

# STATE OF THE DIVISION

# 2021

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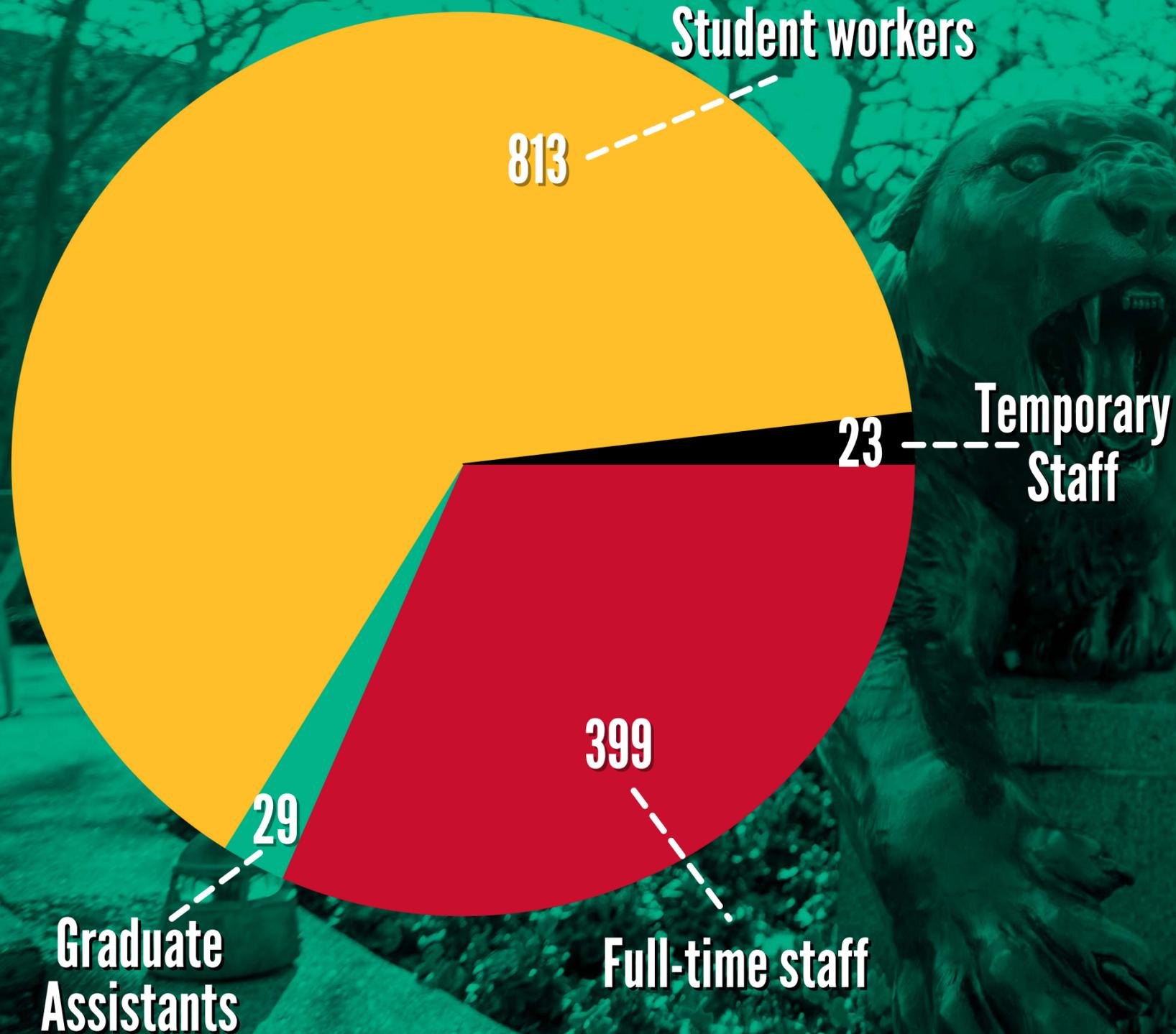
DR. DANIEL MAXWELL, INTERIM VICE PRESIDENT & VICE CHANCELLOR

UNIVERSITY of  
**HOUSTON**

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STUDENT AFFAIRS & ENROLLMENT SERVICES

# WHO WE ARE



**260**

Total number of strategic plan initiatives completed

**86**

STUDENT SUCCESS

**54**

DIVISION COHESION

**62**

RESOURCES

**58**

PARTNERSHIPS

# BY THE NUMBERS

258,350

Total calls to the  
Enrollment Services  
Call Center

14,026

Total virtual completed  
appointments in  
Enrollment Services

11,623

Student connections  
by University Career  
Services

928,964

Visits to the  
Student Centers

# BY THE NUMBERS

**3.7  
Million**

**Total emails sent by  
Enrollment Services  
Communication &  
Marketing**

**40%**

**Improvement in  
response time to  
product requests in  
PeopleSoft by Campus  
Solutions Services**



**1,870**

**Students who received  
individual assistance  
from Veterans Services**

**\$558,998**

**Children's Learning  
Center received the  
"Child Care Access  
Means Parents in  
School" grant**

# BY THE NUMBERS

**1173**

**Total members in UH fraternities and sororities**

**3.495**

**Cumulative GPA for Cougars in Recovery community members**

**\$190K**

**Sales revenue earned by the Center for Student Media**

**2,833**

**Desktop and website support requests to DSAES IT Services**

# UH ENROLLMENT: FALL 2021



47,031

**TOTAL  
ENROLLMENT**



5,331

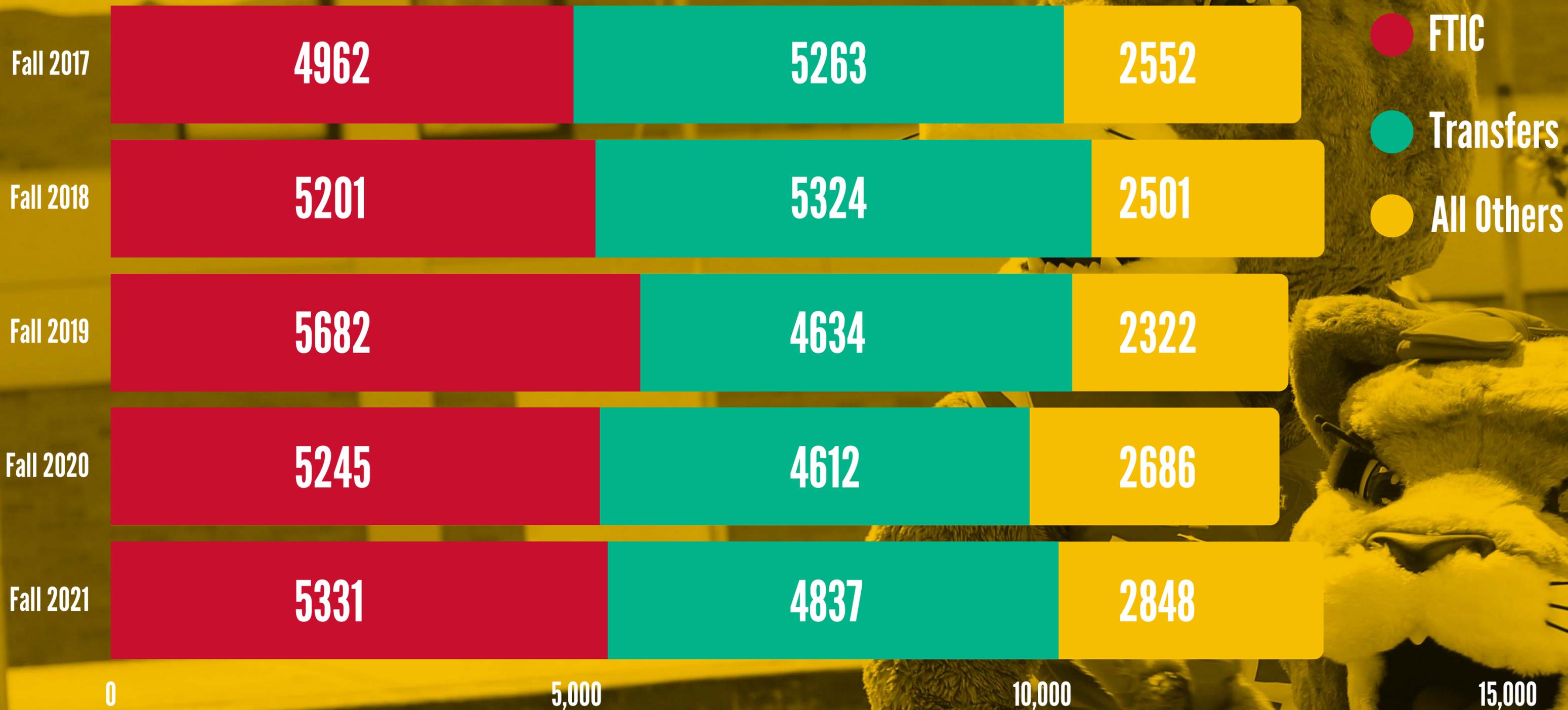
**New  
FTIC**



4,837

**New  
TRANSFERS**

# NEW ENROLLMENT BREAKDOWN



# COUGAR ACADEMIC PROFILE: FALL 2021

35,770

TOTAL FTIC  
APPLICATIONS

30.07%

FTIC STUDENTS IN  
TOP 10% OF HIGH  
SCHOOL CLASS

52%

FTIC  
APPLICANTS  
CHOSE TEST  
OPTIONAL

67%

FTIC TEST  
OPTIONAL  
APPLICANTS  
ADMITTED

3.2

TRANSFERS  
AVERAGE  
GPA

**FRESHMEN MAKING  
UH HISTORY:**

Second-largest freshman class

Second-largest incoming cohort of Hispanic students

Largest incoming cohort of African-American students

# EMERGENCY AID

<b>\$18.16 Million</b>	<b>Higher Education Emergency Relief Fund I</b>
<b>\$17.74 Million</b>	<b>Higher Education Emergency Relief Fund II</b>
<b>\$1.09 Million</b>	<b>Cougar Emergency Fund</b>
<b>\$1.28 Million</b>	<b>Federal MSI Funds</b>
<b>\$6.09 Million</b>	<b>Governor's Emergency Education Relief Fund</b>
<b>\$7.85 Million</b>	<b>August 2021 Balance Payoff</b>

# STUDENT SUPPORT

**1,371**

Unique clients for all clinical services at Counseling & Psychological Services

## RESIDENTIAL ENGAGEMENT MODEL

New Residential Engagement Model in Student Housing & Residential Life helps identify students at risk

## RECOVERY

Recovery rates for Cougars in Recovery community members remained high in Fall 2020 and Spring 2021, at 100% and 98% respectively

**86,640**

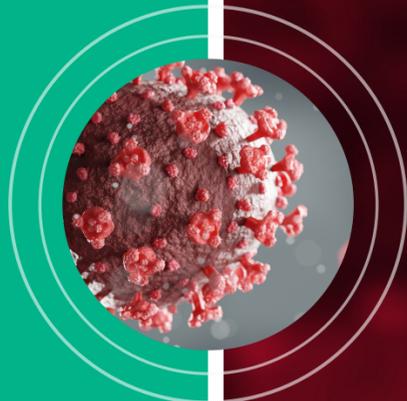
Pounds of food distributed by Cougar Cupboard

## TACKLING COVID

586 people were tested for COVID-19 at the Student Health Center, which teamed up with the Student Centers to vaccinate 7,359 people on campus

**47% INCREASE**

In number of graduate students served by University Career Services



# CAMPUS LIFE



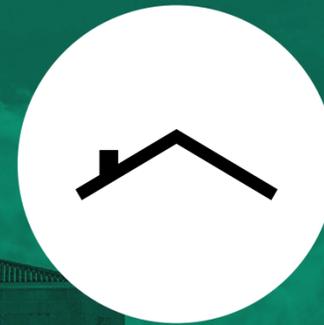
## BECAUSE I SAID I WOULD

More than 200 people livestreamed the "Because I Said I Would" seminar hosted by the Student Centers and Student Housing & Residential Life



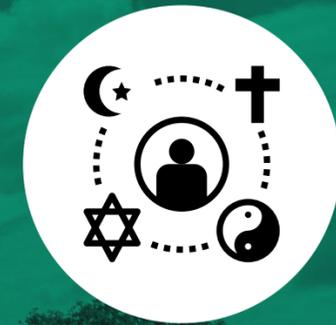
## ON DEMAND

After creating an On-Demand section on its website, the Center for Student Involvement had 10,783 pageviews for that new option — 14% of all its web traffic



## FACILITY UPGRADES

The Campus Recreation Wellness Center completed its new roof in July, providing indoor programs that aren't at the whim of the weather. Also, its Gertner gravel lot is now a recreational field complete with lights for intramural night play.



32,215

Visits to the A.D. Bruce Religion Center

# STUDENT SUCCESS



## 13% DECREASE

In the number of days to process graduation applications by the Office of University Registrar



## NEW NAME

After a push from students, the Center for Students with DisABILITIES changed its name to the Justin Dart, Jr. Student Accessibility Center



## DOOR DASH

917 students received delivered food from Cougar Cupboard, which partnered with Door Dash to serve students unable to come to campus



## 477

Registered Student Organizations served by the Center for Student Involvement

# DIVERSITY & INCLUSION

## JUNETEENTH

The Center for Diversity & Inclusion hosted the University's first ever Juneteenth celebration in 2021



700

Individual interactions related to sexual misconduct support services, a 69% increase from the previous year



450

Student athletes and coaches trained by the Center for Diversity & Inclusion following George Floyd's murder

3,120

Students assisted virtually or in-person by the International Student Scholar Services Office



481

Students served by the Urban Experience Program through virtual appointments, walk-ins and scheduled appointments



# VIRTUAL SUCCESS

The Division of Student Affairs and Enrollment Services embraced virtual programming and services as the University of Houston continued with at least partial remote operations because of the COVID-19 pandemic. Departments overcame obstacles to continue to serve the UH community.

**7,860**

Students advised virtually by Scholarships and Financial Aid, and 2,271 students took advantage of virtual "drop-in advising," a new service created to better meet their needs

**ONLINE  
COMMUNITY**

The LGBTQ Resource Center's Discord server had 12,385 messages by 129 members since just January 2021

**286% INCREASE**

In attendance at the EMPOWER conference, hosted by the Women and Gender Resource Center and the Center for Student Involvement

**TEST OPTIONAL**

16,000+ freshmen applicants took advantage of the test optional process for Fall 2021, and those applicants had an average core GPA of 3.56

# VIRTUAL SUCCESS



**689**

Students who participated  
in virtual meditation  
hosted by UH Wellness



**MEET & GREETINGS**

1,117 students attended  
31 virtual meet and greets  
hosted by University  
Career Services



**TELEMEDICINE**

The Student Health Center's  
telemedicine options were  
popular, with 1,733  
telepsychiatry visits and  
2,796 virtual primary care  
visits in FY21



**90.8% APPROVAL**

After Counseling and  
Psychological Services'  
first full year of offering  
all services via telehealth, a  
survey shows that the vast  
majority of respondents  
are satisfied with the  
virtual options and  
prefer them.

# PHILANTHROPY PARTNERSHIPS

**\$431,906**

Total amount raised by DSAES departments during remote operations

**\$50,000**

Two newly endowed scholarships supporting First Generation students  
(Urban Experience Program & DSAES Development Director)

**\$7,705**

Raised from sales of move-in t-shirts and identified more than 275 new donors  
(Student Housing & Residential Life and Office of Annual Giving)

**External Advisory Board**

Helped raise funds to support scholarships and programming  
(Cougars in Recovery & DSAES Development Director)

**3,455+**

New donors identified (Center for Fraternity & Sorority Life and University Advancement Research)



# HONORS AND AWARDS



## Student Housing & Residential Life Marketing

Marketing Awards and Showcase,  
2nd Place, Specialty Category,  
*ACUHO-I*

## Joseph Secrest

Research and Assessment Award,  
*NIRSA*

## Keith T. Kowalka

2021 Butts-Whiting Award and  
Legacy Leader, *ACUI*

## Mackenzie Wysong-Bentley

Dan Mizer Facilities Maintenance  
Professional of Distinction Award,  
*SWACUHO*

## Student Program Board

2020 Student Driven Program of the  
Year, *ACUI*

## Enrollment Services

## Communication & Marketing

*Public Relations Society of America,  
Houston Chapter:*

- Reputation/Brand Management, Bronze for Campaign
- Video, Bronze for Tactical
- Brochure, Silver for Tactical
- Special Publications, Silver for Tactical

## Daniel Maxwell

Appointed to the 2022 NASPA Conference  
Leadership Committee (2020-2022)

## Student Centers:

- Julian Cearley
- Christie Le
- Thao Nguyen
- Bereniz Velazquez
- Ashley Villalta

"Steal This Idea" Graphic Design  
Competition, *ACUI*

## Student Centers

2021 Excellence in Innovations in  
Sustainability Award, *ACUI*

## Megan Hill

Bob Huss Outstanding Graduate Award,  
*SWACUHO*

## James Aguanno

Bob Cooke Distinguished Service Award,  
*SWACUHO*

## Zunayra Hemani

I-LEAD Scholarship, *ACUI*

## Mara Affre

Selected to serve on national College  
Board Advisory Committee for the  
Admissions Research Consortium

An aerial photograph of the University of Houston campus, featuring several large, multi-story buildings and green spaces. The entire image is overlaid with a semi-transparent red filter. The text 'THANK YOU' is prominently displayed in the upper half of the image.

**THANK YOU**

UNIVERSITY of  
**HOUSTON**

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**STUDENT AFFAIRS & ENROLLMENT SERVICES**