



Vermont State
University

Admissions Overview

VSCS Board of Trustees Meeting

-- Monday, April 24, 2023 --

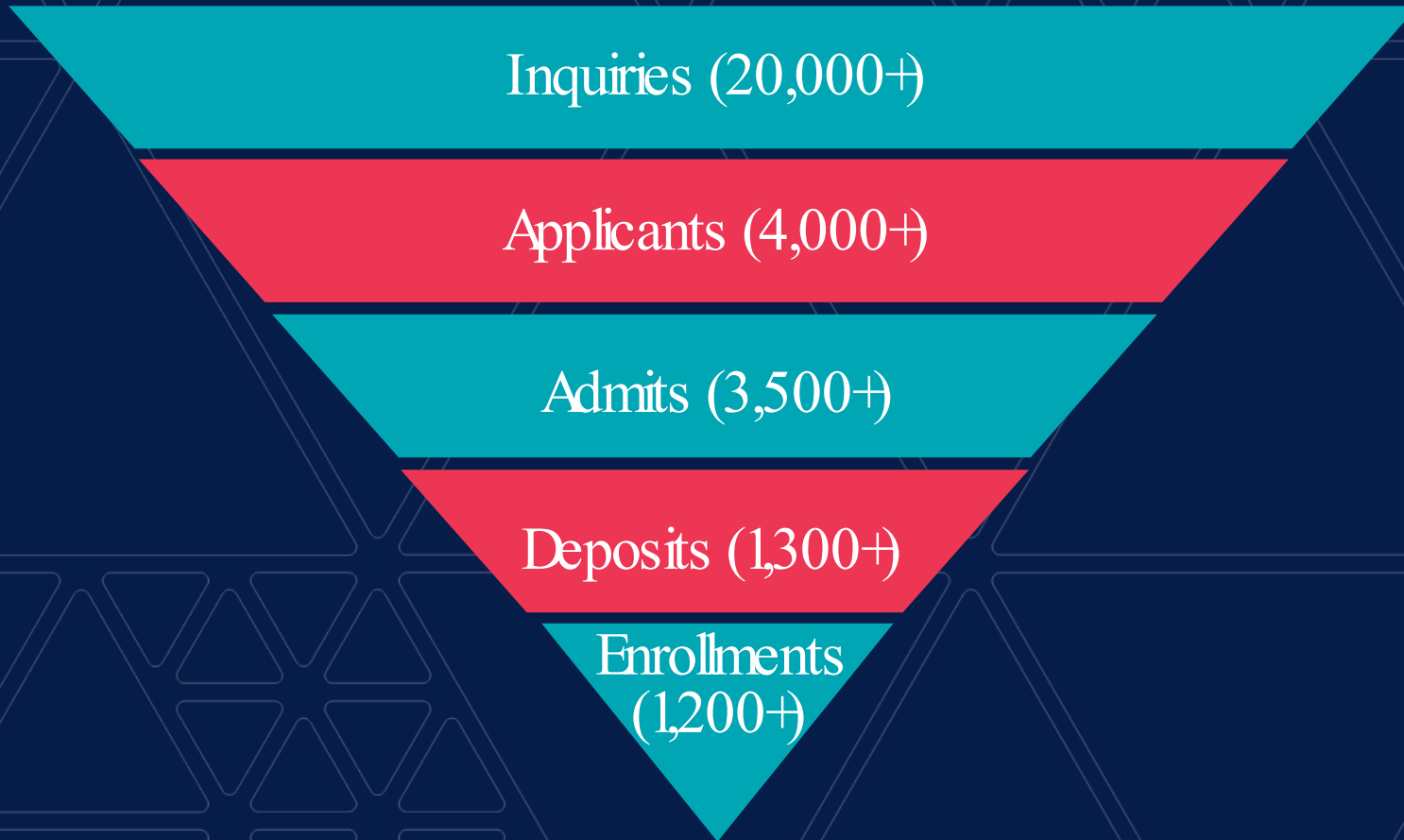
VTSU Admissions Facts



- VTSU Admissions is up and running as a fully functioning team and we are very **excited about the future!**
- Since September 2022, the team has attended **900+ recruitment events** in the northeast.
- During the same time frame, admissions has hosted over **1,000 visitors** to our campuses.



Traditional Enrollment Funnel



Vice President of Admissions and Enrollment Services

Director of Enrollment Communications

Director of Enrollment Operations

Assistant Vice President of Admissions

Asst. Director of Enrollment Communications

Associate Director of Enrollment Operations

Admissions Operations Specialist

Admissions Operations Specialist

Associate Director of Admissions/Graduate

International Counselor

Graduate Counselor

Education/Psych/Social Science Counselor

Education/Psych/Social Science Counselor

Arts & Communication Counselor

Associate Director of Admissions/Transfer Student/Tech Center Articulations

Visit & Event Manager South

Student Tour Guides

STEM Counselor

Healthcare Counselor

Healthcare Counselor

Healthcare Counselor

Healthcare Counselor

STEM Counselor

Associate Director of Admissions/Online

Visit & Event Manager North

Student Tour Guides

Online Programs Counselor

Business & Professional Studies

Business & Professional Studies

Associate Director of Admissions/VAST/Early College/Dual Enrollment

VAST/Early College/Dual Enrollment

Coordinator of Secondary School Initiatives



Vice President of Admissions and Enrollment Services

Director of Enrollment Communications

Asst. Director of Enrollment Communications

Director of Enrollment Operations

Associate Director of Enrollment Operations

Admissions Operations Specialist

Admissions Operations Specialist

Assistant Vice President of Admissions

Associate Director of Admissions/Graduate

International Counselor

Graduate Counselor

Education/Psych/Social Science Counselor

Education/Psych/Social Science Counselor

Arts & Communication Counselor

Associate Director of Admissions/Transfer Student/Tech Center Articulations

Visit & Event Manager South

Student Tour Guides

STEM Counselor

Healthcare Counselor

Healthcare Counselor

Healthcare Counselor

Healthcare Counselor

STEM Counselor

Associate Director of Admissions/Online

Visit & Event Manager North

Student Tour Guides

Online Programs Counselor

Business & Professional Studies

Business & Professional Studies

Associate Director of Admissions/VAST/Early College/Dual Enrollment

VAST/Early College/Dual Enrollment

Coordinator of Secondary School Initiatives

Enrollment Communications Team

- ✓ Design and produce all digital and print recruitment materials
- ✓ Produce and maintain all admissions pages of website
- ✓ Build and maintain differentiated communication tracks in SLATE
- ✓ Leverage relationships with outside enrollment marketing vendors



Vermont State University

You're Invited!

Admitted Student Sessions

CASTLETON <ul style="list-style-type: none">March 17April 10April 21April 24May 3	JOHNSON <ul style="list-style-type: none">April 10May 1	LYNDON <ul style="list-style-type: none">April 11April 27	RANDOLPH <ul style="list-style-type: none">March 10April 28
--------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------

Registration on reverse

VermontState.edu

Vice President of Admissions and Enrollment Services

Director of Enrollment Communications

Director of Enrollment Operations

Assistant Vice President of Admissions

Asst. Director of Enrollment Communications

Associate Director of Enrollment Operations

Admissions Operations Specialist

Admissions Operations Specialist

Associate Director of Admissions/Graduate

International Counselor

Graduate Counselor

Education/Psych/Social Science Counselor

Education/Psych/Social Science Counselor

Arts & Communication Counselor

Associate Director of Admissions/Transfer Student/Tech Center Articulations

Visit & Event Manager South

Student Tour Guides

STEM Counselor

Healthcare Counselor

Healthcare Counselor

Healthcare Counselor

Healthcare Counselor

STEM Counselor

Associate Director of Admissions/Online

Visit & Event Manager North

Student Tour Guides

Online Programs Counselor

Business & Professional Studies

Business & Professional Studies

Associate Director of Admissions/VAST/Early College/Dual Enrollment

VAST/Early College/Dual Enrollment

Coordinator of Secondary School Initiatives

Enrollment Operations Team

- ✓ Process undergraduate and graduate applications and supporting materials in SLATE (CRM) and integrate with Colleague (SIS)
- ✓ Manage relationships with multiple vendors to import inquiries, applications and supporting materials
- ✓ Produce mailings for prospective and admitted students
- ✓ Monitor inbound admissions phone and email communications
- ✓ Audit and analyze student data for accuracy in all systems
- ✓ Prepare enrollment reports for internal and external use

Vice President of Admissions and Enrollment Services

Director of Enrollment Communications

Director of Enrollment Operations

Assistant Vice President of Admissions

Asst. Director of Enrollment Communications

Associate Director of Enrollment Operations

Admissions Operations Specialist

Admissions Operations Specialist

Associate Director of Admissions/Graduate

International Counselor

Graduate Counselor

Education/Psych/Social Science Counselor

Education/Psych/Social Science Counselor

Arts & Communication Counselor

Associate Director of Admissions/Transfer Student/Tech Center Articulations

Visit & Event Manager South

Student Tour Guides

STEM Counselor

Healthcare Counselor

Healthcare Counselor

Healthcare Counselor

Healthcare Counselor

STEM Counselor

Associate Director of Admissions/Online

Visit & Event Manager North

Student Tour Guides

Online Programs Counselor

Business & Professional Studies

Business & Professional Studies

Associate Director of Admissions/VAST/Early College/Dual Enrollment

VAST/Early College/Dual Enrollment

Coordinator of Secondary School Initiatives

Counseling Teams

- ✓ Manage a travel/recruitment territory
- ✓ Establish relationships with school and career counselors for both traditional and non-traditional students
- ✓ Review applications and recommend decisions
- ✓ Create and nurture relationships with inquiries and applicants
- ✓ Assist with event planning
- ✓ Meet and present to prospective students and their families
- ✓ Counsel students to the right fit VTSU location
- ✓ Review financial aid offers and cost of attendance

Questions?