Undergraduate Admissions

2024 Strategic Plan

UC RIVERSIDE
Undergraduate Admissions

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MISSION
Undergraduate Admissions is committed to providing the highest level of service to prospective students, their families and educators, and attracting, selecting, and enrolling a highly diverse and academically accomplished student body.
INTEGRITY
The quality of being honest and having strong moral principles
Transparent • Honest
Genuine • Accountable
Ethical
TEAMWORK
The combined action of a group of people, when effective and efficient
Communicate • Collaborative
Trust • Supportive
Recognizing Accomplishments
CORE VALUES
Commitment to Student-Centered Excellence
INCLUSION
The action of being included within a group or structure
Active-Listener • Respect
People First• Value Differences
Community
VISION
The ability to think about or plan the future with imagination or wisdom
Forward-Thinking • Innovative
Proactive • Risk-Taker
Change-Agent
RESOURCEFUL
The ability to find quick and clever ways to overcome difficulties
Efficient • Adaptive
Problem-Solver • Creative
Persistent

Strategic Plan: Recruitment Subcommittee

Goal	Metrics
Increase non-resident enrollment from the current state of 100 each year to 450 each year by 2030.	1. Enrollment funnel increased for Out of State population. 2. Out of state yield rate improved. 3. Diversification of pipeline in new regions. 4. Build strategic communication plan to increase awareness.
Increase fall transfer applications and enrollment to eliminate off cycle admission entry term.	1. Leveraged regional partnerships to expand applicant pipeline. 2. Increased TAG applications. 3. Implement TAG pre-evaluations to UCR. 4. Increased marketing of lower division pathways to UCR.
Grow student applications and enrollment in targeted majors and colleges.	1. Enrollment funnel increased for targeted major and colleges. 2. Target major and colleges yield rate improved 3. Build strategic communication plan to increase awareness.
Grow diversity of UCR student populations by increasing enrollment of historically underrepresented groups.	1. Enrollment funnel increased for underrepresented groups. 2. Expanded prospective student engagement for historically underrepresented groups. 3. Develop diversity and community engagement unit. 4. Build strategic communication plan to increase awareness.

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Strategic Plan: Customer Service Subcommittee

Goal	Metrics
Re-design campus tours to simplify and be more informative for guests.	1. Increased number of visitors. 2. Decrease melt on tours attendance. 3. Seamless communication process ensuring all inquires are addressed within 24-48 hours.
Leverage technology, streamline processes, and update digital platforms to enhance customer service, increase student touchpoints, and ensure consistent branding and messaging.	1. Reduce email and call center wait times. 2. Increase self-service user engagement. 3. Increased marketing for chatbot utilization. 4. Ensure consistent branding and messaging across all platforms. 5. Improve website navigation, increasing user satisfaction by reducing inquiries.

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Strategic Plan: Staff Engagement Subcommittee

Goal	Metrics
Increase undergraduate admissions staff professional development.	1. Increased conference attendance. 2. Increase staff involved in session proposals/conference presentations.
Organize and implement a structured and informative Undergraduate Admissions new employee training program.	1. Minimized gaps in productivity during staff transitions. 2. Increased job satisfaction assessed through surveys and feedback on a yearly basis. 3. Increase staff retention. 4. Overall staff increased knowledge of policies and procedures.
Establish and implement a comprehensive cross training program to ensure seamless transfer of knowledge and expertise.	1. Overall staff increased knowledge of policies and procedures. 2. Minimized gaps in productivity during staff transitions. 3. Unit cross-training expanded to preserve expertise during staff transitions. 4. Increase staff retention.

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