

December 9, 2020

TO: Members of the Board of Trustees

FROM: Scott A. Jordan 
Executive Vice President for Administration and Chief Financial Officer

Nathan Fuerst 
Vice President for Enrollment Planning & Management

RE: Enrollment Deposit Structure and Amount

RECOMMENDATION:

That the Board of Trustees approve the increase and restructure of the Enrollment Deposit for undergraduate students such that the revenue covers designated costs associated with the New Student Orientation Program at Storrs and the regional campuses. The amount of the Enrollment Deposit would be \$400 effective 2021/22 (currently \$300) and the separate Orientation Fee (currently \$230 at Storrs, and between \$80-\$115 at the regional campuses) would be eliminated. The Administration recommends that the Board of Trustees adopt the Resolution below.

RESOLUTION:

“Be it resolved that the Board of Trustees approve the new undergraduate student Enrollment Deposit amount of \$400, and the elimination of the Orientation Fee.”

BACKGROUND:

The Office of the Vice President for Enrollment Planning and Management proposes increasing the Enrollment Deposit from \$300 to \$400, eliminating the Orientation Fee (currently \$230 at Storrs First Years; and between \$80-\$115 for Regional Campuses). The university intends to utilize proceeds from the Enrollment Deposit to finance the cost of undergraduate student orientation programs across the campuses, in lieu of a credit on the fee bill of matriculated students.

There are several advantages to this approach:

- This structure eliminates the need to charge students twice, currently \$300 for the Enrollment Deposit and an additional \$80-\$230 Orientation Fee (varies in amount from campus to campus). This revenue is utilized to fund orientation programs across the campuses.
- The revenue generated, (~\$2.9m) will cover expenses for orientation across all of the campuses, and also ensure standardization of the orientation programs at the regional campuses, including the implementation of the Visual Zen (VZ) Orientation Registration system across all campuses.
 - This revenue will also be used to ensure additional flexibility around Enrollment Deposit waivers for low-income students.
 - This revenue will also allow for the hiring of an employee to support the implementation and maintenance of the centralized VZ orientation registration system. The VZ system, already in use at Stamford and Storrs, will require a centrally staffed individual to achieve the desired outcomes and objectives of the implementation.
- Increasing the Enrollment Deposit to be more in line with our competitors will discourage melt activity by providing a stronger disincentive to forgo commitment to attend UConn by way of paying the Enrollment Deposit. Competitor deposit amounts are listed below:
 - UMass Amherst - \$500
 - Northeastern - \$600
 - Delaware - \$300
 - U Vermont - \$495
 - U New Hampshire - \$600
 - U Maryland - \$400
 - Boston College - \$500
- The elimination of the orientation fee will also result in efficiencies in decentralized fee collection across the campuses, allowing staff at the regional campuses to lend greater attention to the needs of their students and their orientation programming.