



UTAH SYSTEM OF
HIGHER EDUCATION

MEMORANDUM

October 4, 2024

Simplified Admissions Update: Admit Utah

The Admissions Task Force, members of the Office of the Commissioner staff, and the marketing firm, RUMOR, have continued significant progress toward efforts to develop and plan Utah's first simplified and guaranteed admissions initiative for USHE institutions. This initiative, named Admit Utah, intends to accomplish three initial goals in the 2024-25 academic year:

1. Ensure that every Utah high school student knows that they are admitted to one or more of our 16 USHE institutions;
2. Assist undecided students in learning about higher education and finding the best Utah public postsecondary institution to meet their needs; and
3. Enhance integration of college-going efforts into K-12 practices and processes.

In 2025, the Admit Utah initiative will build upon foundational work completed this academic year and further simplify the admissions process through data integration with K-12; boost admissions applications across the System through direct admissions; and strengthen resources for students and access partners to effectively navigate applying to college.

The task force is accomplishing this work in a multi-phased approach represented in the following timeline:

August-September 2024:

- Meet individually with admissions administrators at all USHE institutions to update professionals on the initiative's progress.
- Meet with high school access partners across Utah to share consistent messaging about Admit Utah and college application resources that align with Admit Utah messaging and branding.

October-December 2024:

- Launch the Admit Utah online portal in October in conjunction with Utah College Application Week, a statewide initiative focused on assisting current high school seniors in applying for college. Students will be informed of their admission options in real time while prompting them to complete the admission process at their desired institution(s).

- Meet with Utah superintendents in October to plan data integration and direct mailer efforts for 2025.
- Track the efficacy of Admit Utah launch through web and social media measures, admissions application numbers, and formal feedback from K-12 access partners and institutional admissions professionals.

January-May 2025

- Establish requirements for Utah State Board of Education (USBE) data integration and continue progress with the Office of Research and Data Science (ORDS) and USBE teams toward data alignment. This will automatically admit students at one or more USHE institutions simultaneously while also sending electronic transcript data to those institutions.
- Provide enhancements to the Admit Utah online portal with integration into the AI chatbot.
- Strengthen shared vision and goals related to postsecondary access & college-going in Utah.
- In partnership with K-12 and USHE institutions, plan college application events and outreach for Fall 2025, capturing the new senior class graduating in 2026.

Commissioner's Recommendation

This is an information item only; no action is required.