



TEXAS
The University of Texas at Austin

Enrollment Management | Fall 2019

GUIDING PRINCIPLES FOR NEW STUDENT ENROLLMENT

The guiding principles developed by the Strategic Enrollment Management (SEM) Working Group will serve as the framework for future undergraduate recruitment and admissions and financial aid practices and decisions. These principles are designed to have longevity in support of university, college, school and unit (CSU) new student enrollment goals and, ultimately, in support of student success. In addition, these principles recognize the importance of collaboration and partnership with university colleagues, external partners like our alumni and school counselors and community groups and, most importantly, with our students and their families. Finally, the principles recognize and affirm the university's belief that diversity is central to educational excellence — that the broad diversity of our students' backgrounds, experiences, thoughts and beliefs contributes significantly to the quality of the academic and co-curricular educational experience of UT Austin.

Identifying and supporting students who through their academic preparation and diversity, broadly defined, will contribute to and benefit from the educational environment at UT Austin is central to the university's mission and, ultimately, its success. As the flagship university of Texas, we have a responsibility to our state to create and maintain an educational environment that produces graduates who are prepared to contribute, thrive and lead in their communities and in their fields in an increasingly diverse and global society.

To honor and facilitate the university's continued commitment to excellence and student success through its new student enrollment efforts, the SEM Working Group recommends four overarching guiding principles:

- 1. Attract and enroll high-potential students who will contribute to and benefit from the university's educational experience.**
- 2. Provide a student-centered admissions and financial aid experience.**
- 3. Develop and implement a university-wide, coordinated new student enrollment effort, to effectively support university, college, school and unit new student enrollment goals.**
- 4. Prioritize and demonstrate a strong commitment to diversity broadly defined, equity and inclusion.**

The SEM Working Group identified the need to provide further background for these Guiding Principles. The Guiding Principles therefore address how the Principles will shape the university's new student enrollment strategies and decisions in the future and, specifically, the way that these Guiding Principles should be applied as the foundation for the work of the Office of Admissions and the Office of Financial Aid and their collaborations and partnerships with university's CSUs.

Guiding Principles: New Student Enrollment

Attract and enroll high-potential students who will contribute to and benefit from the university's educational experience. We will:

Attract and enroll a broadly diverse student body that represents the brightest and most promising young people, whose engagement with each other inside and outside of the classroom contributes to the learning environment in support of their future success, and, as such, whose diversity, broadly defined, is central to the university's excellence. We will:

- Commit to making sure that admissions staff are visible and accessible to prospective students across Texas.
- Maintain a strong commitment to high-achieving, high-potential Texas students, with the majority of our recruitment and financial aid efforts focused on Texas students.

Provide a student-centered admissions and financial aid experience. We will:

- Offer transparent and clear information, resources and support necessary to promote students' success at each step of the new student enrollment process.
- Commit to transparency and clarity in our interactions with students.
- Utilize plain, straightforward language on our websites and in our materials.
- Simplify steps and remove barriers to applications for admission and financial aid, making it easier for students to take their next steps in the enrollment process.

Develop and implement a university-wide, coordinated new student enrollment effort, to effectively support university, college, school and unit new student enrollment goals. We will:

- Work collaboratively and in partnership with CSUs to develop new student recruitment and

financial aid strategies in support of university enrollment goals and student success.

- Establish specific university and CSU new student enrollment goals.
- Develop protocols for tracking student data and behavior trends and
- protocols for measuring new student enrollment outcomes.

Prioritize and demonstrate a strong commitment to diversity, broadly defined, equity and inclusion. We will:

- Value a holistic review process for admission to the university entrance into honors programs and selection of scholarship recipients that considers each student's academic and leadership achievement in the context of the opportunities available to them.
- Commit to the recruitment of high-potential, underserved students, for example, low-income and first-generation students.
- Recognize our responsibility to upward social mobility.



Applying the University's New Student Enrollment Guiding Principles: Admissions and Financial Aid

ADMISSIONS

Align our recruitment and admissions efforts with university and CSU goals and our commitment to student success. We will commit to this by:

Attracting and enrolling high-potential students who will contribute to and benefit from the university's educational experience. We will:

- Recruit high-achieving students from a broad diversity of schools and backgrounds from across the state of Texas.
- Admit students in line with the resources available to support student success (e.g. classes, student support and student success programming).

Providing a student-centered admissions and financial aid experience. We will:

- Prioritize a streamlined scholarship application process and eliminate barriers to application by simplifying the application process and making application and decision information easily accessible to students.
- Value engagement with key external stakeholders, high school counselors, community-based organizations and other key decision influencers in the process to support and facilitate enrollment.
- Reduce barriers to admission to university programs by streamlining all admission application processes; provide admission decisions as quickly as possible, in line with communicated decision timelines.

Developing and implementing a university-wide, coordinated new student enrollment effort, that effectively supports university, college, school and unit new student enrollment goals. We will:

- Support the effectiveness of CSU efforts through consultation and co-planning of recruitment and

enrollment strategies, efforts and events; work with the CSUs to implement best practices in line with university goals and policies and accepted professional and legal practices.

- Engage with faculty, students, alumni and donors in our efforts to recruit and enroll future Longhorns.
- Establish specific university and CSU new student enrollment goals and measure the outcomes of those goals; make admission data and information more accessible to CSUs throughout the admissions cycle.

Prioritizing and demonstrating a strong commitment to diversity, broadly defined, equity and inclusion. We will:

- Facilitate consistency of the holistic review process by providing ongoing training and review resources to CSU application reviewers (admission, honors programs and scholarships) consistent with admissions reader training.
- Maintain a holistic review process that considers diversity broadly defined as a factor among many factors that may indicate ways a student may contribute to the educational environment of the university.
- Commit to inclusive student recruitment efforts, including but not limited to the recruitment of underserved students, the recruitment of students in their communities and the use of communication with prospective student families.
- Develop recruitment communications that reflect diversity broadly defined demonstrating inclusivity and representation of our student community.

FINANCIAL AID

Affordability and student success will guide our financial aid and scholarship decisions. We will commit to this by:

Attracting and enrolling high-potential students who will contribute to and benefit from the university's educational experience. We will:

- Leverage university financial aid and CSU scholarships to attract high-potential students from across the state, ensuring that UT Austin is a destination for top students regardless of income or financial need.
- Leverage financial aid to help minimize debt; and, thus, supporting students so they can focus on their academic progress and success.
- Develop the practice of awarding financial aid at the intersection of need and merit. Clear definitions of "need" and "merit" will be established for review processes.
- Incorporate financial aid information into recruitment efforts.

Providing a student-centered UT Austin admissions and financial aid experience. We will:

- Prioritize a streamlined scholarship application process and minimize barriers to application by simplifying the application process or eliminating the separate application process.
- Award prospective student financial aid as quickly as possible after admissions decisions are made.
- Provide easily understandable financial aid information to students, families and high school and campus colleagues.
- Include stronger messaging around the value and long-term impact of a UT Austin degree in financial aid messaging.

Developing and implementing a university-wide, coordinated new student enrollment effort, that effectively supports university, college, school and unit new student enrollment goals. We will:

- Align university financial aid distribution and CSU scholarship awarding practices with UT Austin and CSU enrollment goals.
- Leverage CSU scholarship awards in support of new student recruitment and long-term student success; prioritize four-year scholarship awards.

Prioritizing and demonstrating a strong commitment to diversity broadly defined, equity and inclusion. We will:

- Consider university and CSU scholarships through a holistic review approach; scholarships will not be awarded on the basis of any single factor.
- Coordinate with the CSUs to leverage all university aid to attract high-potential students to UT Austin and make UT Austin an option for high-potential students regardless of income.

