



ACADEMIC LEADERSHIP RETREAT

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DIVISION OF ENROLLMENT MANAGEMENT

VISION

Transform the student experience, so that all students can achieve their dreams through access to education and be empowered to positively impact our state, region, and world.

MISSION

...create access for student achievement through the recruitment, retention, and graduation of a diverse student community.



OUR **BIG ORANGE** MOVEMENT...

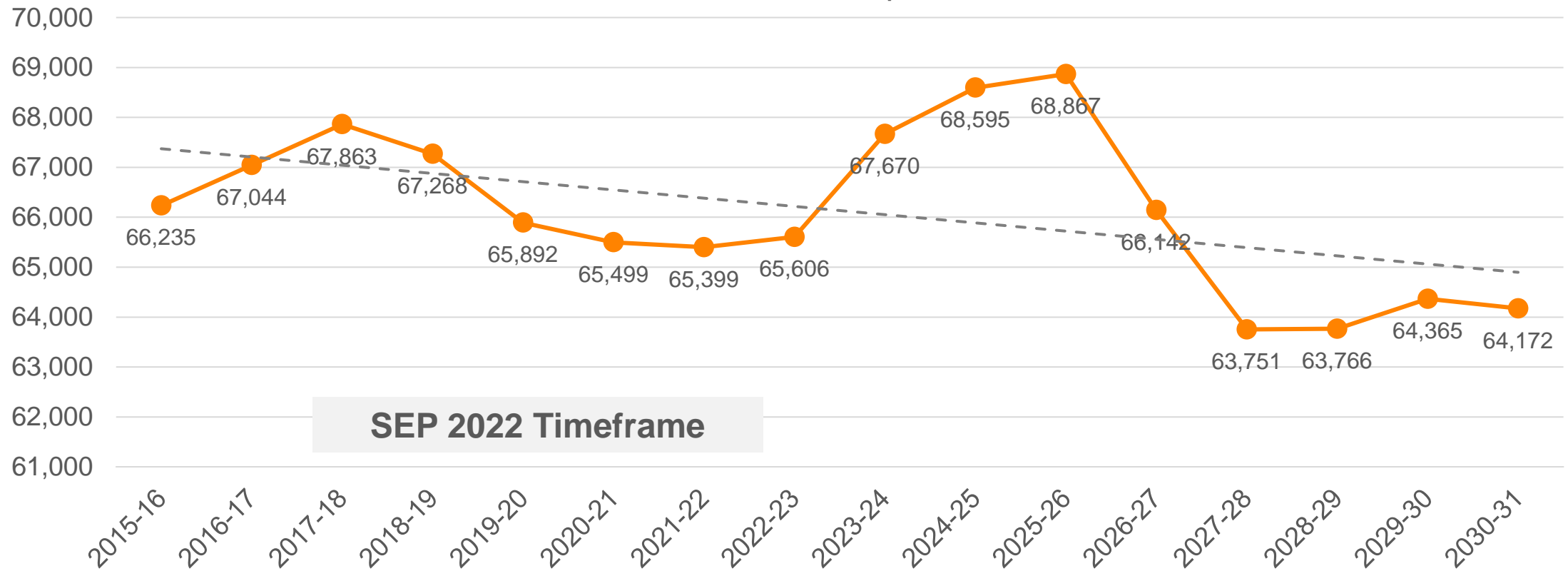
- Transform the way we **recruit, serve** and **graduate** students.
- Create a campus and community wide **Big Orange recruitment** and **student success** culture.
- Define the **Volunteer experience** in *ALL* we do.



TENNESSEE HIGH SCHOOL PROJECTIONS

Tennessee high school graduates declined from 2018 to 2021, followed by a period of fluctuation. Tennessee is projected to experience a more dramatic decrease in high school graduates following 2025.

Tennessee High School Graduate Trends
Public and Private Schools | 2015 – 2030



Source: Western Interstate Commission for Higher Education (WICHE)

UT'S COMMITMENT TO ACCESS

NEW: VOL ACCESS COLLABORATIVE

Invitation-only pathway program for select students not offered first-year admission to UT Knoxville, invited to begin their first year at another UT System campus with a guaranteed transfer pathway as a sophomore.

316

STUDENTS OPTED-IN

ROCKY TOP TRANSFER PROGRAM

Allows waitlisted students the option to complete academic coursework at Pellissippi State Community College for one year then transfer upon meeting program requirements.

328

STUDENTS OPTED IN

94%

OF IN-STATE APPLICANTS WERE OFFERED AN EDUCATIONAL PATHWAY TO UT IN 2023

VERTO VOL

Waitlisted students have the option to spend either a semester or year abroad in select locations then join UT in the corresponding next term.

456

STUDENTS OPTED IN

TRI-STAR SCHOLARSHIP PROGRAM

\$54,000
MEDIAN INCOME FOR HOUSEHOLDS
IN TENNESSEE

TENNESSEE PLEDGE SCHOLARSHIP

- Offered to admitted first-year students with a family income of \$40,000 or less.
- Covers tuition, mandatory fees, and room and board when combined with other federal, state, and institutional aid.
- Four-Year scholarship

UT PROMISE SCHOLARSHIP

- Offered to admitted first-year, transfer, and continuing students who qualify for the HOPE Scholarship and have an annual family income of less than \$60,000.
- Covers tuition, mandatory fees, when combined with other federal, state, and institutional aid.

FLAGSHIP SCHOLARSHIP

- Offered to admitted first-year students who graduate from one of 38 designated Flagship high schools.
- When combined with the HOPE Scholarship, covers tuition and mandatory fees for up to four years.

UT'S STATEWIDE IMPACT

4-H NEXT CHAPTER

College and career readiness program in partnership with 4-H & UTIA

- Tennessee has the largest 4-H club in the country
- Over 150,000 students enrolled in 4-H

Next Chapter Scholarships:

- Program Completion: \$1,500 annually for four-years
- Next Chapter Scholar of the Year: Tuition and Fee Scholarship

UT EXTENSION OFFICES

Goal of strengthening our partnership with **283 extension agents Statewide** in ways that better serve Tennesseans and inspire more students to pursue a college education.

- Annual Mailer w/ Admissions & Recruitment Materials
- Training Sessions
- Distinguished Tennessean Plaques for Each County

DISTINGUISHED TENNESSEAN

One outstanding student from each of the 95 Tennessee counties receives a tuition and fee scholarship.

- Recognizes students with exceptional academic performance and demonstrated engagement in their community.



Receiving this award is such a big help by helping me get through school financially while also acknowledging that my academic integrity has paid off.”

EBRIAHNA LAWS
BENTON COUNTY



BIG ORANGE IMPACT + OUTCOMES

#1

In the SEC in Undergraduate Enrollment Growth (2022)

94%

IN-STATE APPLICANTS OFFERED A PATHWAY TO ATTEND UT

+26%

TOTAL GROWTH IN STUDENTS OF COLOR SINCE 2018

+18.5%

TOTAL GROWTH IN PELL STUDENTSW SINCE 2018

+52%

TOTAL GROWTH IN FLAGSHIP STUDENTS SINCE 2018

2023 FIRST-YEAR | EARLY INDICATORS

APPLICATIONS vs. FALL 2022

- + 39.2% | Total Applications
- + 12.7% | Tennessee
- + 27.2% | Flagship High Schools
- + 42.3% | Students of Color

YIELD vs. FALL 2022

- + 1.7% | First Generation Students
- + 2.0% | Flagship High Schools
- + 2.8% | Pell Eligible Students
- + 1.2% | Students of Color

JOIN OUR **BIG ORANGE** MOVEMENT

TRANSFORM THE WAY WE RECRUIT, SERVE AND GRADUATE STUDENTS

- Create a campus and community wide recruitment and student success culture
- Define the Volunteer Experience in *ALL* we do – little things make a big difference
- Strategic use of financial aid and resources + timing matters
- Intentionally create a culture of inclusion

“ *I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.* Maya Angelou

FUTURE VOLS

- Refer a high school or prospective transfer student we should be recruiting
- Engage with admitted students in ways that tell your/our unique story
- Student to student outreach
- Encourage prospective students & families to visit campus students to register for a campus tour, admissions event, or academic college tour... What experience are you creating during the campus visit?



[Watch the full video on UT's YouTube channel.](#)



QUESTIONS &
DISCUSSION