The Strategic Enrollment newsletter is back by popular demand! Thanks to your feedback, our newsletter has been revamped and will feature news, enrollment and retention goal updates, and important deadlines from YOU, Strategic Enrollment departments. Your contribution to UTRGV and impact on enrollment is important and the newsletter will be your opportunity to share your accomplishments with the division. I hope you had a restful summer and thank you for all your hard work!

-Dr. Magdalena Hinojosa, VP for Strategic Enrollment

**Update on Enrollment Goals:**

- We are now at 97.4% to goal for incoming freshmen. Help us reach 110%!
- We are at 73.8% to goal for transfers. August is critical – Help us reach goal!

**Enrollment Goals**

**Increased social media -Past quarter**

- 47% of our followers fall between 18-24 years of age.
- 21% of our followers fall between 25-34 years of age.
- The remaining 32% are 35+
- 63% of our followers are female.
- 24% of our followers are male.
- 9% of our followers are unknown.
- Approximately 85% of our followers live in the valley.

**Proud to Go Orange**

**Campaign Information**

We would like all UTRGV admits, alums, faculty, staff, and students to submit a picture of themselves in UTRGV gear showing off their Vaquero pride! An accompanying story would be a plus but is not necessary. These photos/stories must be public, @UTRGVAdmissions must be tagged, and you are encouraged to use the hashtag ProudtoGoOrange. The photos/stories are then shared on the UTRGV Admissions account. If you have a story/photo of yourself or a family member, please share!

**How YOU can help:**

When you see posts by UTRGV admissions, please “like”, “share”, or “comment”.

**Round Up**

Please keep an eye out for a request for volunteers’ email.

**RECRUITMENT**

The Recruitment Office is busy with Orientation and Registration Days. The team is working with students daily to help them in their next steps and becoming Vaqueros. Not only is it the home stretch to the fall classes, but the next recruitment cycle is right around the corner. We are gearing up for travel season and preparing for fall 2020!

**Watch for new Digital Ads Coming Soon!**