



VOLUME 2, ISSUE 2

MARCH 19, 2014

SPOTLIGHT



The University of the Virgin Islands has appointed Dr. Nicole Gibbs to the post of Vice Provost for Access and Enrollment Services. Dr. Gibbs will oversee the administration of the offices of the Registrar, Admission, Financial Aid and Recruitment. She will work with other University committees to promote the retention.

She comes to UVI from Broward

College, in Florida, where she served as associate dean for Student Affairs. Broward has 67,000 students on three campuses. Dr. Gibbs had oversight of admissions, recruitment, placement testing, orientation and retention. Her focus was on improved customer service of the department, while providing leadership and management oversight. Dr. Gibbs plans to restructure UVI's Access and Enrollment Services offices and its human resources. Her primary goal is to improve customer service.

She also plans to establish collaborative relationships that will make recruitment and retention a University wide initiative. In accordance with UVI's Strategic Plan, Dr. Gibbs' long-term goal for the institution is to grow the University's population to 3,000 by 2017. She is optimistic that this can be accomplished with the support of the UVI family, the Virgin Islands community and with students that tell their success stories.

Dr. Gibbs has served as associate director of Admissions for Ross University, and assistant director of Admissions and Recruitment at Georgia State University, where she was part of the implementation of a successful plan for increased enrollment. She earned a Doctor of Education in Educational Leadership from Clark Atlanta University, a Masters of Education from Columbus State University, and a Bachelors of Science in psychology from Georgia Southern University.



Marcel Lindsey is the admissions recruiter for the Albert A. Sheen Campus on St. Croix. His responsibilities include outreach to prospective students within the local high schools and community to educate and inform them about the benefits of going to college, and more importantly, UVI.

"It is my hope that individuals from near and far have an opportunity to attend college and advance themselves in their professional endeavors. UVI was a first choice for me, and through my experiences I want to show you why it should be your choice as well." Essentially, Marcel is the voice to the community encouraging others to pursue their dreams through the many distinguished educational programs that UVI has to offer.

MESSAGE FROM THE VICE PROVOST

Greetings, All:

I would like to officially thank the UVI family for extending such a warm welcome to both the University and the Virgin Islands! The last several months have been extremely productive for the Access and Enrollment Services team. In addition to assisting prospective and continuing students during various campus visit opportunities, the unit is undergoing critical evaluation of its current operations - in an effort to enhance the student experience. With the implementation of several new initiatives and the establishment of elevated expectations, the team has embarked on a progressive journey to greatness.

Again, thank you for your support as we strive to increase enrollment at the University, develop collaborative relationships across the institution, and enhance the student services experience overall. I welcome feedback on your experience with the modifications being made within Access and Enrollment Services.

Best,

Nicole Gibbs, Ed.D
Vice Provost Access and Enrollment Services

ADMISSIONS OUTREACH

2014 Targeted Application Generation (TAG) Initiative with RuffaloCODY

For the second consecutive year, the university contracted with enrollment management consulting firm, RuffaloCODY, to engage in a targeted application generation initiative for new, first-time freshmen. The Admissions Office played the lead role in having the 2014 multi-faceted initiative launch **on schedule** during the week of October 7, 2013. The initial number of TAG contacts numbered over 38,000 high school seniors. To date, 195 applications for fall 2014 freshman admission have come through the TAG initiative.

Marketing Campaign Development

Three members of the Admissions Staff (Dr. Allen, Campbell Douglas, and Natasha Mills) were invited by the Office of Public Relations to assist in the development of a marketing campaign to Continental US residents in select areas. The campaign, geared toward potential prospective students, is to be utilized the latter part of November 2013 during the Paradise Jam Basketball Tournament. Admissions thought of the tagline, *"We're Closer Than You Think"* that will be utilized during Paradise Jam and later to market in the Continental US. As a result of subsequent discussion about marketing to

In-Territory potential students, Admissions also conceived the tagline, *"We're More Than You Think"*. The Office of Public Relations agreed that the tagline should be used in the local market.

Transfer Equivalency Web Page & Transfer Information Web Page

The Admissions Office launched the Transfer Equivalency web page on December 12, 2013. The Transfer Equivalency Webpage contains a partial list of credit (to be updated periodically) that prospective students can receive from examination and prior college coursework. This is a standard, if not best, practice in Admissions and the web page can be accessed directly at <http://www.uvi.edu/enrollment/admissions/undergraduate-admissions/transfer-equivalencies.aspx>

National Association for College Admissions Counseling (NACAC) Fall 2013 and Spring 2014 National College Fairs Institutional Fee Waiver Program

Dr. Xuri Maurice Allen, Director of Admissions/Recruitment secured institutional fee waivers for UVI to participate in three 2013 – 2014 National Association for College Admissions Counseling (NACAC) National College Fairs. As a result, almost \$2,500 in registration fees was saved to participate in

Washington, DC, Atlanta and New York City National College Fairs. The Washington, DC fair was held on November 6, 2013 while the Atlanta and New York City fairs will be held on March 16, 2014 and April 6, 2014, respectively.

Open House

Open House was conducted on February 26 and February 28, 2014 on the Albert A. Sheen and St. Thomas Campuses, respectively. Over two hundred high school students - in addition to counselors, teachers, and a few parents – attended the programs. Open House provided participants the opportunity to learn more about UVI through the following means: (a) presentations by President David Hall, Interim Provost, Dr. Camille McKayle, and UVI student leaders including Miss UVI and SGA officers; (b) student panel presentations conducted by current UVI students; (c) campus tours; (d) academic/organization fairs; and (e) promotional videos. Moreover, attendees at the Albert A. Sheen Campus Open House heard a brief, yet substantive motivational talk by double alumnus Marthious Clavier '02 and '09. The messages conveyed to participants were *"UVI is an Undeniably Viable Institution"* and *"UVI . . . We're More Than You Think!"*

St. Thomas Contact Numbers

Admissions/Registrar
(340) 693-1160

Financial Aid
(340) 693-1090

Business Services / Cashier
(340) 693-1437

St. Croix Contact Numbers

Registrar's Office / Academic Services
(340) 692-4158

Financial Aid
(340) 692-4193

Business Office
(340) 692-4160

ADMISSIONS CONT'D / FINANCIAL AID

Early Incentive Scholarships

On February 25, 2014, scholarship award letters were emailed and mailed to 24 outstanding early applicants/accepted students for fall 2014. Five (5) USVI students and two (2) Continental US students were awarded four-year renewable scholarships covering tuition. In addition, eight (8) USVI students and nine (9) Continental US students were awarded one-year scholarships covering tuition.

Did You Know...

- That the Admissions web pages have been enhanced to include information about Admissions Representatives who conduct recruitment?
- You can view the Admissions Office Recruitment Calendar online? The calendar lists activities that Admissions staff members have attended or will attend in the current Admissions Cycle. The Recruitment Calendar web page also chronicles all new student outreach and recruitment activities for the previous two years.
- An alumni recruitment program is being developed? In collaboration with the Alumni Affairs

Office, Access and Enrollment Services/Admissions will soon launch the Dedicated Alumni Recruitment Team (DART) program. Alumni of Anguilla, Antigua, the British Virgin Islands, St. Kitts and Nevis, and St. Maarten will be the inaugural DART program members who will assist with new student outreach and recruitment in their respective locales.

tral School and presented, *It's a Federal Student Aid Workshop for High School Seniors and Parents* session at UVI.

To address retention, the Financial Aid team resumed its "How to Maintain Your Financial Aid Eligibility" sessions for Spring 2014. The sessions are held for students enrolled in the Freshman Development Seminar courses.

UPCOMING EVENTS

March 20th

- Start of Advisement and Online Registration for Fall 2014.

April

- 18th Easter Recess (University Closed)
- 29th Last Day of Classes
- 30th Study Day

May

- 2nd Carnival Friday (University Closed)
- 5 - 10 Final Exams
- 12th Last day for instructors to submit grades
- 14th Certification of Graduates
- 17th Commencement on St. Thomas Campus
- 18th Commencement on Albert A. Sheen Campus

Our Promise is...

- To smile
- To greet everyone we meet
- To know our jobs and the university
- To treat your concern as our concern
- To follow up on everything
- To treat our co-workers as we would a customer
- To always remember that communication and courtesy matter

FINANCIAL AID

Financial Aid Outreach Activities –

The staff launched its Financial Aid Awareness activities on both campuses in February 2014. The awareness activities included an open house at the financial aid office, FAFSA online workshops and the promotion of the financial aid programs and services at different campus locations. A series of community outreach workshops were held for students and parents at University Bound, Moravian Church, Rising Stars Steel Orchestra, Seventh-Day Adventist church, and Eudora Kean High School. The Financial Aid Office collaborated with the College Access Challenge program on a FAFSA on-line workshop at St. Croix Cen-

Our Mission is to...

- Work creatively, and diligently to obtain enrollment targets through recruitment and retention efforts
- Support the academic mission of the university while continually working toward enhancing students' success
- Value and respect others regardless of circumstances
- Become leaders on campus in the service area as well as a model for quality enrollment services

REGISTRAR

College Level Exam Program (CLEP) St. Thomas

Dates: March 18, April 1, and April 15, 2014

Location: CATS computer lab (CA Building Room 100)

Registration: ACES Office

Cost: \$80/test to College Board and \$15 admin fee (pre-pay UVI)

Payment: Check, money order, credit card (*No Cash*)

Test Time: 9:30 am

Contact: hhogarth@uvi.edu

Identification: Current Driver's License, State, Federal or Tribal ID, Naturalization Card, Certificate of Citizenship

College Level Exam Program (CLEP) St. Croix

Dates: March 10, 24, and April 14, 2014.

Location: EVC (Room 304)

Registration: ACES Office

Cost: \$80/test to College Board and \$15 admin fee (pre-pay UVI)

Payment: Check, money order, credit card (*No Cash*)

Test Time: 8:00-11:00 am

Contact: fbarry@uvi.edu

Identification: Current Driver's License, State, Federal or Tribal ID, naturalization Card, certificate of citizenship .

We continue to offer services that are convenient to our current and prospective students

These services can be found on BAN-WEB through <http://mycampus.uvi.edu/>

- **Registration** The majority of students now register online.
- **Enrollment Verifications** Persons who have a US social security number can generate verification of attendance online.
- **Online & E-Transcripts** Students may complete and submit a transcript application form online. Transcripts may be sent electronically at no extra charge.
- **Unofficial Transcripts** Students may view and print their entire academic history by accessing their unofficial transcript online at no charge.
- **Degree Evaluation** The Curriculum Advising and Program Planning (CAPP) feature gives students access to an electronic outline of program requirements and assists with the preparation of class schedules.
- **Apply to Graduate** Students can now apply and make payment online for graduation. **The application deadline is March 14, 2014. (No paper applications will be accepted.)**

MEET OUR CUSTOMER SERVICE AMBASSADORS



Yvette Austin-Kaladin is a graduate student pursuing a Master of Arts in Education.

Yvette is a former educator with 20yrs experience. She has a passion for working with youths so she is a definite asset to our ACES team.



Alice Francis is a graduate student pursuing a Master of Arts in Education. Ms. Francis is a former educator with 27 years experience. She also does volunteer work in the community. She will be an asset to the ACES team.

Our Services include.....

Admissions, Re-admissions and Re-matriculation

Coordination of Commencement Exercises

Financial Aid

International Student Services, F-1 Visas

Maintenance of Academic Records

Student Recruitment

Assisting with Registration of Classes

Student Information and Verification

CLEP

Transcripts/Academic Records

Veterans' Affairs Services