Mission: Recruit and enroll highly motivated, academically gifted, diverse honors students to average approximately 5% of the UI undergraduate student body

Honors Program Enrollment Targets for fall 2016

- **Total Honors Program Target Enrollment for fall 2016**
  - 475 total honors students (>5% of UI student body)
  - 47 total multicultural students (10% of honors student body)
  - 9 international students (1% of honors student body)
  - In-state = 68%
  - Out-of-state = 32%

- **First-year honors target enrollment for fall 2016**
  - 150 new, first-year honors students
  - 15 multicultural students
  - 3 international students

- **Academic profile of first-year, admitted honors students for fall 2016**
  - Average high school unweighted GPA of >3.93
  - Average ACT of >29 or SAT >1310

**Goal 1: Market the Honors Program and the exceptional quality of the UI academic experience**

- Recruit at UI-sponsored events (Holly, Alton and Honors Ambassadors) and send personal email from Alton and a hand-written note card from Ambassadors to all students who attend.
  - NACAC events (Boise and Spokane)
  - Meet the Vandals events (Boise, CdA, etc.)
  - Sneak Peak (Moscow)
  - Envision Idaho (Moscow)
  - Vandal Kickoff (Moscow)
  - Palousafest (Moscow)
  - Other events as requested by Enrollment Management

- Update honors web site for mobile devices (completed August 2015-Krista/Alton/Chris), then review and update again in summer 2016-Krista). Make it user-friendly, interesting, and stimulating for students on mobile devices.

- Maintain an active Facebook page (work study student, Holly, and Honors Ambassadors)

- Develop a new brochure for use at recruiting events (summer 2016-Krista/Holly) or perhaps modify the UI NMS brochure with Enrollment Management (EM) approval?

- Review, simplify and update the current honors web application form and the automatic emails that go to students (in progress – Alton/Chris)

**Goal 2: Recruit and enroll prospective students**

- Host and recruit “visiting” prospective students and parents (Alton and Holly)
  - Meet one-on-one with Alton (primary) or Holly (secondary) and meet with Honors Ambassadors, when available, and then possibly tour McCoy Hall (Holly)
- Send follow-up email to prospective student from Alton/Holly and then copy Alyssa Ertel to send her email (Alton/Holly)
- Send a hand-written card from Honors Ambassadors one-two weeks after visit (Holly)
- Recruit prospective students who have never contacted the Honors Program
  - Send honors program letter from Printing and Design to students who meet our ACT/SAT/GPA requirements on the first day of every month (September-April?) who have a 3.6 or above high school GPA? (Chris)
  - Communicate with National Merit Semifinalists
    - Send paper NMS letter from Honors Director through Printing and Design following letter from President and Dan Davenport (Chris)
    - Send email or card from an NMF Honors Ambassador? to all National Merit Semifinalists in mid-January (Holly and Chris)- focus on “stories” as communicate
- Recruit students who have an incomplete honors application, who have not submitted essays
  - Send an email from the Director
  - Send a hand-written card from Honors Ambassadors
  - Send an email from a current student dispelling the fears that Honors is a lot more work and will hurt GPA
- Actively recruit students who are admitted to UI but not to honors program and who seem to meet the honors program admission criteria (Chris)
  - Send one-time, hand-written postcard mid-month from Ambassadors to all prospects? (Holly)
  - Send an email from a current student dispelling the fears that Honors is a lot more work and will hurt GPA
  - Send a second email to each person in last week of January from Director to all incomplete applicants and to all UI admitted but not admitted to honors, just prior to deadline for scholarships
- Continue to actively recruit prospective students who are “admitted to the honors program.” Be sure that each communication is new and interesting and not redundant with any of our other communications sent earlier
  - Send a “Congratulations” email from the Director immediately upon admission (Alton)
  - Send paper letter and a formal “certificate of admission” hand-signed by Director 1-week later (Chris)
  - Send honors holiday email just before Christmas?? (Katie, work study student)
  - Send email about January 10 from President of HLC describing Honors opportunities to all admitted students (Chris to follow-up)
  - Send in-state and out-of-state CRM emails in January to students and parents as was done this year relative to scholarships and WUEs (EM, Chris to double-check)
  - Send email in early March from Director to all UI honors admitted students about course registration process, honors courses for fall, attending Vandal Friday, and summer orientation (Alton)
  - Send 1-2 emails from Director over summer about the Honors program, include request for picture, raft trip, McCoy move-in day, new student orientation, new parent orientation and other first or second week activities. Keep excitement high! (Alton)
  - Send email from President of HLC in summer to welcome new students (Alton)
- Recruit the very top prospective students by sending a few extra emails and ask students and ambassadors to send additional notes and emails (Alton)
- Recruit under-represented students
Goal 3: Use Scholarships to effectively recruit and enroll top students

• Award WUEs and honors scholarships—typically using the “honors index” and financial need. 20 WUEs were allocated by FA to Honors in 2015. 17 accepts out of 46 initial offers in 2015 (Alton and Chris)
• Call all WUE and Presidential Scholars/Fellows recipients before scholarships are submitted (Alton)

Goal 4: Monitor Recruiting Performance Indicators on an annual basis

• Number of prospective first-year, student/parent visits
• Number of completed applications for incoming first-year, transfer, multicultural, in-state and out-of-state, and international prospective honors students
• Number of students admitted to Honors Program (first-year, total, transfer, multicultural, in-state and out-of-state, and international honors students)
• Number of admitted students who enrolled in the Honors program students (first-year, total, transfer, multicultural, in-state and out-of-state, and international honors students after “10th day”)
• Number of active honors students in the Program (total, transfer, multicultural and international enrolled honors students after 10th day,
• Conversion of “admitted” honors program students to “enrolled” honors students (target increase from 60% in 2014 to 65% in 2016)
• Retention of honors students from first year to second year and compare to UI average
• Retention of students who live in Honors residence hall from first year to second year and compare to UI average
Questions/topics for further discussion at the University level

- The possibility for scheduling a Top Scholar Visitation Day to recruit top students (Alton)
- Scholarship packages for 2016 and following years to include discussion of more WUEs and funding of National Merit Finalists (Alton)
- Next steps in a joint UI application/Honors Program application (Chris, Alton and Cezar)

Questions for Honors Student Ambassador Focus Group (scheduled for Tuesday, Oct. 13, 5:00 p.m.)

- What content about the Honors Program is most important to convey and to repeat?
  - Academics
  - Living groups
  - Co-curricular activities
  - Community and fun
- What would be the preferred method of contact at each stage [Email (Director, students, Ambassadors), print letters, hand-written notes, Facebook and other social media, phone calls etc.]?
  - After attending a College Fair or UI event such as Envision Idaho
  - After visiting campus
  - After beginning the honors application process, but not yet submitting essays
  - After application is complete, and congratulations are being expressed on being admitted
  - Notification of scholarships
  - Class registration information prior to signing up for classes
  - Over the summer, keeping energy and enthusiasm high
- How should we recruit students who enroll at UI and who meet the honors program admission criteria and choose not to join the Honors Program?