon. The main content area features a large green-tinted image of a building. A red arrow points from the 'NEWSROOM' text at the bottom of the image to the 'About UVU' button in the footer. The footer contains five buttons: Media Contacts, About UVU, Visit Campus, Download Visual Assets, and Find an expert.

UVU NEWSROOM

HOME CONTACTS LIST OF EXPERTS

APPLY TO UVU MYUVU

UVU

YOUR GUIDE TO UTAH VALLEY UNIVERSITY

UVU invests in students through innovative career-focused programs and personalized resources. With a commitment to helping students succeed after graduation, UVU offers research, flexible, and high-value education that prepares graduates for real-world success.

UNLOCKING EVERY STUDENT'S POTENTIAL

STUDENT DEMOGRAPHICS (percentage of student)

18% Adult learners (age 25+)	78% Work while in school*
50% Female	47% Assessed any Financial aid†
93% Utah residents	33.7% Students of color
41% First-generation	12.8% Hispanic and Latino
14% Support at least one child*	

46,809 total enrollment in 2024

13,480 degree/certificate earned

ATHLETICS*

Graduation rate of athletes: 92%	20th graduation outcomes†
Average GPA: 3.48	20th graduates: 10,997
Number of teams: 36	Retention rate: 79%*
Conferences: Western Athletic Conference, Big 3 Conference	Completion rate: 46%*

INNOVATIVE PROGRAMS FOR REAL-WORLD SUCCESS

PROGRAMS*

- 36 Undergraduate certificates
- 13 Graduate certificates
- 65 Associate degrees
- 10 Bachelor's degrees
- 20 Master's degrees

Of the 104 programs offered at UVU, 60 are available online.

CAMPUSES*

- Orem Campus (Main Campus)
- Wasatch Campus (Preber)
- West Campus (Shree)
- Lehi Campus
- Provo Airport Campus
- Capitol Reef Field Station (Capitol Reef Subcampus)
- Canyon Park Building 1 (CPM)
- Wolfenbue Training Dome (WTPM)

NUMBER OF FACULTY AND STAFF*

Full-time: 2,376
Part-time: 3,695

AN INVESTMENT THAT PAYS OFF

ALLIANCE

Average debt at graduation: **\$14,750****
Alumni living in Utah 10 years after graduation: **77%***

REPUTATION AND RANKING

- #1 in Utah for best net price (Department of Education's College Scorecard and the Institute for College Access and Success, 2022)
- #1 best value college in Utah (College Factual, 2022)
- #2 in Utah for social mobility (College Factual, 2022)

ANNUAL TUITION AND FEES**

Undergraduate resident tuition and fees (20 students credit hours): **\$3,333.50**
Undergraduate non-resident tuition and fees (20 student credit hours): **\$5,344.20**
Graduate tuition and fees: Cost varies by program.

UVU'S Online Hospitality Program is #1 on the Forbes Advisor list of best online hospitality degree programs of 2024.

UVU's Personal Financial Planning Program was ranked #1 in the financial program in the U.S. (PersonalFinanceWatch, 2022)

25:1 student-to-faculty ratio*

72.9% of alumni are living in Utah 10 years after graduation**

#1 UVU ranks #1 for producing local entrepreneurs (Entrepreneur, 2022)

NEWSROOM

Media Contacts About UVU Visit Campus Download Visual Assets Find an expert

Numbers in Communications Tools

- Press Releases
- Media Advisories
- Written Pitches to Reporters
- Media Interviews
- Infographics



Storytelling with Numbers in the Media

 *Deseret News.*

The
Salt Lake
Tribune



FOX 13
KSTU SALT LAKE CITY

abc **4**
UTAH

2
KUTV

Daily  Herald

What Story Does This Number Tell?

77%



77% of students live in Utah 10 years after graduation

(UVU Business Intelligence and Research Services [BIRS])



 **awardco**

INNOVATION LEADER

UVU ALUM

STEVE SONNENBERG, CLASS OF '06
AWARDCO FOUNDER & CEO

UVU's Storytelling Culture: Fostering Advocacy





Accurate Data and Numbers Build:

Trust

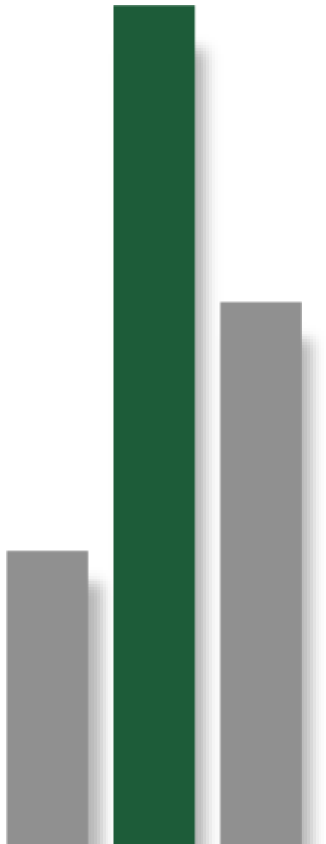
A Strong Brand

Credibility



Consistency

And makes you a better storyteller and
communicator





Where to Find Stories and Collateral Samples

- <https://www.uvu.edu/newsroom/>
- <https://www.uvu.edu/marketing/index.html>
- <https://www.uvu.edu/news/>



Wrap Up

- Trusted
- Easily accessible
- Focused story points
- Consistent messaging

The slide features several decorative squares in various shades of green and grey, scattered across the background. A prominent dark green bar is located in the bottom right corner, partially overlapping a grey bar. The word "QUESTIONS?" is centered in a large, dark grey font.

QUESTIONS?

The slide features several decorative elements: a dark green square in the top left, a light green square in the top right, a dark green square in the top right corner, a light green square on the left side, a dark green square on the left side, a light green square on the left side, and three vertical bars (two grey, one dark green) on the right side.

THANK YOU!

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