



**OFFICE OF UNDERGRADUATE
ADMISSIONS & ORIENTATION**

**FALL 2020 REVIEW
SPRING 2021 ACTIVITIES**



Presentation Overview

- ✓ Application Activity Update
- ✓ Impact of the Test-Flexible Policy
- ✓ Fall 2020 Visits & Events Update
- ✓ Visits & Events planned for Spring 2021
- ✓ Slate CRM Implementation Update
- ✓ Update on Digital Marketing Partnerships w/ Capture
- ✓ Preparation for New Student Orientation

Senior Application Marketing

Inquiry Pool Performance as of 09/21																		
Inquiry Pool by Residency																		
Residency	Contacted			Interacted			Interacted Rate			Submitted Applications			Application Rate			Contact to Application Rate		
	2019	2020	2021	2019	2020	2021	2019	2020	2021	2019	2020	2021	2019	2020	2021	2019	2020	2021
In-State	14,449	13,753	9,304	3,818	2,774	2,085	26.4%	20.2%	22.4%	2,174	1,659	1,262	56.9%	59.8%	60.5%	15.0%	12.1%	13.6%
Out-of-State	12,826	14,301	18,532	1,633	1,561	1,786	12.7%	10.9%	9.6%	709	749	865	43.4%	48.0%	48.4%	5.5%	5.2%	4.7%
Total	27,275	28,054	27,836	5,451	4,335	3,871	20.0%	15.5%	13.9%	2,883	2,408	2,127	52.9%	55.5%	54.9%	10.6%	8.6%	7.6%

Senior Search Performance as of 09/21																		
Senior Search by Residency																		
Residency	Contacted			Interacted			Interacted Rate			Submitted Applications			Application Rate			Contact to Application Rate		
	2019	2020	2021	2019	2020	2021	2019	2020	2021	2019	2020	2021	2019	2020	2021	2019	2020	2021
In-State	13,842	12,545	5,673	1,173	751	508	8.5%	6.0%	9.0%	440	346	270	37.5%	46.1%	53.1%	3.2%	2.8%	4.8%
Out-of-State	43,961	54,207	58,680	2,035	1,260	2,698	4.6%	2.3%	4.6%	519	469	948	25.5%	37.2%	35.1%	1.2%	0.9%	1.6%
Total	57,803	66,752	64,353	3,208	2,011	3,206	5.5%	3.0%	5.0%	959	815	1,218	29.9%	40.5%	38.0%	1.7%	1.2%	1.9%

Previously Purchased Names Performance as of 09/21																		
Previously Purchased Names by Residency																		
Residency	Contacted			Interacted			Interacted Rate			Submitted Applications			Application Rate			Contact to Application Rate		
	2019	2020	2021	2019	2020	2021	2019	2020	2021	2019	2020	2021	2019	2020	2021	2019	2020	2021
In-State	13,318	12,118	15,754	475	264	896	3.6%	2.2%	5.7%	189	115	456	39.8%	43.6%	50.9%	1.4%	0.9%	2.9%
Out-of-State	12,061	13,333	9,647	368	208	322	3.1%	1.6%	3.3%	79	54	144	21.5%	26.0%	44.7%	0.7%	0.4%	1.5%
Total	25,379	25,451	25,401	843	472	1,218	3.3%	1.9%	4.8%	268	169	600	31.8%	35.8%	49.3%	1.1%	0.7%	2.4%

Application Activity

Fall 2021 Application Activity Report - Memphis/Lambuth - February 15, 2021

Applied								Complete								Admitted							
Undergraduate																							
2019		2020		2021		2019		2020		2021		2019		2020		2021							
#	#	Change from 2019	#	Change from 2020	#	Change from 2019	#	#	Change from 2019	#	Change from 2020	#	#	Change from 2019	#	Change from 2020							
Degree-Seeking																							
Freshman																							
In State	9739	9103	-636	-6.5%	7702	-1401	-15.4%	7382	6636	-746	-10.1%	6392	-244	-3.7%	7200	6559	-641	-8.9%	6361	-198	-3.0%		
International	37	54	17	45.9%	79	25	46.3%	3	10	7	233.3%	26	16	160.0%	2	9	7	350.0%	23	14	155.6%		
Out of State	6997	6011	-986	-14.1%	6866	855	14.2%	4569	3782	-787	-17.2%	5177	1395	36.9%	4392	3747	-645	-14.7%	5148	1401	37.4%		
Sub Total	16773	15168	-1605	-9.6%	14647	-521	-3.4%	11954	10428	-1526	-12.8%	11595	1167	11.2%	11594	10315	-1279	-11.0%	11532	1217	11.8%		
Transfer																							
In State	893	864	-29	-3.2%	604	-260	-30.1%	441	404	-37	-8.4%	337	-67	-16.6%	262	306	44	16.8%	298	-8	-2.6%		
International	4	26	22	550.0%	49	23	88.5%	2	4	2	100.0%	12	8	200.0%	1	3	2	200.0%	9	6	200.0%		
Out of State	799	716	-83	-10.4%	583	-133	-18.6%	347	344	-3	-0.9%	270	-74	-21.5%	236	282	46	19.5%	244	-38	-13.5%		
Sub Total	1696	1606	-90	-5.3%	1236	-370	-23.0%	790	752	-38	-4.8%	619	-133	-17.7%	499	591	92	18.4%	551	-40	-6.8%		

Application Activity Report for Fall 2021 - Memphis/Lambuth

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Application Activity

Fall 2021 Application Activity Report - Memphis/Lambuth - March 15, 2021

Applied								Complete								Admitted							
Undergraduate																							
		2019		2020		2021		2019		2020		2021		2019		2020		2021					
		#	#	Change from 2019	#	Change from 2020	#	#	Change from 2019	#	Change from 2020	#	Change from 2020	#	#	Change from 2019	#	Change from 2020	#	#	Change from 2019	#	Change from 2020
Degree-Seeking																							
Freshman																							
In State	10028	9357	-671	-6.7%	8133	-1224	-13.1%	7614	7749	135	1.8%	6910	-839	-10.8%	7452	6749	-703	-9.4%	6791	42	0.6%		
International	43	68	25	58.1%	113	45	66.2%	5	16	11	220.0%	43	27	168.8%	3	14	11	366.7%	38	24	171.4%		
Out of State	7315	6266	-1049	-14.3%	7334	1068	17.0%	4750	4292	-458	-9.6%	5638	1346	31.4%	4620	3929	-691	-15.0%	5552	1623	41.3%		
Sub Total	17386	15691	-1695	-9.7%	15580	-111	-0.7%	12369	12057	-312	-2.5%	12591	534	4.4%	12075	10692	-1383	-11.5%	12381	1689	15.8%		
Transfer																							
In State	1193	1060	-133	-11.1%	795	-265	-25.0%	576	508	-68	-11.8%	451	-57	-11.2%	479	454	-25	-5.2%	361	-93	-20.5%		
International	4	34	30	750.0%	67	33	97.1%	3	3	0	0.0%	17	14	466.7%	2	3	1	50.0%	11	8	266.7%		
Out of State	917	848	-69	-7.5%	710	-138	-16.3%	374	391	17	4.5%	331	-60	-15.3%	327	354	27	8.3%	291	-63	-17.8%		
Sub Total	2114	1942	-172	-8.1%	1572	-370	-19.1%	953	902	-51	-5.4%	799	-103	-11.4%	808	811	3	0.4%	663	-148	-18.2%		

Application Activity Report for Fall 2021 - Memphis/Lambuth

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Applications – Memphis Campus

THE UNIVERSITY OF
MEMPHIS

New FRESHMEN ADMITS for Fall 2021 (Main Campus)

Wednesday, March 17, 2021

ITEM	Fall 2019		Fall 2020		Fall 2021		CATEGORY
Applications	16885		15292		15186		Applied for Admissions
Admitted	11742	69.54%	10483	68.55%	12241	80.61%	Accepted for Admission - Percent Applied
Residency	7182	61.17%	6575	62.72%	6645	54.28%	In-State
	3818	32.52%	3229	30.80%	4913	40.14%	Out-of-State and International
	740	6.30%	642	6.12%	644	5.26%	Border County
	2	0.02%	37	0.35%	39	0.32%	Other Residency
Gender	4383	37.33%	3901	37.21%	4335	35.41%	Male
	7343	62.54%	6582	62.79%	7906	64.59%	Female
ACT Composite (SAT Equivalent)	2	0.02%	2	0.02%	715	5.84%	ACT < 16
	4423	37.67%	3986	38.02%	3331	27.21%	ACT 16-20
	3674	31.29%	3288	31.37%	2431	19.86%	ACT 21-24
	2582	21.99%	2246	21.43%	1693	13.83%	ACT 25-29
	1054	8.98%	952	9.08%	732	5.98%	ACT 30-36
	7	0.06%	9	0.09%	3339	27.28%	No ACT
	22.60		22.57		21.69		ACT Average
HS GPA	74	0.63%	179	1.71%	86	0.70%	GPA (<2.5)
	1471	12.53%	1287	12.28%	1520	12.42%	GPA (2.5-2.99)
	1603	13.65%	1388	13.24%	1547	12.64%	GPA (3.0-3.24)
	1831	15.59%	1567	14.95%	1759	14.37%	GPA (3.25-3.49)
	2255	19.20%	1902	18.14%	2133	17.43%	GPA (3.5-3.74)
	4479	38.15%	4122	39.32%	5066	41.39%	GPA (3.75-4.0)
	29	0.25%	38	0.36%	130	1.06%	No GPA
	3.57		3.57		3.60		Average GPA

**Freshman Profile Report for
Fall 2021 – Memphis (only)**
Report Run Date: 3/17/2021
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Applications – Memphis Campus

Race/Ethnicity	0	0.00%	2	0.02%	0	0.00%	Alaskan Native
	28	0.24%	22	0.21%	20	0.16%	American Indian
	373	3.18%	319	3.04%	389	3.18%	Asian
	4702	40.04%	4360	41.59%	5392	44.05%	Black
	1	0.01%	1	0.01%	1	0.01%	Hawaiian or Pacific Islander
	1072	9.13%	1032	9.84%	1324	10.82%	Hispanic
	539	4.59%	462	4.41%	546	4.46%	Multiple Race
	272	2.32%	170	1.62%	166	1.36%	Unknown
	4755	40.50%	4115	39.25%	4403	35.97%	White
County of Residence	4091	34.84%	3851	36.74%	3903	31.88%	Shelby - TN
	171	1.46%	166	1.58%	136	1.11%	Fayette - TN
	305	2.60%	239	2.28%	234	1.91%	Tipton - TN
	2928	24.94%	2252	21.48%	2409	19.68%	Other - TN
	541	4.61%	472	4.50%	478	3.90%	Desoto - MS
	109	0.93%	75	0.72%	71	0.58%	Marshall, Tate, Tunica - MS
	137	1.17%	119	1.14%	139	1.14%	Crittenden - AR
College	3449	29.37%	3046	29.06%	3710	30.31%	Undecided (ACC)
	3406	29.01%	3050	29.09%	3438	28.09%	Arts and Sciences
	172	1.46%	155	1.48%	176	1.44%	Education
	1310	11.16%	1159	11.06%	1330	10.87%	Communication and Fine Arts
	1117	9.51%	1025	9.78%	1272	10.39%	Business and Economics
	1067	9.09%	912	8.70%	959	7.83%	Engineering
	0	0.00%	313	2.99%	328	2.68%	University College

**Freshman Profile Report for
Fall 2021 – Memphis (only)**

Report Run Date: 3/17/2021

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Applications – Lambuth Campus

THE UNIVERSITY OF MEMPHIS®		New FRESHMEN ADMITS for Fall 2020 (Lambuth)					
		Wednesday, March 17, 2021					
ITEM	Fall 2019		Fall 2020		Fall 2021		CATEGORY
Applications	571		428		455		Applied for Admissions
Admitted	354	62.00%	241	56.31%	325	71.43%	Accepted for Admission - Percent Applied
Residency	273	77.12%	191	79.25%	240	73.85%	In-State
	78	22.03%	45	18.67%	78	24.00%	Out-of-State and International
	3	0.85%	4	1.66%	7	2.15%	Border County
	0	0.00%	1	0.41%	0	0.00%	Other Residency
Gender	76	21.47%	49	20.33%	81	24.92%	Male
	278	78.53%	192	79.67%	244	75.08%	Female
ACT Composite (SAT Equivalent)	0	0.00%	0	0.00%	29	8.92%	ACT < 16
	180	50.85%	121	50.21%	109	33.54%	ACT 16-20
	107	30.23%	77	31.95%	50	15.38%	ACT 21-24
	56	15.82%	34	14.11%	35	10.77%	ACT 25-29
	11	3.11%	8	3.32%	11	3.38%	ACT 30-36
	0	0.00%	1	0.41%	91	28.00%	No ACT
	21.20		21.13		20.39		ACT Average
HS GPA	1	0.28%	7	2.90%	4	1.23%	GPA (<2.5)
	54	15.25%	37	15.35%	41	12.62%	GPA (2.5-2.99)
	57	16.10%	39	16.18%	41	12.62%	GPA (3.0-3.24)
	51	14.41%	39	16.18%	64	19.69%	GPA (3.25-3.49)
	81	22.88%	41	17.01%	70	21.54%	GPA (3.5-3.74)
	109	30.79%	76	31.54%	105	32.31%	GPA (3.75-4.0)
	1	0.28%	2	0.83%	0	0.00%	No GPA
	3.47		3.43		3.50		Average GPA

Freshman Profile Report for
Fall 2021 – Lambuth (only)

Report Run Date: 3/17/2021

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Applications – Lambuth Campus

Race/Ethnicity	0	0.00%	0	0.00%	0	0.00%	Alaskan Native
	1	0.28%	2	0.83%	0	0.00%	American Indian
	9	2.54%	1	0.41%	7	2.15%	Asian
	83	23.45%	63	26.14%	95	29.23%	Black
	0	0.00%	0	0.00%	0	0.00%	Hawaiian or Pacific Islander
	23	6.50%	26	10.79%	32	9.85%	Hispanic
	16	4.52%	13	5.39%	13	4.00%	Multiple Race
	8	2.26%	1	0.41%	2	0.62%	Unknown
	214	60.45%	135	56.02%	176	54.15%	White
County of Residence	39	11.02%	49	20.33%	39	12.00%	Madison - TN
	26	7.34%	16	6.64%	30	9.23%	Shelby - TN
	27	7.63%	20	8.30%	21	6.46%	Gibson - TN
	22	6.21%	15	6.22%	9	2.77%	Henderson - TN
	12	3.39%	3	1.24%	2	0.62%	Haywood - TN
	12	3.39%	2	0.83%	5	1.54%	Hardeman - TN
	10	2.82%	10	4.15%	18	5.54%	Chester - TN
	139	39.27%	75	31.12%	121	37.23%	Other - TN
College	143	40.40%	114	47.30%	115	35.38%	Undecided (ACC)
	103	29.10%	66	27.39%	88	27.08%	Arts and Sciences
	12	3.39%	10	4.15%	10	3.08%	Education
	31	8.76%	18	7.47%	27	8.31%	Communication and Fine Arts
	24	6.78%	10	4.15%	28	8.62%	Business and Economics
	17	4.80%	7	2.90%	20	6.15%	Engineering
	7	1.98%	0	0.00%	0	0.00%	University College

**Freshman Profile Report for
Fall 2021 – Lambuth (only)**

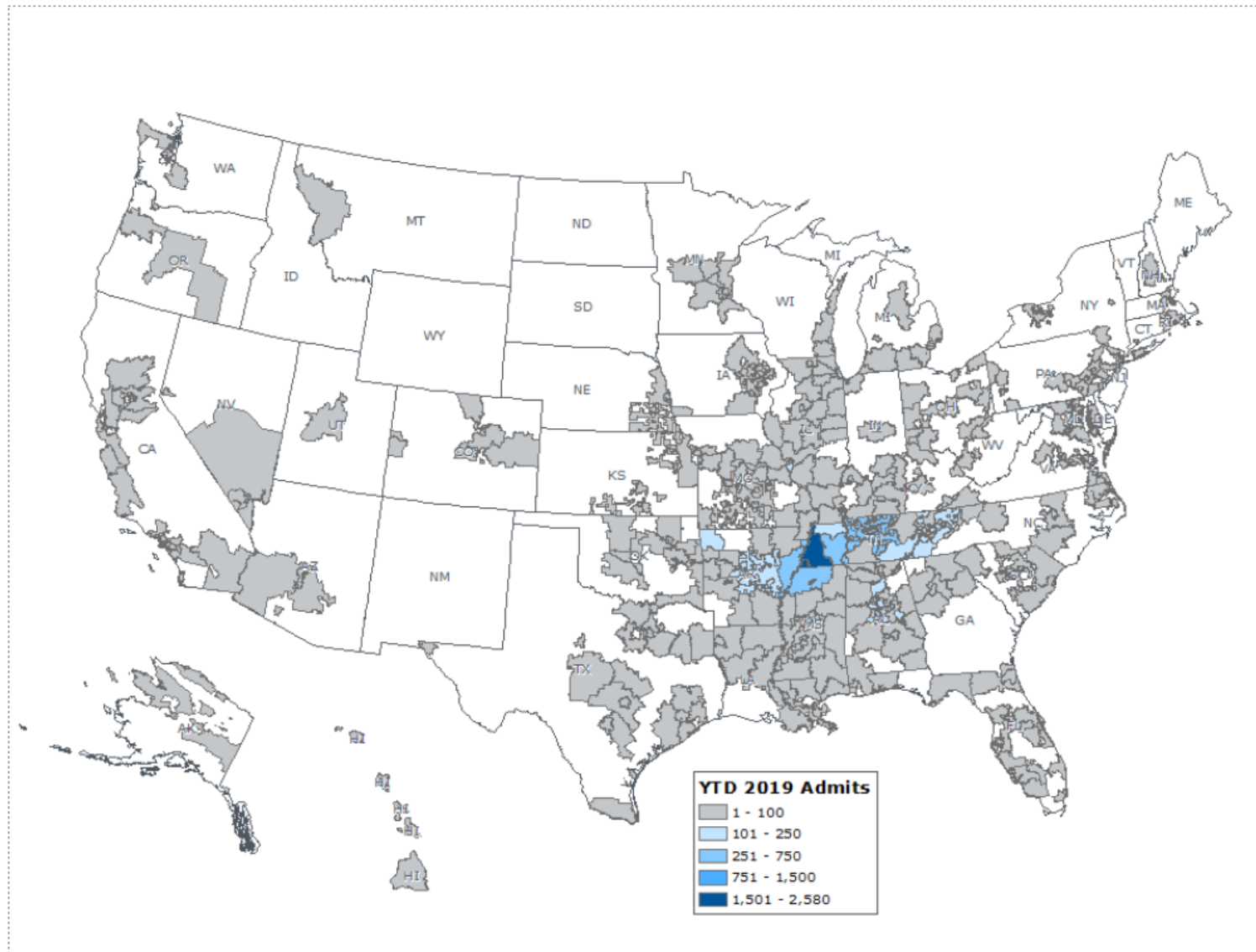
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Heat Map Year-to-Date Activity Admits 2019-2021

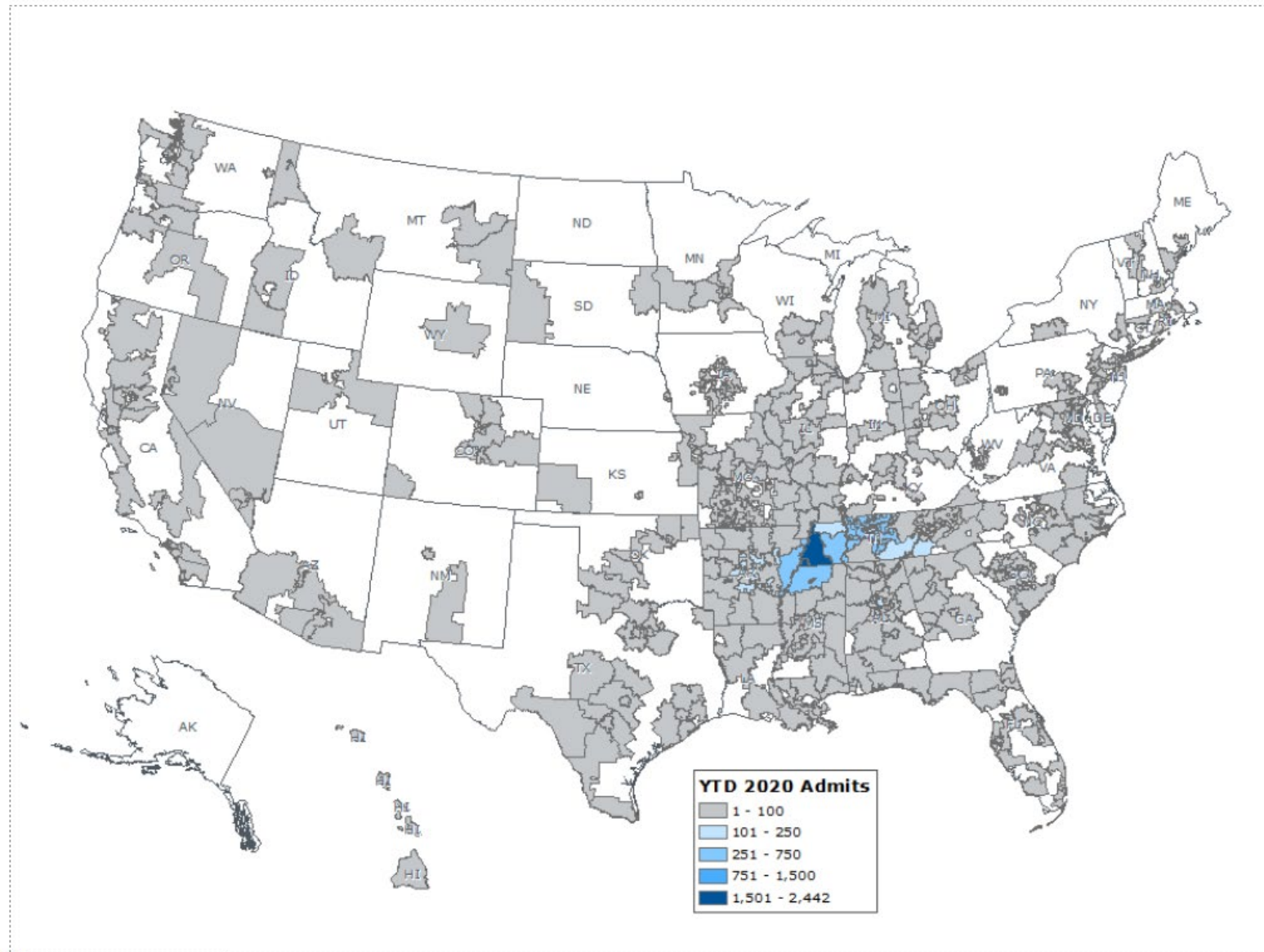


Entering Class 2019 Year-to-Date Admits



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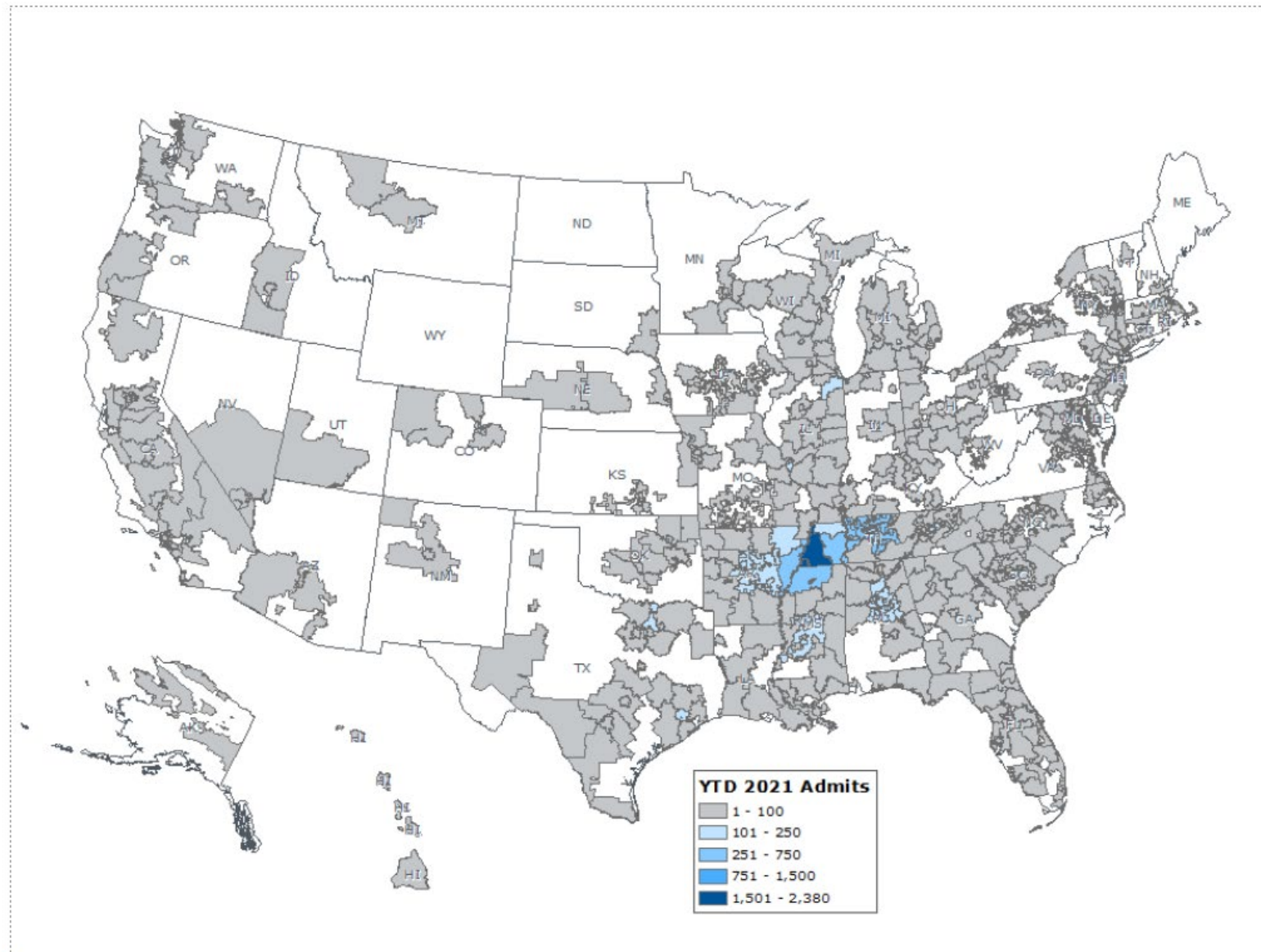
Entering Class 2020 Year-to-Date Admits



)Data 3/2/20

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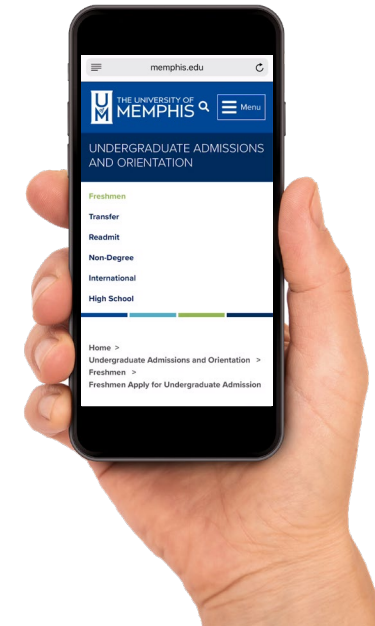
Entering Class 2021 Year-to-Date Admits



1)Data 3/2/21

Impact of Test-Flexible Policy

- 3,430 have been admitted for Fall 2021 with no ACT/SAT scores
 - 62% of all test-absent applicants (3,430/5,569)
 - 27% of admitted students (3,430/12,566)
- 1,279 submitted the Supplemental Review Questionnaire
 - 23% of all test-absent applicants
- 1,668 submitted a Merit Scholarship Questionnaire
 - 49% of all admitted test-absent students
- Test-absent English placement
 - Self-Directed Placement Questionnaire
- Test-absent Math placement
 - Admissions will review high school transcripts of all test-absent admitted students and note the highest Math grade (B or higher) for placement in Math 1710 or higher (based on major)
 - If student does not meet the prerequisite standards, then she/he will be instructed to take the proctored ALEKS for placement



Fall 2020 Visits & Events


Virtual Visits	Virtual Fairs	In-Person Visits/Drop-Offs	In-Person Fairs	Student Meetings	Miscellaneous
152	54	36	18	101	35

Freshmen Visits & Event	Date	Student Reservations	Student Attendance	Event Type
MEMbound Day for Prospective Students	10/3/2020	85	23	Virtual event
MEMbound Day for Prospective Students	10/16/2020	103	26	Virtual event
Financial Aid Night - Memphis Area	10/20/2020	40	18	Virtual event
Distinguished Scholars Reception	10/22/2020	85	60	Virtual event
Financial Aid Night - Millington/West TN	10/26/2020	6	2	Virtual event
Financial Aid Night - Memphis Area	10/28/2020	72	38	Virtual event
Financial Aid Night - Memphis Area	11/2/2020	57	21	Virtual event
Financial Aid Night - Out of State	11/5/2020	27	10	Virtual event
MEMbound Day for Prospective Students	11/7/2020	317	103	Virtual event
Memphis Area College Prep Webinar	11/10/2020	175	76	Virtual event
Financial Aid Night - Middle & East TN	11/10/2020	13	2	Virtual event
Transfer Talks	11/12/2020	106	78	Virtual event
Financial Aid Night - Border Counties	11/12/2020	14	7	Virtual event
Transfer Talks	11/19/2020	69	37	Virtual event

Transfer Visits & Events	State	Type of Engagement
ALACRAO Virtual Fair	AL	Virtual Fair
Arkansas State-Beebe	AR	Virtual Fair
Arkansas State-Newport	AR	Virtual Fair
Columbia State Community College	TN	Virtual Fair
Dyersburg State Community College	TN	Virtual Fair Virtual Presentation
Holmes Community College-Goodman Campus	MS	In-Person Visit
Jackson State Community College	TN	Virtual Fair
Nashville State Community College	TN	Virtual Fair
Northwest Mississippi Community College	MS	Virtual Fair
Pellissippi State Community College	TN	Virtual Fair
Phillips Community College	AR	Virtual Fair
Roane State Community College	TN	Virtual Fair
ServiceMaster	TN	Virtual Fair
Southwest Community College	TN	Virtual Presentations In-Person Visit
Strivescan TN Transfer Students 6 in 6	TN	Virtual Fair
West TN Healthcare	TN	Virtual Fair

Spring 2021 Recruitment & Yield Efforts

FAFSA Nights			Event
Collaborative Events with Shelby Co. Schools	Date	Location	Type
Middle TN Regional Future Tiger Reception	February 1	Zoom	Virtual event
Southeast TN Regional Future Tiger Reception	February 2	Zoom	Virtual event
Midwest TN Regional Future Tiger Reception	February 4	Zoom	Virtual event
Admitted Students & Special invite for All SCS Students	February 9	UC Tech Hub	In-person
Admitted Students & Special invite for All SCS Students	February 16	UC Tech Hub	In-person
Admitted Students & Special invite for All SCS Students	February 18	Zoom	Virtual event
Future Tiger Tailgate (<i>parking lot pull-up event</i>)	February 22	Southwind HS	In-person
Admitted Students & Special invite for All SCS Students	February 23	UC Tech Hub	In-person
Future Tiger Tailgate (<i>parking lot pull-up event</i>)	February 25	Cordova HS	In-person
Future Tiger Tailgate (<i>parking lot pull-up event</i>)	March 1	Southwind HS	In-person
Future Tiger Tailgate (<i>parking lot pull-up event</i>)	March 9	Central HS	In-person
Future Tiger Tailgate (<i>parking lot pull-up event</i>)	March 10	Marion HS (AR)	In-person
Future Tiger Tailgate (<i>parking lot pull-up event</i>)	March 11	Lead Academy (Nash)	In-person



FUTURE TIGER TAILGATES

UNIVERSITY OF MEMPHIS AND SHELBY COUNTY SCHOOLS

JOIN THE UNIVERSITY OF MEMPHIS FOR A DRIVE-THROUGH TAILGATE TO GET YOUR QUESTIONS ANSWERED REGARDING ADMISSIONS, FINANCIAL AID AND YOUR FAFSA. MEET CURRENT STUDENTS AND MUCH MORE!

SOUTHWIND HIGH SCHOOL | 7900 E. Shelby Drive
 • FEBRUARY 22 | 3:30 - 6:30 P.M.

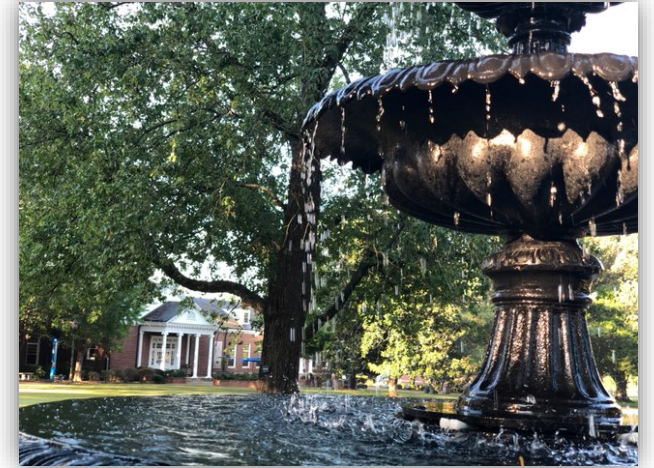
CORDOVA HIGH SCHOOL | 1800 Berryhill Road
 • FEBRUARY 25 | 3:30 - 6:30 P.M.

REGISTER TODAY
apply.memphis.edu/portal/tailgate/

THE UNIVERSITY OF MEMPHIS. Undergraduate Admissions and Orientation | 101 Wilder Tower, Memphis, TN 38152 | 901.678.2659

Spring 2021 Visits & Events

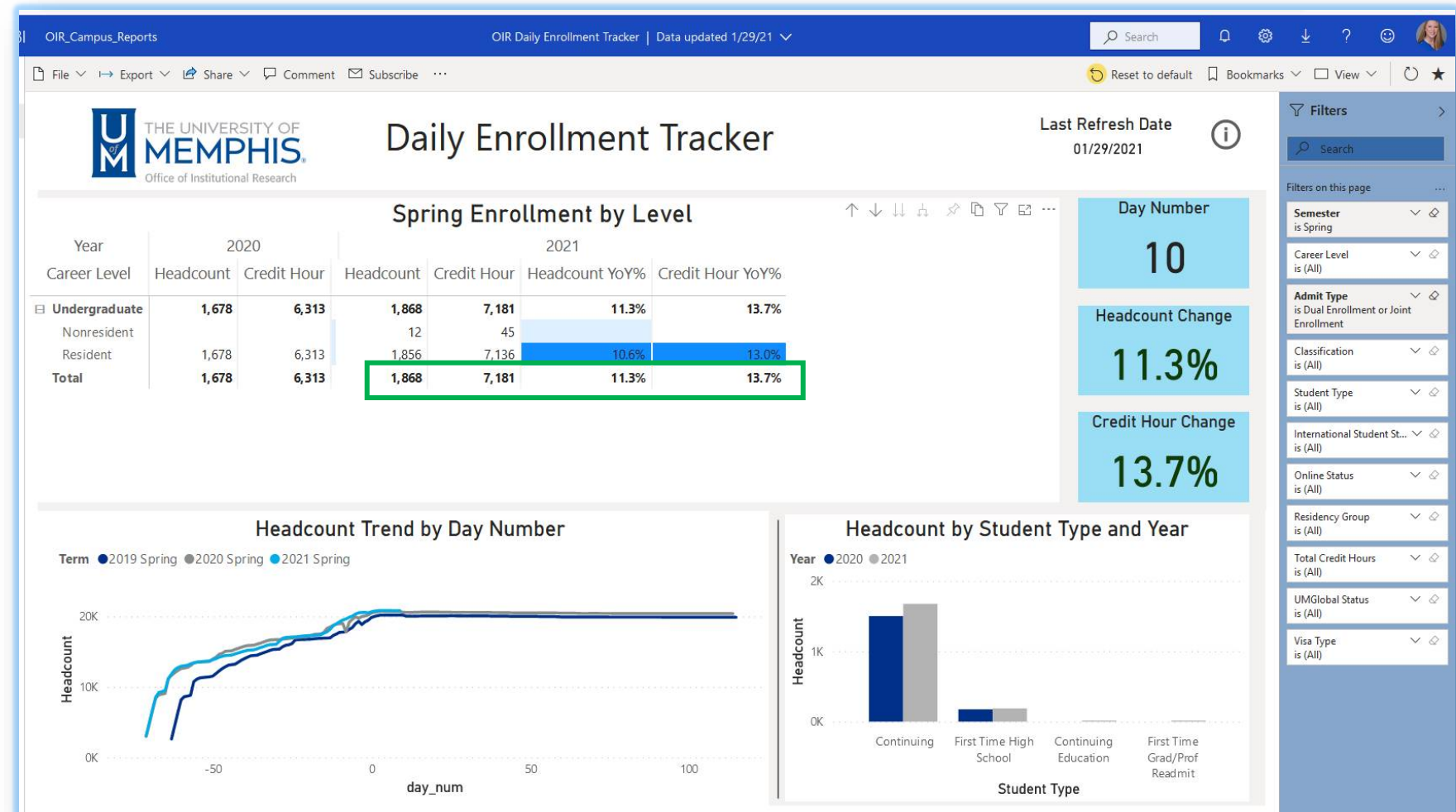
Event	Date/Time	Format	Campus Partners
First Generation Student Information Night	1/21/2020	In-Person	Invite Only
North MS Future Tiger Reception	1/25/2020	In person or virtual	Invite Only
West TN Future Tiger Reception	1/28/2020	In person or virtual	Invite Only
Middle TN Future Tiger Reception	2/1/2020	Virtual	Invite Only
Southeast Regional Future Tiger Reception	2/2/2020	Virtual	Invite Only
Midwest Regional Future Tiger Reception	2/4/2020	Virtual	Invite Only
Alumni Engagement Night: ARTS & EDUCATION	2/9/2020	Virtual	Invite Only
Alumni Engagement Night: BUSINESS & HOSPITALITY	2/11/2020	Virtual	Invite Only
Alumni Engagement Night: ENGINEERING	2/16/2020	Virtual	Invite Only
Alumni Engagement Night: HEALTHCARE & MEDICINE	2/18/2020	Virtual	Invite Only
Alumni Engagement Night: LAW & PUBLIC SERVICE	2/23/2020	Virtual	Invite Only
Evening with the Deans for Presidential Scholars (Dinner with the Deans)	3/2/2020	Virtual	Invite Only (includes academic leadership)
Provost and Deans Scholarship Student Reception (Scholarship Dessert Reception)	3/4/2020	Virtual	Invite Only (includes academic leadership)
Lambuth Spring Campus Day	3/20/2020	In person or virtual	Open to all departments
Spring Preview Day	3/20/2020	In person	Open to all departments
Kickoff 2025: Admitted Students Day	3/27/2020	In person	Open to all departments
Lambuth Admitted Student Reception	4/13/2020	In person or virtual	Invite Only
Spring Preview Day	4/16/2020	In person and live streamed	Open to all departments
Spring Preview Day	4/24/2020	In person	Open to all departments



Dual Enrollment

Highlights:

- 36% matriculated for Fall 2021
- Increase of 190 registrations for Spring 2021
- *Senior-to-Sophomore* initiative at Collierville HS launching Fall 2021
- Working with Lambuth Campus to secure MOU for dual enrollment courses at Madison Academic School
- Collaborated with UofM Global on grant to expand dual enrollment course offerings, awaiting awarding decision
- Working with UofM Global on proposal for four (4) lower division Commercial Aviation dual enrollment courses



New Student Orientation Summer 2021



- Registration opened March 1 and we already have over 300 confirmations!
- Working with campus partners such as:
 - Conference Services, on space availability
 - Residence Life, for overnight accommodations
 - Dean of Students and Advisory Committee, for safety precautions
 - Academic Advising, for space and logistics
- Planning for 2 day in-person experience
 - Freshman - May 20-21 → August 5-6 (13-sessions)
 - Transfer – May 18 & July 22
 - Adult Students – June 24 & August 12
 - Lambuth - June 24 & August 12
 - Last Call – August 13 or 17 (TBD)
- Brand New Admitted Student Website...and it looks Awesome!

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Slate Implementation

Slate Implementation Highlights:

- * Implementation Team Members-
 - * Charles Tindall
 - * Jon Tignor
 - * Kyle Nixon
 - * Cayman McMahan
 - * John Rhodes
 - * including IT and Registrar staff
- * Phased out Visit Days (campus tours & events registration & communication)
- * Phased out Hobsons Connect (prospect data and segment communication)
- * Banner application data is now available in Slate
- * Will begin development of UofM apps, for all types, in March for use in Fall 2021
This will eliminate EAB app management

The screenshot displays the Slate application interface for an applicant. The top navigation bar includes the 'slate' logo, various icons, and a search bar. The main navigation tabs are Dashboard, Timeline, ROYL6_2021, Profile, Materials, Inquiry Form, Supplemental Review, and Merit Scholarship Review. The 'Timeline' tab is active, showing a list of interactions for January 2021. The interactions are listed in chronological order, with timestamps and descriptions of the actions taken. The right sidebar shows the applicant's name and a 'New Interaction' button. The bottom of the timeline shows the date 01/11 4:55:16 PM.

Date	Time	Action	Details	Device	Location
01/31	3:03:27 PM	Email Link Clicked (+1)	University of Memphis Tiger Scholarship Manager Closes Soon! www.memphis.edu/scholarships/	Chrome	Colombia
01/31	2:53:42 PM	Email Opened (+4)	University of Memphis Tiger Scholarship Manager Closes Soon!		
01/31	2:40:10 PM	Email Opened (+2)	University of Memphis Tiger to Tiger Alumni Events		
01/29	2:54:27 PM	Sent Message	University of Memphis Tiger Scholarship Manager Closes Soon!		
01/29	9:38:46 AM	Email Opened	Congrats from the Director of Recruitment and Orientation	Other	TN, United States
01/29	9:25:46 AM	Sent Message	University of Memphis Tiger to Tiger Alumni Events		
01/28	11:08:06 AM	Email Opened (+2)	Congrats from the Director of Recruitment and Orientation	Other	TN, United States
01/27	3:59:40 PM	Email Opened (+30)	Congrats from the Director of Recruitment and Orientation	iPhone	TN, United States
01/27	2:42:04 PM	Sent Message	Congrats from the Director of Recruitment and Orientation		
01/26	3:51:48 PM	Email Opened	University of Memphis Correction		
01/20	12:48:12 PM	Email Opened (+2)	University of Memphis Correction		
01/20	11:38:59 AM	Sent Message	University of Memphis Correction		
01/19	3:11:03 PM	Email Link Clicked (+1)	University of Memphis Test-Optional Scholarship Opportunity apply.memphis.edu/register/merit	Chrome	Colombia
01/19	3:09:57 PM	Email Opened (+3)	University of Memphis Test-Optional Scholarship Opportunity		
01/19	3:06:58 PM	Sent Message	University of Memphis Test-Optional Scholarship Opportunity		
01/12	3:34:08 PM	Form Submitted	Merit Scholarship Additional Information Questionnaire	Chrome	
01/12	2:56:47 PM	Email Link Clicked	University of Memphis Test-Optional Scholarship Opportunity memphis.askadmissions.net/admin/Communications/ClickThru.aspx?qs...	Chrome	Colombia
01/12	2:56:40 PM	Email Opened	University of Memphis Test-Optional Scholarship Opportunity		
01/11	5:36:35 PM	Email Opened (+3)	University of Memphis Test-Optional Scholarship Opportunity		
01/11	5:36:35 PM	Email Link Clicked	University of Memphis Test-Optional Scholarship Opportunity memphis.askadmissions.net/admin/Communications/ClickThru.aspx?qs...	Chrome	Colombia
01/11	4:55:16 PM	Sent Message	University of Memphis Test-Optional Scholarship Opportunity		

New Transfer Initiatives 2021

Transfer Initiatives

- Transfer website
 - One-stop search for all things transfer
- Transfer Equivalency Service (TES)

One Step Closer Program

- Initiative is a student success pathway to the University of Memphis for future Tigers currently enrolled at a partner community college.
- Students will have exclusive access to UofM campus services and resources
(i.e., access to library, rec center, housing, ID card, etc.)
- Partner Community Colleges
 - Southwest Community College
 - Dyersburg State Community College
 - Jackson State Community College
 - Arkansas State University Mid-South
 - Northwest MS Community College

The screenshot displays the University of Memphis Transfer Equivalency Service (TES) website. A 'MY LIST' window is open, showing a table of course equivalencies. The table has columns for 'TRANSFER COURSE', 'EQUIVALENT COURSE', and 'NOTE? BEGIN END DELETE'. The courses listed are:

TRANSFER COURSE	EQUIVALENT COURSE	NOTE? BEGIN END DELETE
ACCT 1020 PRINCIPLES OF ACCOUNTING II (3) Southwest Tennessee Community College	ACCT 2020 FUNDAMENTALS OF ACCT II (3) University Of Memphis Undergraduate	
COMM 1010 INTRODUCTION TO MASS COMMUNICATION (3) Southwest Tennessee Community College	COMM 1010 SURVEY OF MASS COMMUNICATION (3) University Of Memphis Undergraduate	
ENGL 1010 ENGLISH COMPOSITION I (3) Southwest Tennessee Community College	ENGL 1010 ENGLISH COMPOSITION (3) University Of Memphis Undergraduate	

Below the table, a disclaimer states: "DISCLAIMER: Transfer information on this site is provided by UNIVERSITY OF MEMPHIS. CollegeSource® makes no claims or guarantees regarding its use for student planning. Further inquiries should be directed to UNIVERSITY OF MEMPHIS." The CollegeSource logo is also visible.

New International Initiatives 2021

International Applicant Modifications

- Collaboration with Dr. Krishnan to rethink our processes and leverage our competitive advantage
- Restructured steps to apply - **send transcripts to Admissions first**, instead of Evaluation Service
- **Expanded the items to satisfy English proficiency**
- **Develop a recruitment-to-enrollment lifecycle communication strategy** for international prospects, applicants, and admits
- Reorganized staff to provide more attention to international applicant service and processing



Questions

