OFFICE OF ADMISSIONS ACTION PLAN

Division of Student Affairs 2024-2025

Office of Admissions Action Plan FY 24-25

Recommendation	Lead	Quick Win	Priority	Partners Needed	Status	Fall 2025	Spring 2026	Fall 2026	Spring 2027	Fall 2027	Spring 2028	Fall 2028	Spring 2029	Additional Notes:
UNKNOWN OF THE USHE COMMON APPLICATION/DIRECT ADMIT PROCESS Anticipated changes related to the Utah System of Higher Education (USHE) Common Application and Direct Admit process are set to launch October 2025 and has created institutional uncertainty. This first iteration will most likely not include transcripts, campus, major, residency or citizenship. Proactive planning, ongoing communication, and alignment with system-wide developments will be essential in navigating this shift.														
Recommendation: We currently understand that there is not a general studies/undecided option on the application. This could be a good landing place for students to be directly admitted and then encouraged to pick a major.	Kate Gildea Broderick Gisela Arellano Garcia	☐	3	OIT Academic Affairs ORAR OSS Academic Advising	Unknown, waiting for further guidance from USHE	☑	☑	☐	☐	☐	☐	☐	☐	USHE wants a Fall 2025 implementation, we don't find that realistic. Unable to dedicate the force for this project at this time.
Recommendation: Assessment of current application to see if there is anything that can be simplified OR collected at a later time (example- could there be information collected at orientation or registration instead of admission)	Kate Gildea Broderick Gisela Arellano Garcia	☐	1		Met with IMC and reviewing exploration student consultant to get additional ideas	☑	☐	☐	☐	☐	☐	☐	☐	Admissions has created its own recommendation regarding the application. Will explore streamlining, but will not be removing information and moving to OSS.
Recommendation: There is a good chance that applications will increase and come in earlier for SLCC through this direct admission process, which gives SLCC the opportunity to expand the prospect pool, to engage with a student longer and increase yield. A financial investment on personnel and operating to accommodate the increase in student application and needs should be addressed.	Kate Gildea Broderick Salote Brown Halatoa	☐	2	VP Student Affairs AVP of EMT Budget Office		☑	☑	☐	☐	☐	☐	☐	☐	Since we are unsure on the timeline for implementation of the Common App, we need further guidance on how these changes will align with the IBP and what gaps it will create.
UPDATE APPLICATION IS THE MOST COMMON CONCERN The most frequently cited operational issue was confusion around the Update Application process. Stakeholders noted that it creates barriers for students and staff alike, signaling the need for clearer procedures, better communication, and potential system improvements. Students do the updated application for multiple reasons (change of major, new semester, etc) This process makes a student do a simplified version of the application, but resets the application needing repetitive review of residency, major, etc. The process is repetition for students and time consuming and unnecessary for admissions processors and residency														
Recommendation: Create processes that could eliminate the update application. **a.** Is there a time frame a student could be out of school and not reapply (up to 3 years matriculation is open). **b.** If a student is changing their term, could they do a deferment rather than a new application. **c.** A simplified change of major form that does not require an updated application.	Marcile Howes	☑	1	OIT ORAR Student Affairs	Currently we are testing the solution developed by OIT	☑	☐	☐	☐	☐	☐	☐	☐	Implementation: Students that have applied, or taken a course within the last year they will not have to update their application. The new hold will be a "Re-Admit".
Recommendation from Admissions: **Providing additional training for staff on the new Admissions process.**	Marcile Howes Kate Gildea Broderick Joseph Maynez	☑	1	OSS Academic Advising ORAR Contact Center SEEA International IT Help Desk Veterans Site Services	Implementation will be determined based on testing results	☑	☐	☐	☐	☐	☐	☐	☐	Will schedule trainings in offices staff meetings, and set up independent trainings.
UNCLEAR HANDOFF TO ORIENTATION & ADVISING Many interviews surfaced that there is a lack of clarity for both staff and students around the handoff between Admissions, Orientation, and Advising. New students are given next steps upon admission but, depending on a student situation, it is not as clear what step(s) should be taken first. This leads to student swirl between these three groups. Generally, there was also a desire to gain clarity around who is responsible for advising prospective students.														
Recommendation: Create an ordered list of next steps that can be posted on the website. In listing these steps, it should also be noted which office (admissions, orientation, advising, and others if necessary) can assist students through the completion of those steps	Kate Gildea Broderick	☑	1	Institutional Marketing	Complete	☑	☐	☐	☐	☐	☐	☐	☐	https://slcc.edu/future/index.aspx
Recommendation from Admissions: **Modernize and add visual components to Next Step email.**	Kate Gildea Broderick	☐	2	Mark Fossen Sarah Reale Katie Bald Tyler Hall Kimberlee Ward	In-progress Actively meeting with IMC	☐	☑	☑	☐	☐	☐	☐	☐	For next steps email, use visual components from the website above within the email.
Recommendation from Admissions: **Curate an at-a-glance dashboard in Salesforce that shows where students are at in the application process for Recruiters.**	Gisela Arellano Garcia Daniel Rodriguez	☐	3	Admissions Advisors	Start Summer '26	☐	☐	☐	☑	☐	☐	☐	☐	Will explore for: registration & testing

Recommendation	Owner		#	Team	Status									Notes
Recommendation: Bring the Admissions, Orientation, Advising, and other student services offices together to define the student journey and where those handoff points should be (to better clarify next steps for students and who should be helping at what point)	Brett Perozzi Ryan Farley Kathie Campbell	☐	2	Kate Gildea Broderick Anni Tedder Richard Diaz Ella Aho Ulysses Tongaonevai		☐	☐	☑	☑	☐	☐	☐	☐	Shifting up to leadership for assistance in clarification.
Recommendation: Work with Advising and Career Services to either train admissions staff or designate advising FTE that can provide unofficial transcript evaluations/field questions for prospective students that need pre-admission advising or are undecided students. If FTE cannot be allocated, work with Advising to develop self-service advising guides that admissions staff can share with prospective students	Brett Perozzi Ryan Farley Kathie Campbell	☐	3	Kate Gildea Broderick Anni Tedder Richard Diaz Ella Aho Ulysses Tongaonevai LaDawn Miera		☐	☐	☑	☐	☐	☐	☐	☐	Shifting up to leadership for assistance in clarification.
APPLICATION PROCESS/DECISION TREE Helping students select their correct program on the application is a solution that a number of groups believe would assist with correcting some downstream issues as students continue their onboarding process. Assisting students through this process was a primary request from those representing Salt Lake Tech.														
Recommendation: Cross train admissions staff to be able to better talk about SLTC programs, where they are offered, and the differences between those and UG programs. Provide thorough coaching, decision tree resources, etc. to provide admissions staff with the tools to ask the right questions to get students to the correct program on the correct campus.	Kate Gildea Broderick, New VP SLTC Salote Brown Halatoa	☐	3	TBD	Awaiting confirmation from SLTC Work Team.	☐	☑	☑	☐	☐	☐	☐	☐	Recommendations from SLTC work group are contradictory from the recommendations in our program review. We will address this recommendation when a decision in the SLTC work team have been made.
Recommendation: Build a decision tree that helps students find their major, program, or desired campus location BEFORE they begin the application process (or build this into the application itself). A.I. can be leveraged to assist in building out this tool. If it is preferred to build it into the application itself, include logic that lets students know that a certain program is only offered at a certain campus or if a program is closed/limited entry and a student will be placed in "general studies" first, etc. Another option might be to list campus first, then only list the programs that are available by campus. But it is recommended to list program first, then ensure the logic only shows students which campuses house their programs. Ensure this campus selection is reinforced in the admissions letter.	Gisela Arellano Garcia Marcile Howes Kate Gildea Broderick	☐	n/a	None	We are currently working on an application redesign but are waiting for clarification on HB 265 and SLTC work team. See more details below on what we will be making changes to	☐	☑	☑	☐	☐	☐	☐	☐	SLCC does not admit by campus, and there is no interest in admitting by campus or siloing students.
Recommendation from Admissions: **Streamline application to be less than 5 screens.** **- Consolidate My Profile and Demographic Information** **- Keep Educational History** **- Consolidate Student Type and Academic Goals** **- Keep Residency Info** **- Keep Student Agreement**	Gisela Arellano Garcia Marcile Howes Kate Gildea Broderick	☑	2	IMC and Enrollment Rx		☐	☑	☐	☐	☐	☐	☐	☐	We are working on making significant changes to the appliation, both functional and visual changes.
Recommendation from Admissions: **Simplify Decision Tree for Program selection / Area of Study**	Gisela Arellano Garcia	☑	2		Currently working on the application re-design.	☐	☑	☐	☐	☐	☐	☐	☐	Gisela will review the program display logic. The current plan will be to move the Student Type section into the Academic Program section. Additionally, we will remove the Academic Goal question to simplify program selection.
Recommendation from Admissions: **Modernize look and feel of the Application with the user's experience in mind. Change the log-in format to the previously established Spanish Portal.**	Gisela Arellano Garcia Mark Fossen	☐	1	Sarah Reale Kimberlee Ward Rob Robbins Matt Butcher OIT	In-progress	☑	☑	☐	☐	☐	☐	☐	☐	Gisela is already working with IMC, and has an established plan that needs to be implemented. Additionally ERx has released new functionality such as; Translation services and design functionality
Recommendation from Admissions: **Explore the use of application portal for ID uploading/fraud detection.**	Gisela Arellano Garcia	☑	2	Admissions Hub Processing Team		☐	☑	☑	☐	☐	☐	☐	☐	We will do some training with OSS, Contact Center, Site Services, ORAR, Financial Aid, etc.

ROLE CLARIFICATION

At the college, there are three information centers that field questions by current and prospective students. During the interview sessions, numerous points of confusion were reported. While the admissions hub focuses solely on the admissions process, the desk sits in a central position of the student center, a "center stage" if you will, for students new or unfamiliar with campus.

While the admissions process is integral and key to the college, this single focus creates a "bounce" when students have key questions that cannot be answered at the admissions hub. And many individuals reported that there were calls or visitors often directed at the admissions hub that were not their focus, so the individuals had to be referred elsewhere.

The contact center maintains a virtual or remote information source, but this recommendation also should clarify which point of contact will be necessary when students are referred to either the hub or the infodesk. For example, how could the contact center be involved in the shared mission, identifying proper referral contacts based upon each department.

Recommendation	Owner	☐	#	People	Status	☐	☐	☐	☐	☐	☐	☐	☐	Notes
Recommendation: The admissions hub, infodesk, and contact center each have individual missions and separate duties. As part of this department review, the team recommends that there be some clarification of duties, adjustment of duties, or shared mission between these three distinct entities.	Joseph Maynez	☐	2	Seini Pahulu Taunya Dressler Javon Southwell		☐	☑	☑	☐	☐	☐	☐	☐	Not only hub, infodesk, and contact center - but the rest of the college as well.
Recommendation: The infodesk and admissions hub perhaps share space, so that admissions personnel may focus on their necessary function, while also having nearby infodesk personnel to handle questions outside of the admissions hub's purpose.	Joseph Maynez	☐	3	Ahmad Varedi Curt Larsen	Initial conversations are happening via a meeting on 5/20/25	☐	☐	☑	☑	☐	☐	☐	☐	Exploring physical space options in the STC is necessary before we can address this recommendation.

CAMPUS FEELING UNHEARD

Redwood/Taylorsville Campus serves as the main campus for the college, and therefore the larger share of services provided to students. During the interview sessions, many personnel who worked at the other campuses shared concerns that they needed resources, personnel, or "felt unheard."

Recommendation	Owner	☐	#	People	Status	☐	☐	☐	☐	☐	☐	☐	☐	Notes
Recommendation: Training to ensure everyone shares the same information across all campuses to provide a consistency of service. At locations that are not considered administrative hubs, it's difficult to serve unique student needs. Many of the long standing employees have institutional knowledge that, if those individuals were to leave, would be lost to the department. Each campus is unique and serves a unique population, so how could this be leveraged to the department's advantage?	Curt Larsen Ryan Farley	☐	3	Kate Gildea Broderick Taunya Dressler Javon Southwell	TBD	☐	☐	☑	☐	☐	☐	☐	☐	Campus & Site Services is not a part of the Admissions Department. Although our teams may overlap, we do not oversee their functions, or personnel.
Recommendation: Hold a recruitment kickoff each fall at all campuses. This recruitment kickoff can highlight upcoming recruitment efforts by the Admissions staff and invite campus partners to be involved in the recruitment process. At SLCC, everyone can be a recruiter.	Salote Brown Halatoa	☑	2	Idolina Quijada Susie Garcia Allison Putnam Cheer McKay Gina Alfred Ashley Noble	On-going	☑	☑	☑	☑	☑	☑	☑	☑	When Salote returns from leave she will pull this group together on an on-going basis to go over the calendar and the expectations. Additionally Admissions offers "Admissions 101" through Staff Development on an annual basis.
Recommendation: Teams chats were often highlighted across interview groups as one of the most positive developments. However, many individuals reported "not knowing who to contact" or which chat thread to engage when they needed specific information (i.e. residency, advising, admissions, etc.) Institutional messaging on how to get immediate answers for the other campuses should be conveyed clearly, rather than depending on individual knowledge or relationships.	Marcile Howes Joseph Maynez	☐	2	OSS Campus & Site Services Advising ESL SLTC Contact Center Help Desk OIT	On-going	☑	☑	☑	☑	☑	☑	☐	☐	Creating additonal chats/adding to existing chats: OSS, Admissions & Sites, Investigate current best pratices of the chats. Explore MS Teams group tags for messages. Potentially create an Admissions Q&A FAQ

BELONGING

SLCC, as the largest community college in the state, has a more difficult time branding itself against the larger institutions. Yet for students to feel a sense of belonging at the college, many groups felt that recruitment and enrollment could be strengthened with further resources, personnel, and strategic purpose.

Recommendation	Owner	✓?	Priority	Stakeholders	Status									Notes
Recommendation: Further resources should be requested through the IBP process at the college to strengthen recruitment efforts. Currently, the budget only allows for swag for the first portion of the year, and generally runs out before the final months of the academic year. Additionally, events are limited to specific groups or limited numbers of attendees, as there is little budget to increase the reach to more individuals. This recommendation does not fall fully on the admissions department, however. To reach this goal and fulfill the recommendation would require leadership to support the strategic goal to build the SLCC branding and the resources required to meet that end. In multiple groups, the shortfall in funding/swag/events was mentioned as part of the limitation on each of their jobs.	Salote Brown Halatoa Hannah Terry	☐	2	Kate Gildea Broderick Ryan Farley Brett Perozzi Shari Lane	On-going	☐	☑	☑	☐	☐	☐	☐	☐	Salote and Hannah re-evaluate budgets for specific recruitment efforts and create new proposed budget for leadership to review. With SLCC's current budget restrictions, our requests have not been prioritized within the Division.
OTHER														
Recommendation from Admissions: **Many of the campuses are doing their own events. They said about 80% of the events come from the campus and 20% are from recommendations through Admissions. Most of these events are for underage, or groups of students and are done more as outreach for specific programs. Contact information is rarely collected.** **Opportunities:** ● **Collecting information would turn these efforts from outreach to recruitment which could provide opportunities to do hyper personalized program recruitment.** **Recommendations:** ● **Create a process to quickly collect student information at events and then input them into Salesforce as a prospective student. Create materials based on major interest for these students to showcase SLCC programs.**	Hannah Terry	☑	2	Health Sciences SLTC Arts & Media Ken Perko Becky Armitage Jeff Coker	In-progress	☐	☑	☐	☐	☐	☐	☐	☐	Create a general tour QR code to collect student data for recruitment purposes. Build automation for follow-up/thank you for coming to campus. Look into adding partners to Campus Tours MS Planner Board or create a new document so everyone can view at a glance.
Recommendation from Admissions: **Continue to refine the messaging to students regarding their residency status, and what it means. Clarify how students can address their residency status.**	Joseph Maynez Abbey Mann	☑	1	Athletics Dream Center Care Network Veterans OSS	In-progress	☑	☑	☐	☐	☐	☐	☐	☐	Explore sending out SMS messaging. Currently working with OIT to add Residency classification to the semester checklist. Joseph has joined the Care Team Network as a liason between Admissions & the Network. Providing additional training to Banner users to understand what SPACMNT Residency notes mean, and how to provide support to students. Work on encouraging student groups like Athletics and Vetrans to use student attributes to ease residency reports.
Recommendation from Admissions: **DSA did wonder if a regular meeting with DSA, even once per year, could clarify which questions were current on the application. As these questions can change over time, the data warehouse information may not have the most updated information available on the dashboards we provide. If DSA can't tell which questions are active/current, the data may be out of sync. For example, DSA mentioned math or ACT score minimums may have changed, which does alter the data on the dashboards for the institution.**	Marcile Howes	☑	1	Jeff Matthews Amy Yao Carolina Cuellar Cervantes SLTC (Montell's replacement)	On-going	☑	☑	☑	☑	☑	☑	☑	☑	Prioritize meeting on a semester basis with additional meetings as needed.