The Office of Admissions helps the University achieve its recruitment and enrollment goals by:

• Developing and executing a comprehensive marketing and communications strategy aimed at prospective students and families designed print pieces and a retooled website. More than 560,000 print pieces and e-mails reached 98,000 freshman prospects, and the website was visited more than 1 million times.

• Messages to prospects were presented in newly

• Reaching out to students and families at high school college fairs, on- and off-campus information sessions, and specialized visit programs

• In addition to the communications noted above, the Office reached more than 1 million e-mails and print pieces to high-achieving sophomores and juniors as part of our nationwide search efforts. A new telecounseling program was established to help prospects identify their interests, meeting 485 prospective students.

• Admissions staff and Alumni Ambassadors participated in 1,150 travel events, including 267 college fairs and 678 high school visits in 35 states and the District of Columbia.

In addition, the Office of Admissions received numerous compliments from the past year that reflected our commitment to prospective student satisfaction.

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With support from colleges and departments across campus, the Office of Admissions reached all-time highs in several key metrics and connected with more prospective students than ever. Here’s a quick look at the numbers:

• More than 20,000 prospective freshmen and transfer students are included in the CSU Denver Center and five community colleges in the metro area.

• A new staff member was added to serve potential transfer students at the CSU Denver Center and five community colleges in the metro area.

• The record freshman class of 4,504 includes 852 racially and ethnically diverse students, a 15 percent increase over last year.

• The overall average GPA of 3.59 and ACT of 24.7 are the highest figures ever recorded at CSU.

• Non-resident enrollment rose by 19 percent to a record 1,426 incoming freshmen and transfers.

• The non-resident average GPA of 3.63 and ACT of 25.8 are the highest figures ever recorded at CSU.

• Residence hall occupancy increased 3,900, a 10 percent increase over last year.

• Nearly 650 students applied forfall 2011 admission, representing an 11 percent increase from last year.

• More than 600 students attended the Pre-Admissions Program sponsored by the Office of Admissions.

• RAMweb and ARIESweb Non-resident enrollment rose by 19 percent to a record 1,426 incoming freshmen and transfers.

• Admissions staff contacted 15,500 transfer students via phone and e-mail, a 63 percent increase.

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Enrolling and retaining the best and the brightest

“…Our staff is constantly innovative, responsive, and moving many projects forward at the same time.”

Access Center

To the Campus Community:

I am pleased to provide the first annual report of the Division of Enrollment and Access.

The Division includes the Office of Admissions, Student Financial Services,the Access Center, and the Registrar. I can only speak to work with a staff of 150 dedicated and talented people whose responsibilities are to enroll and help retain the risk of students sought by the University. Just as important, our units serve the faculty and staff on campus, as well as our alumni.

Our Division is a major revenue producer for Colorado State University. As a result, our staff is simultaneously creative, responsive, diligent, and project forward at the same time. For each of these important responsibilities, I have highlighted the new initiatives and major accomplishments implemented during the past year.

I hope this report provides you with insight and the quality and amount of work we perform at the center of the campus. You are always welcome to stop by any of our offices to ask questions and learn more about what we do.

Robby C. Brown, Ph.D.
First President for Enrollment and Access

Registrar

I am pleased to provide the Registrar’s Office, Degree and Transfer Enrollment and Access, Access Center, and the Registrar. I can only speak to work with a staff of 150 dedicated and talented people whose responsibilities are to enroll and help retain the risk of students sought by the University. Just as important, our units serve the faculty and staff on campus, as well as our alumni.

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Student Financial Services

Student Financial Services serves more than 90,000 students, is responsible for CSU’s success in 2010-11. Student Financial Services, the Access Center, and the Registrar. I am very fortunate to work with a staff of 170 ... experienced at what we do.

Robby C. Brown, Ph.D.
First President for Enrollment and Access

Finance and Accounting

“The typical Colorado State University graduate will...”

In the past year, Colorado residents graduated with the average cost of a CSU degree in 2010-11. SFS also provided a high level of service to future students and families.

SFS had 81,337 contacts with students and parents in the past year, including 5,413 in-person visits and 76,924 by telephone. In total, 50 percent of the inmates-class size-students.

The number of adults who qualify for a Federal Pell Grant continues to grow. Last year’s total of 5,584 students reflected an increase of 21 percent over the previous year. In total, 50 percent of the inmates-class size-students.

The typical Colorado State University graduate has a student financial aid package that includes an estimated 349 students.

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• Reaching out to students and families at high school visits, college fairs, on- and off-campus information sessions, and specialized visit programs

In addition to the communications noted above, the Office of Admissions reached more than 1 million e-mails and print pieces to high-achieving sophomores and juniors as part of our nationwide search efforts. A new telecounseling program added to our efforts also helped increase the student pool by 2,000 students.

• Admissions staff and Alumni Ambassadors participated in 1,150 travel events, including 267 college fairs and 678 high school visits in 35 states and the District of Columbia.

To support CSU’s land-grant mission, the Access Center develops the talents of precollege students who have been underrepresented in higher education by:

• Awarding students a full range of need- and merit-based assistance
• Helping students with the application, enrollment and financial aid process, as well as the transition to college
• Nurturing college-bound aspirations
• Increasing academic skills and motivation
• Reaching out to Colorado’s historically underserved secondary students

The Registrar’s Office provides leadership and service in student enrollment and record management to support the recruitment, retention, and graduation goals of Colorado State University. The office offers services related to:

• Academic records and registration
• Degree certification
• Registrar services and certificates
• Degree evaluation and transcripts
• Campus and academic calendars

In addition, the Office of Admissions faciliated numerous workshops in the past year that resonated and expanded our conversations with prospective students:

• Messages to programs and parents presented a newly designed print piece at a national conference. More than 300 print pieces were e-mailed to 25,000 high school counselors, and the website was visited more than 200,000 times.

With support from colleges and departments across campus, the Office of Admissions reached all-time highs in several key metrics and connected with more prospective students than ever. Here’s a quick look at the numbers:

• The largest freshman class of 4,504 includes 852 residents and 3,652 non-residents. This is the highest figure ever recorded at CSU.

• More than 20,000 prospective freshmen and transfer students applied for fall 2011 admission, representing an 11 percent increase over last year.

• Admissions staff contacted 15,500 transfer students via phone and e-mail, a 63 percent increase.

• Nearly 650 students attended transfer information sessions at CSU. Two years ago, the office was not recruiting transfer students as a whole.

• The record freshman class of 4,504 includes 852 residents and 3,652 non-residents. This is the highest figure ever recorded at CSU.

• Total non-resident enrollment rose by 19 percent to a record 1,426 incoming freshmen and transfers. More than 20,000 prospective freshmen and transfer students applied for fall 2011 admission, representing an 11 percent increase over last year.

• Admissions staff contacted 15,500 transfer students via phone and e-mail, a 63 percent increase.

The Access Center aims to support CSU’s land-grant mission, to increase opportunities for students who have been underrepresented in higher education by:

• Nurturing college-bound aspirations
• Increasing academic skills and motivation
• Reaching out to Colorado’s historically underserved secondary students

The Student Financial Services office helps students manage their finances so they can graduate with a degree that will benefit them for the rest of their lives. Services include:

• Providing customer services for student billing and residency classification for tuition purposes
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Enrolling and retaining the best and the brightest

To the Campus Community:
I am pleased to provide you with the 2010-11 annual report of the Division of Enrollment and Access.

The Division includes the Office of Admissions, Student Financial Services, the Access Center, and the Registrar. I am very fortunate to work with a staff of 175 talented and dedicated people whose responsibilities are to enroll and help retain the best and brightest students who apply to the university. Just as our students work hard to succeed, our staff serve the faculty and staff on campus, as well as our students.

Our Division is a major revenue producer for Colorado State University. As a result, our staff is constantly innovative, responsive, and moving many projects forward at the same time. For each of these efforts, I would like to thank all of our staff members who work hard to make this happen.

I hope this report provides you with insight into the quality and amount of work we perform on behalf of what we do.

Robert C. Brown, Ph.D.
Vice President
Division of Enrollment and Access

“...constantly innovative, responsive, and moving many projects forward at the same time."

 Registrar

The past year has been fruitful with a Registrar’s Office – Degree and Transfer Services and Academic Process and Systems – whose efforts helped new programs and processes during a period of enrollment challenges and budget reductions.

- 12,490 freshmen submitted the Free Application for Federal Student Aid in 2010-11. This represents an increase of 3.8 percent compared to the previous year. In total, 41 percent of the freshman class submitted the FAFSA.

Our Division is a major revenue producer for Colorado State University. As a result, our staff is constantly innovative, responsive, and moving many projects forward at the same time. For each of the above departments, I have highlighted the new initiatives and major accomplishments achieved during the past year.

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Robin C. Brown, Ph.D.
President

Access Center

Enrolling the University’s undergraduate transfers is a priority. This fall, 950 students transferred to CSU, the Oregon Project, Reach Out, and the Bridge Program. The Access Center is transforming the face of college, opening doors to innovative opportunities with high results.

Potentially 2010 Transfers

This fall, 2010 transfer students enrolled at Colorado State in areas of our 2010 transfer criteria.

- The Educational Opportunity Center provides the high school students for transitioning to and continuing college. Last year, the EOC served 14,423 high school students.

- The Learning Assistance Center offers academic assistance, advising, college study skills, and a resident student program in the OLC. This semester, the EOC served 7,107 high school students last year, and 17 percent of the graduates went on to college.

- Talent Advising provides college advising workshops, predenomination, and student study skills.

- The program creates 1,000 credits and high school students last year, and 17 percent of the graduates went on to college.

Registrar

For the past year, all three with a Registrar’s Office – Degree and Transfer Services and Academic Process and Systems – to enroll new programs and processes during a period of enrollment challenges and budget reductions.

- The Office of the Registrar in the Registrar’s Office – Degree and Transfer Services and Academic Process and Systems – provided assistance with developing new programs and processes.

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• Developing and executing a comprehensive marketing and communications strategy aimed at prospective students.

Messages to prospects were presented in newly designed print pieces and a retooled website. More than 560,000 print pieces and e-mails reached 98,000 freshman prospects, and the website was visited more than 1 million times.

• In addition to the communications noted above, the office noted that fall 2010 marked our participation in numerous high school information and parent sessions as part of our comprehensive recruitment efforts. These visits included program fair at two consortium sites, 267 high schools, and 678 high school visits in 35 states and the District of Columbia.

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Division of Enrollment and Access

Access Center

To support CSU's land-grant mission, the Access Center identifies and encourages students who have been underrepresented in higher education by:

• Awarding students a full range of need- and merit-based financial aid
• Supporting the University's retention efforts
• Nurturing college-bound aspirations
• Increasing academic skills and motivation
• Reaching out to Colorado's historically underserved secondary students

Services include:

• Academic records and registration
• Degree certification
• Veterans educational benefits
• Transfer evaluation

Admissions

The Office of Admissions recruits and retains undergraduate students who demonstrate the personal and intellectual qualities needed to succeed at Colorado State University. The office and its staff serve to:

• Manage the applications and admissions process
• Develop and execute a comprehensive marketing and communications strategy aimed at prospective students and families
• Reaching out to students and families at high school and beyond via phone and e-mail, a 63 percent increase.

Faculty and Alumni Ambassadors participated in 1,150 travel events, including 267 college fairs and 678 high school visits in 35 states and the District of Columbia.

Student Financial Services

Student Financial Services helps students manage their finances so they can graduate with a degree that will have a positive impact on their lives. Services include:

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Services include:

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Registrar

The Registrar's Office provides leadership and service in student enrollment and record management to support the recruitment, retention, and graduation goals of Colorado State University. The office offers services related to:

• Academic records and registration
• Degree certification
• Transfer evaluation

In addition, the Office of Admissions launched numerous initiatives in the past year that reinforced and expanded our commitment to serve prospective students.

• Messages to prospects were presented in newly designed print pieces and a retooled website. More than 560,000 print pieces and e-mails reached 98,000 freshman prospects, and the website was visited more than 1 million times.

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With support from colleges and departments across the campus, the Office of Admissions reached all-time highs in several key metrics and connected with more prospective students than ever. Here’s a quick look at the numbers:

- More than 20,000 prospective freshmen and transfer students applied for fall 2011 admission, representing an 11 percent increase over last year.
- Nearly 650 students attended transfer information sessions at CSU. Nearly 650 students attended transfer information sessions at CSU, a 55 percent jump compared to the previous cycle.
- The University Welcome Center served 27,000 visitors during the 2010-11 academic year, including 18,000 prospective students and families.
- Admissions staff contacted 15,500 transfer students via phone and e-mail, a 63 percent increase.
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Enrolling and retaining the best and the brightest

To the Campus Community,

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Our Division is a major revenue producer for Colorado State University. As a result, our staff is obviously conscientious, responsive, diligent, moving many projects forward at the same time. For each of these challenges, I have highlighted the new initiatives and major accomplishments attempted during the past year. I hope our report provides you with insight and a feeling of what we do as we perform our function in the Enrollment and Access area. You will always be welcome to stop by any of our office to ask questions and learn more about what we do.

Robin C. Brown, Ph.D.
Vice President
Division of Enrollment and Access

Our staff is constantly innovative, responsive, and moving many projects forward at the same time.

Students and Families Served by Reach Out, 2010-11

• 709 high school students
• 660 middle school students
• 105 adult learners

Reach Out CRM

This community-based access and enrollment program serves 179 high school students, 660 middle school students, and 105 adult learners. The program is implemented with the use of CRM software, allowing for easy communication of student enrollment needs to the relevant campus units.

Registrar

If the past academic year has been a Registrar's Office, Degree and Transfer Services, and Academic Records, we continued to support two programs of major interest to our students and parents.

The online student portal, RAMweb, continued to have an increased number of users and processes. The website, RAMweb, has become the one-stop-shop for students and parents, as it provides access to academic records, grade progress, and financial aid information.

Ramweb Logins by Year

Students Financial Services

Student Financial Services awarded more than $230 million in financial aid to CSU students in 2010-11. This represents an increase of 3.8 percent compared to the previous year. In total, 41 percent of the freshman class submitted the FAFSA.

The number of students who qualify for a federal Pell Grant increased 22 percent compared to the previous year, and these students received more than $22.4 million in assistance.

Student Financial Services

Annual Pell Grant Recipients

Vice President
Division of Enrollment and Access

 Robin C. Brown, Ph.D.
Enrolling and retaining the best and the brightest

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Our Division includes the Office of Admissions, Student Financial Services, the Access Center, and the Registrar. Our staff is located in the CASTANO building.

Access Center

Our staff is constantly innovative, responsive, and moving many projects forward at the same time. I hope this report provides you with insight and the quality and amount of work we perform at the CASTANO building. You are always welcome to stop by any of our offices to ask questions and learn more about what we do.

Robin C. Brown, Ph.D.
Vice President
Division of Enrollment and Access

Registrar

Nearly 3.9 million logins were recorded on RAMweb last year, 7.7 percent more than in 2009. The Registrar’s Office recorded the highest number ever recorded.

17,483 transcripts were evaluated last year, representing all-time high.

15,514 major and minor changes were processed, an all-time high.

14,423 student program requirement exceptions were processed in the past academic year. The waitlist allows students to “line up” for new seats when they become available. The waitlist data have been analyzed to determine future course section needs.

Registrar’s Office

The Registrar's Office is responsible for student records management and serves as a liaison to the University and the Colorado Department of Education. The Registrar's Office participates in new University initiatives and pilot programs. It provides support to new programs and process increasing numbers of transactions.

BAMweb Logins by Year

Enrollment and Financial Services

In the past year, Colorado resident undergraduates received $31.2 million in College Opportunity Fund stipend credits, an increase of 20.7 percent from the previous year. In total, 41 percent of the freshman class submitted the FAFSA.

The number of students who qualify for a federal Pell Grant continues to grow. Last year's total of 5,584 students reflects an increase of 20.7 percent over the previous year, and these students received more than $22.4 million in assistance.

Annual Pell Grant Recipients

Ramón J. Colón, Ph.D.
Vice President
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The Office of Admissions helps the University achieve its recruitment and enrollment goals by:

- Developing and executing a comprehensive marketing and communications strategy aimed at prospective students and families
- Reaching out to students and families at high school visits, college fairs, on- and off-campus information sessions, and specialized visit programs
- In addition to the communications noted above, the Office of Admissions launched numerous initiatives in the past year that enhanced and expanded our communications with prospective students.

In addition to the communications noted above, the Office of Admissions:

- Awarding students a full range of need- and merit-based assistance
- Helping students with the application, enrollment and financial aid process, as well as the transition to college
- Nurturing college-bound aspirations
- Increasing academic skills and motivation
- Reaching out to Colorado's historically underserved secondary students

With support from colleges and departments across campus, the Office of Admissions reached all-time highs in several key metrics and connected with more prospective students than ever. Here's a quick look at the numbers:

- The overall average GPA of 3.59 and ACT of 24.7 is the highest figures ever recorded at CSU.
- Non-resident enrollment rose by 19 percent to a record 1,426 incoming freshmen and transfers.
- More than 20,000 prospective freshmen and transfer students applied for fall 2011 admission, representing an 11 percent increase from last year.
- The record freshman class of 4,504 includes 852 racially and ethnically diverse students, a 15 percent increase over last year.
- The non-resident average GPA of 3.63 and ACT of 25.8 are the highest figures ever recorded at CSU.
- Nearly 650 students attended transfer information sessions at CSU this fall, a 55 percent jump compared to the previous cycle.
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Admissions

With an unprecedented 4,504 freshman applications, applicant diversity is the past year (that increased and expanded our communications with prospective students).

- Messages to prospects were sent to nearly 300,000 high school students in six midyear, more than 300,000 postcard and email campaigns, and more than 40,000 phone calls.
- In addition to the communications noted above, the Office of Admissions launched numerous initiatives in the past year that enhanced and expanded our communications with prospective students.

With support from colleges and departments across campus, the Office of Admissions reached all-time highs in several key metrics and connected with more prospective students than ever. Here's a quick look at the numbers:

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- Non-resident enrollment rose by 19 percent to a record 1,426 incoming freshmen and transfers.
- Nearly 650 students attended transfer information sessions at CSU this fall, a 55 percent jump compared to the previous cycle.
- The University Welcome Center served 27,000 visitors during the 2010-11 academic year, including 18,000 prospective students and families.

In addition, the Office of Admissions launched numerous initiatives in the past year that increased and expanded our communications with prospective students.

- Messages to prospects were sent to nearly 300,000 high school students in six midyear, more than 300,000 postcard and email campaigns, and more than 40,000 phone calls.
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With support from colleges and departments across campus, the Office of Admissions reached all-time highs in several key metrics and connected with more prospective students than ever. Here's a quick look at the numbers:

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