

Navigating Today's Landscape and Driving Demand



Quick Overview of DU!



Downtown

15 min.

60 min.

Rocky Mountains

10 min.

Wash Park

DIA

45 min.

**Chamberlin
Observatory**

2 min.

University

Neighborhood

**Denver Tech
Center**

10 min.

56%

Female
Students

44%

Male
Students

29%

Students
of Color

17%

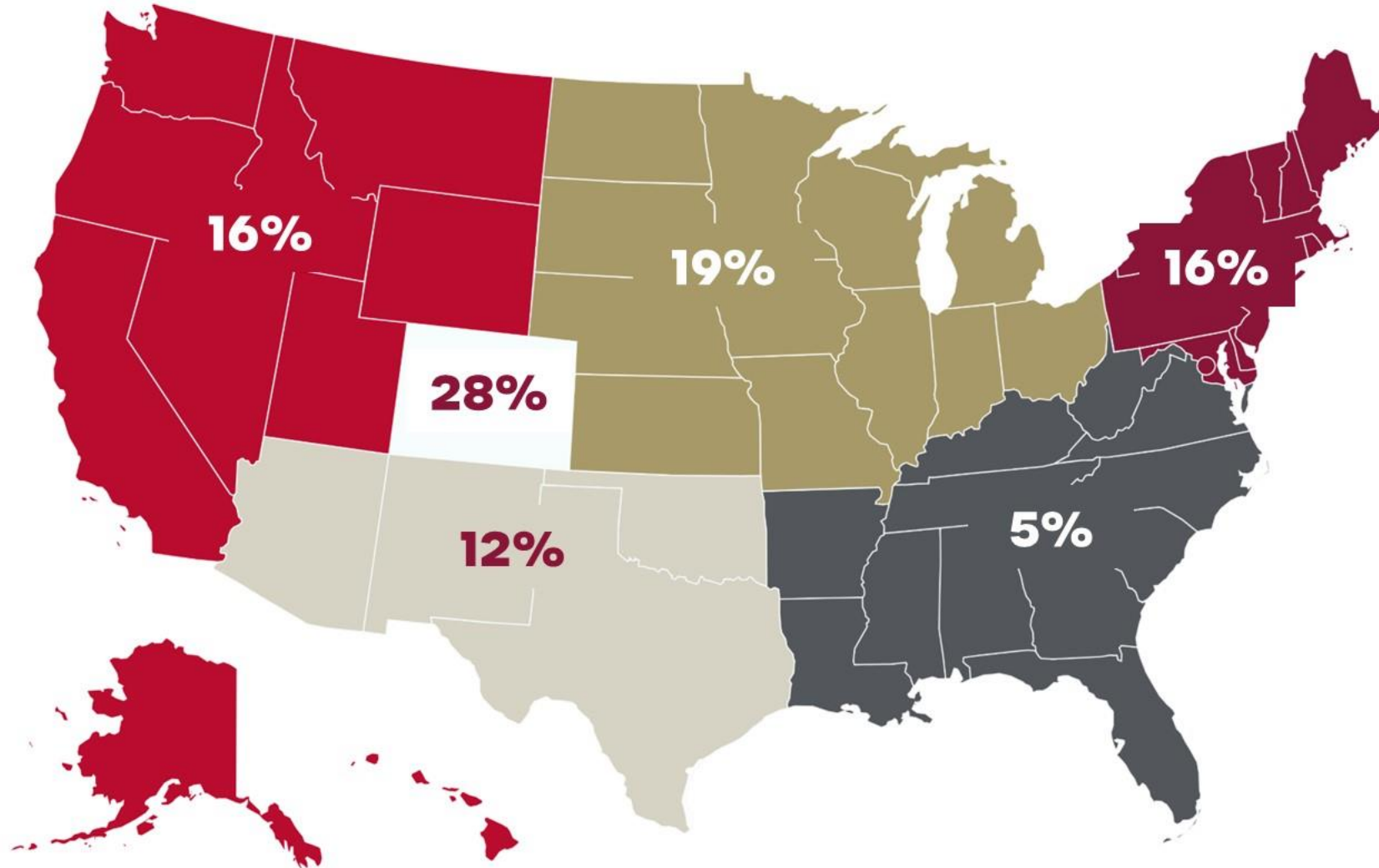
First-Gen.
Students

10%

Transfer
Students

102

Countries
Represented



5,800+

Undergraduate
Students

6,900+

Graduate
Students



4D Experience

- Advancing Intellectual Growth
- Pursuing Careers & Lives of Purpose
- Promoting Well-being
- Exploring Character



James C. Kennedy Mountain Campus

Two Hours NW of Denver

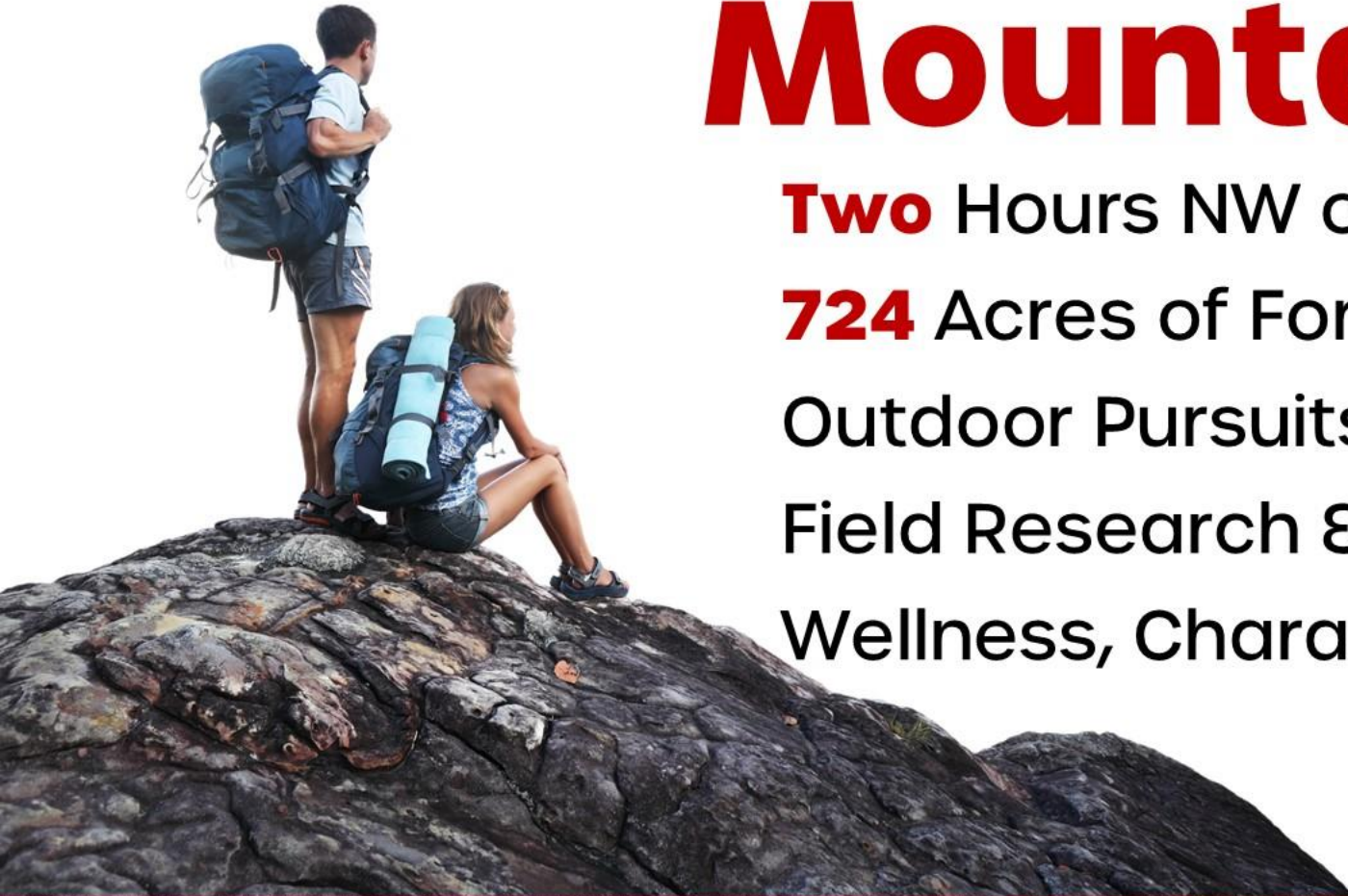
724 Acres of Forested Hills

Outdoor Pursuits & Retreats

Field Research & Wilderness Medicine

Wellness, Character, & Career Weekends

4D First Ascent





Study Abroad

4D Cherrington Global Scholars

Students
Study Abroad

70%

Partner
Programs

100+

Countries on
Six Continents

45





Where Do We Lose Students?

2024 Rank	Institution	Admits
1	UNIVERSITY OF COLORADO BOULDER	1,321
2	COLORADO STATE UNIVERSITY	558
3	UNIVERSITY OF COLORADO DENVER	253
4	COLORADO SCHOOL OF MINES	206
5	UNIVERSITY OF UTAH	170
6	UNIVERSITY OF WISCONSIN - MADISON	165
7	CALIFORNIA POLYTECHNIC STATE UNIVERSITY	155
8	UNIVERSITY OF OREGON	148
9	UNIVERSITY OF WASHINGTON - SEATTLE	143
10	INDIANA UNIVERSITY BLOOMINGTON	142
11	UNIVERSITY OF ARIZONA	141
12	UNIVERSITY OF VERMONT & STATE AGRICULTURE	134
13	SAN DIEGO STATE UNIVERSITY	121
14	SYRACUSE UNIVERSITY	116
15	SANTA CLARA UNIVERSITY	115
16	NORTHEASTERN UNIVERSITY	101
17	COLORADO MESA UNIVERSITY	96
18	COLORADO COLLEGE	96
19	UNIVERSITY OF MINNESOTA - TWIN CITIES	94
20	ARIZONA STATE UNIVERSITY	94
21	GONZAGA UNIVERSITY	92
22	REGIS UNIVERSITY - SEMESTERS	86
23	MONTANA STATE UNIVERSITY - BOZEMAN	84
24	CHAPMAN UNIVERSITY - ORANGE	80
25	LOYOLA MARYMOUNT UNIVERSITY	78
26	OREGON STATE UNIVERSITY	78
27	GEORGE WASHINGTON UNIVERSITY	70
28	TULANE UNIVERSITY	69
29	UNIVERSITY OF TEXAS - AUSTIN	69
30	UNIVERSITY OF ILLINOIS URBANA -CHAMPAIGN	68
31	LOYOLA UNIVERSITY CHICAGO	68



DU Admits Enrolling at SEC Schools

	2023	2024
Auburn University	22	20
University of Kentucky	14	11
Texas A&M University	46	47
Mississippi State University	3	1
University of South Carolina	29	28
University of Georgia	26	22
University of Mississippi	18	13
Vanderbilt University	27	21
University of Oklahoma	28	36
University of Tennessee	36	42
University of Alabama	28	28
Louisiana State University	43	41
University of Arkansas	29	27
University of Missouri	19	34
University of Texas	83	69
University of Florida	39	37
Total	490	477

National Landscape



Stiff Competition – This isn't Just Coke vs Pepsi



Created by u/Perryapsis on Reddit



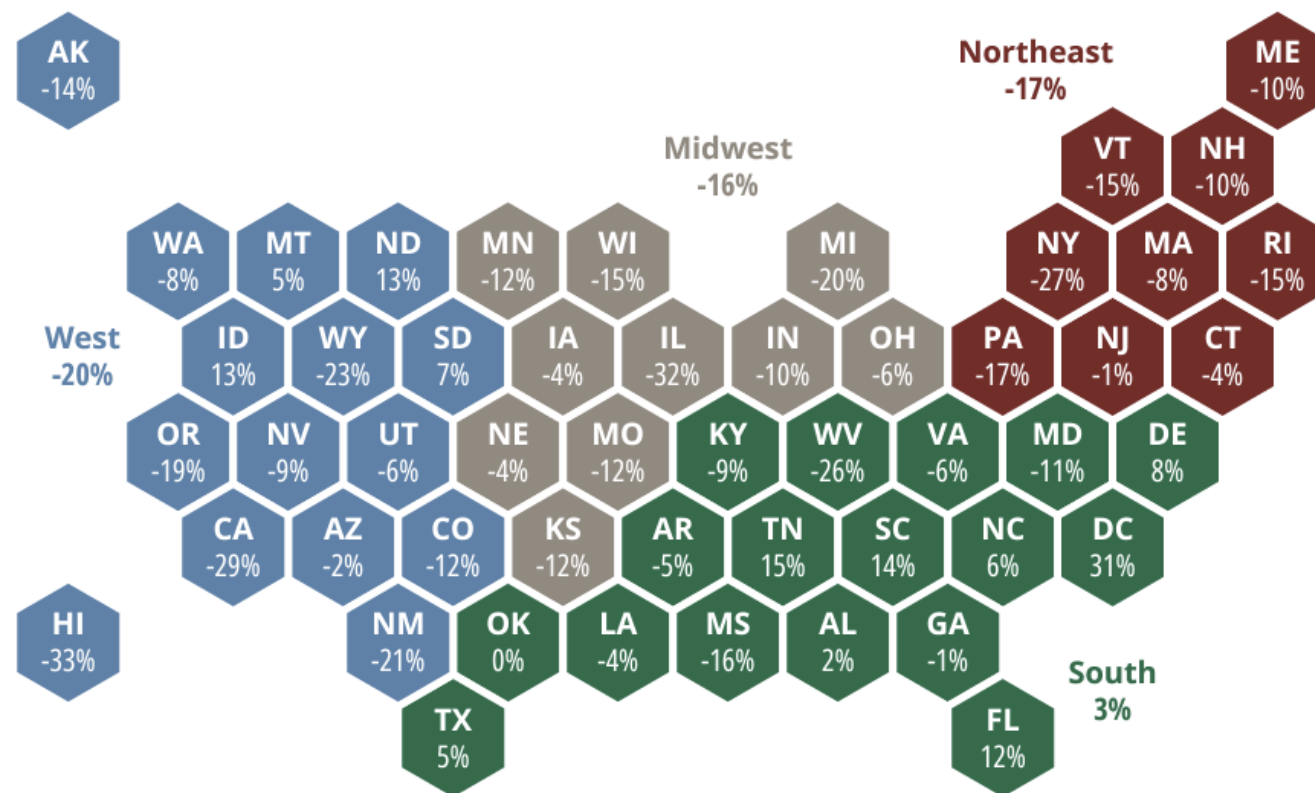
Illogical Decisions





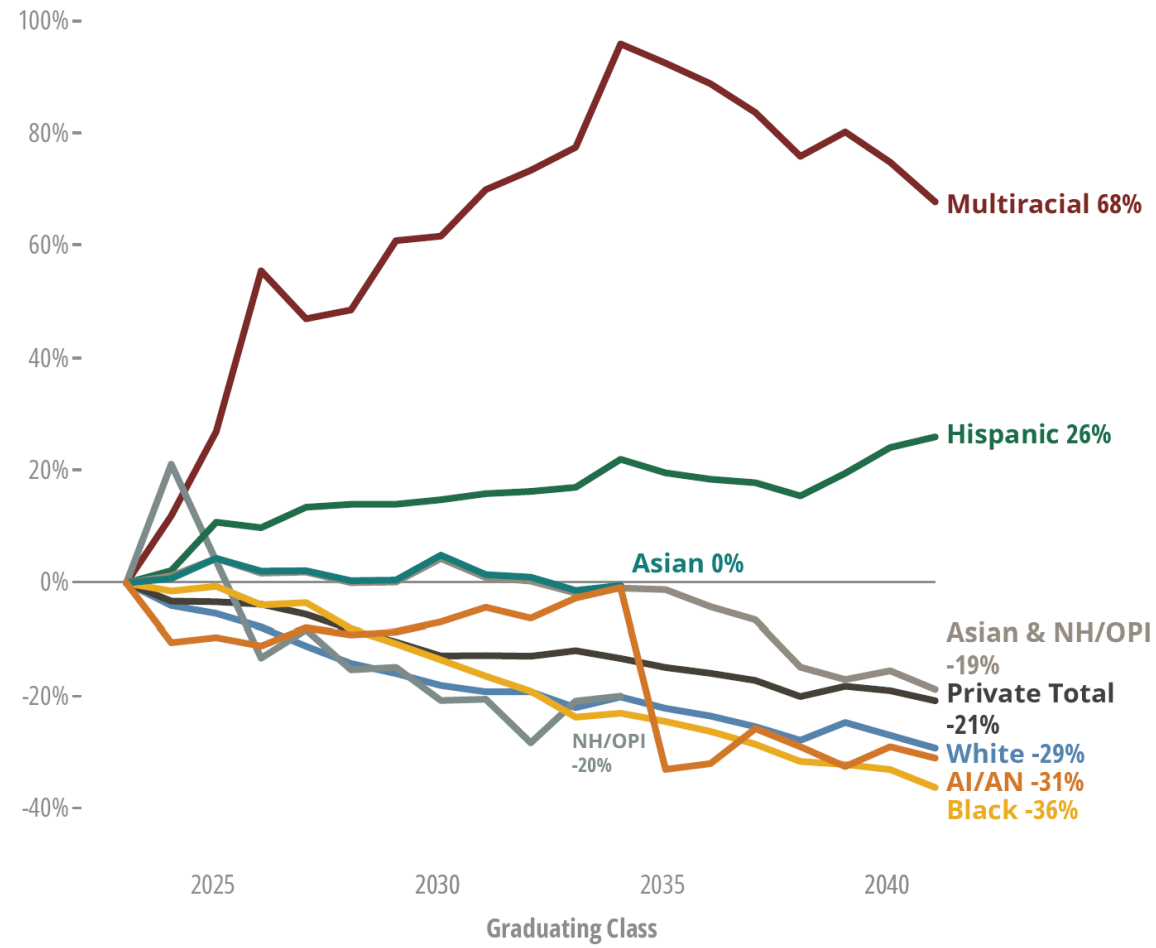
WICHE By State/Region – Declining HS Graduates

Figure 17. Projected percent change in high school graduates, 2023 to 2041





WICHE – Changing Demographics





Colorado's student enrollment declines again, but more metro area districts saw growth

By: Yesenia Robles, Chalkbeat Colorado

Posted 7:39 AM, Jan 17, 2025

In a sign of longer-term trends, early grades have far smaller numbers of students than the high school grades, the data showed. For example, Colorado has 74,727 students in 12th grade preparing to graduate this spring, and 69,455 students in the class behind them. Meanwhile, this year's kindergarten class has just 58,604 students.



Admit Rates Rising...

The Washington Post
Democracy Dies in Darkness

HIGHER EDUCATION

It's becoming easier to get into many colleges

Despite common perception, acceptance rates are going up.

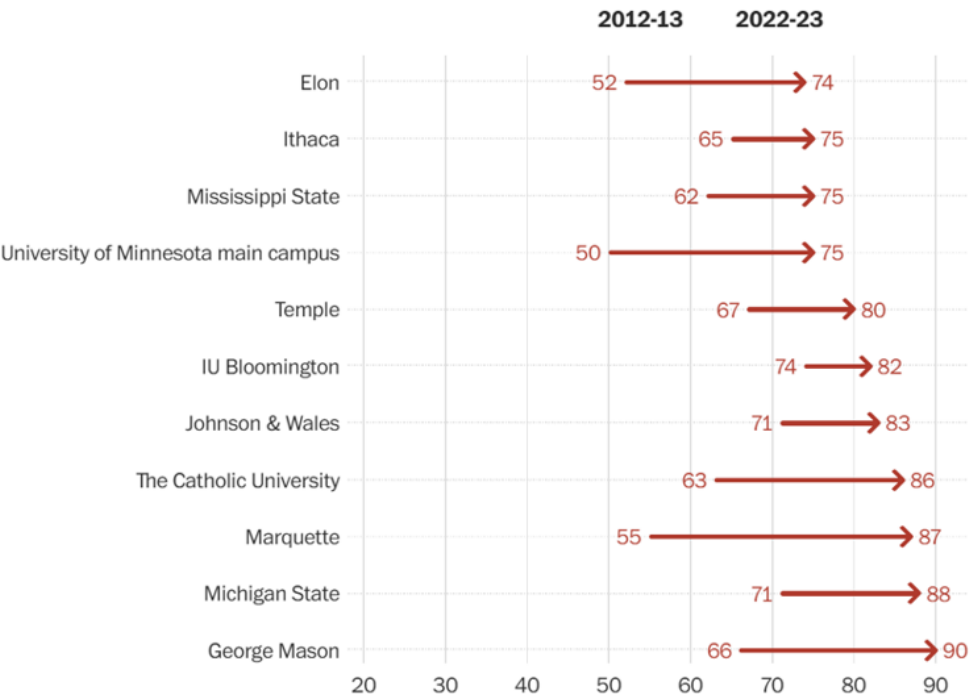
By Jon Marcus

November 18, 2024 at 5:00 a.m. EST

It's basic math. Enrollment has been going down for more than 10 years. Freshman enrollment this fall dropped by another 5 percent. And federal data show the number of high school graduates going directly to college has fallen from a high of 70 percent in 2015 to 62 percent in 2022, the most recent year for which the figure is available.

With a smaller supply of students, colleges are accepting a larger proportion of applicants. And with a projected decline in the number of 18-year-olds, Cooper said, it's likely that getting into college will continue to get easier.

Fordham spokesman Bob Howe said the university's acceptance rate went up from 43 percent to 54 percent between 2012 and 2022 in part because high school seniors are applying to more colleges, which "has required us to temporarily shift our acceptance rate."





Campus Visits Declining...

● December 02, 2024

The Campus Visit Is Changing

W. Kent Barnds considers the implications of students deferring their campus visits until after they receive offers of admission.

By W. Kent Barnds

I recently participated in a virtual meeting with about 20 vice presidents of enrollment from across the country, and all but one were very worried about campus visit trends. In short, campus visits seem to be decreasing, and this is creating anxiety for all.

One of my colleagues shared that it seems as though “students no longer visit to determine where to apply, but instead apply to determine where to visit.” This comment was met with an unusual amount of agreement among the group. Such a dynamic no doubt changes what many of us have thought about the college search for decades.

I must confess: This is happening in my own home and I hadn’t even thought about it. I am the parent of a high school senior currently going through the college search, and I recently asked my wife about visiting a number of colleges on our daughter’s list. She responded, “Let’s wait to see where she’s admitted before arranging those visits.” I nodded in agreement but hadn’t really thought much about how easily that nod came until after that meeting.



Football and College Admission



The New York Times

Account ▾

ESSAY

What Does College Football Have to Do With College?

The question isn't new. But seismic changes to college sports, embraced by Coach Deion Sanders and his University of Colorado Buffaloes, have made it more relevant than ever.





Schools in the South: Going Viral!

THE WALL STREET JOURNAL.



Sorry, Harvard. Everyone Wants to Go to College in the South Now.

The likes of Georgia Tech, Clemson and Ole Miss are drawing students from the North who want to have fun and save on tuition.
The shift is boosting the economies of cities across the region.

Parents Want Party Schools Too! ☹️

THE WALL STREET JOURNAL.

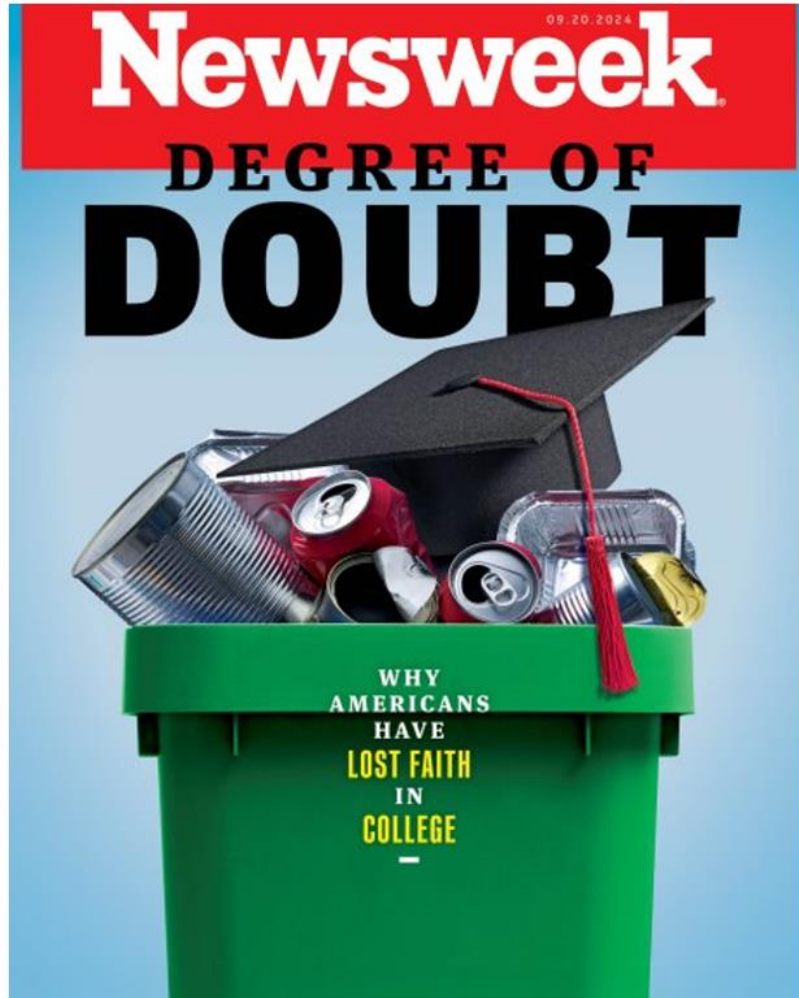
It's 10 a.m. and Dad's Doing Jell-O Shots. Must Be Parents' Weekend.

Fall tradition at colleges used to be a time for campus tours and welcome speeches. Now parents want to party.





Media Scrutiny Continues



According to [a recent Gallup survey](#), a growing proportion of Americans are losing confidence in higher education. The survey, released in July, found that only about a third (36 percent) of Americans said they have a great deal or quite a lot of confidence in higher education, while 32 percent said they had little or no confidence. The numbers are significantly down from a decade ago, when 57 percent reported having a great deal or quite a lot of confidence in higher education and only 10 percent said they had little or none.



Hopping on the Affordability Bandwagon

Five selective colleges launched strikingly similar student aid initiatives last week for low- and middle-income students. What's behind the frenzy to boost financial aid?

By Liam Knox

On Tuesday, the University of Pennsylvania and Brandeis University both announced they were expanding their financial aid programs to a broader range of students. The next day, Carnegie Mellon, the Massachusetts Institute of Technology and the entire University of Texas system did the same. The plans will make more lower- and middle-income students eligible for free tuition, with some raising the family income threshold to \$200,000.

Those five institutions join dozens of others that have rolled out similar initiatives this year: Dartmouth, Vanderbilt, Colby College, Duke, Columbia, Richmond and the Universities of Virginia and North Carolina, to name just a handful. So what's behind the flurry of affordability initiatives?

More
Tuition
Promises!



SMU – Eliminated App Fee for Everyone

SMU®

EXPLORE SMU

Undergraduate Admission

Apply

Visit

Financial Aid



Celebrate with us!

To mark joining the Atlantic Coast Conference (ACC), **we're waiving the application fee** for all first-year and transfer undergraduate students.

JOIN THE HERD



Northeastern – “Feel Special” Waiver (and FREQUENT messages)



Greetings from Northeastern University! We are writing to remind you that this is the last month to take advantage of your application fee waiver before the Early Decision II and Regular Decision deadline on January 1.

To use the fee waiver, look for the fee waiver prompt and select "Northeastern Fee Waiver Mailing" when applying to Northeastern through the Common Application or Coalition Application.

[Start Your Application](#)

Northeastern Underg.	Inbox	Northeastern's Application Deadline is January 1	12/23/24
Northeastern Underg.	Inbox	Northeastern's Application Deadline is Approaching	12/18/24
Northeastern Underg.	Inbox	Reminder: Claim Your Application Fee Waiver	12/8/24
Northeastern Underg.	Inbox	Submit your Northeastern Application Today!	12/6/24
Northeastern Underg.	Inbox	Early Decision Benefits at Northeastern	12/3/24
Northeastern Underg.	Inbox	NU Accelerate Scholarship for Early Decision Students	11/21/24
Northeastern Underg.	Inbox	Complete your Northeastern Application	11/21/24
Northeastern Underg.	Inbox	Reminder: Claim Your Application Fee Waiver	11/17/24
Northeastern Underg.	Inbox	Early Decision Benefits at Northeastern	11/12/24
Northeastern Underg.	Inbox	Applying to Northeastern	11/9/24



Federal Disruptions!

● April 09, 2025

Conservatives Seize the Moment to Remake Higher Ed

A Heritage Foundation event on Tuesday emphasized the need for reform in higher education. A Department of Education speaker touched on how Trump is forcing change.

● April 14, 2025

Is Admissions Trump's Next Higher Ed Target?

The administration wants “comprehensive admissions reform” at colleges. It’s unclear what that means or how it would be enforced, but pressure to avoid scrutiny could affect admissions practices.

● March 21, 2025

Congress Eyes More Control Over Colleges

Lawmakers have introduced dozens of bills related to higher education, according to a new searchable database from *Inside Higher Ed*. Taken together, the proposals offer a sketch of the Republican agenda to crack down on colleges.

● April 08, 2025

Student Visa Dragnet Reaches Small Colleges

Immigration officials are rapidly revoking hundreds of student visas. Many more are going unreported at small colleges anxious to avoid federal scrutiny.



Federal Funding Cuts – Eliminate Plus Loans??

Sunset Grad and Parent Plus loans

TBD 10-year savings

VIABILITY: HIGH / MEDIUM / LOW

- This option would eliminate parent PLUS loans, which are offered to parents of dependent undergraduate students, and grad PLUS loans, which are offered to graduate students and students enrolled in professional programs.
- This option would generally eliminate such loans to new borrowers beginning on July 1, 2025, and would eliminate the program altogether by 2028.

?

Enhanced Marketing



Common Sense Marketing



Katelyn Bourgoin
@KateBour



Most marketing:
“This is our product and this is what it does.”

Better marketing:
“This is our product and the benefits it creates for you.”

Great marketing:
"This is what you're struggling with and here's how to overcome those struggles and be a better you. Our product helps."



Katelyn Bourgoin
@KateBour



People don't buy things because of who they are.

They buy because of who they want to become.

Don't sell the product.

Sell the transformation.

4:05 PM · 1/31/23 · **15.5K** Views



What's Your “One” Differentiator??



Brainy Breakdown

Need to ship something? You've got LOTS of options: UPS, the post office, FedEx, DHL, carrier pigeons—you name it.

So FedEx didn't waste time—or their marketing budget—claiming they were the “best” (overused) or the “most efficient” (what does that even mean?).

Instead, they zeroed in on the **exact reason** you should choose them over their competitors:



In doing this, they made the choice effortless. If speed matters, you go with FedEx (sorry, carrier pigeons).

When you [*clearly* define your unique role in your best-fit buyers' minds](#), buying from you becomes a no-brainer.



Senior App Invite

Annual merit awards for first-year students:

\$33,000
Chancellor

\$31,000
Provost

\$29,000
Dean

\$27,000
University

\$25,000
Pioneer

\$23,000
Crimson & Gold

\$21,000
Centennial

\$12,000
Rocky Mountain



Learn More
about your estimated
cost of attendance
[DU.EDU/ESTIMATE](https://du.edu/estimate)



THE DENVER DIFFERENCE WHAT YOU CAN DO AT DU



Undergraduate Admission
UNIVERSITY OF DENVER

2197 S. University Blvd.
Denver, CO 80210

UNIVERSITY OF DENVER

Where high achievers go for peak performance



Choose the University of Denver

... and discover a world of opportunities. From experiential learning and world-class faculty to the Kennedy Mountain Campus, study abroad and top-ranked sports, you'll discover new ways of doing and thinking at DU. Apply today!



Apply to DU in 5 Easy Steps:

1. Log in to the Common Application at commonapp.org.
2. Select the University of Denver as one of your schools.
3. Request your official high school transcript(s) and/or college transcript(s).
4. Submit official test scores if applicable (DU is a test-optional university).
College Board code = 4042
ACT code = 0604
5. Pay the \$65 application fee or apply for a fee waiver by reaching out to your admission counselor.

Early Decision Benefits:

Students who apply in our Early Decision I or Early Decision II rounds receive the following:

- an additional \$5,000 merit aid award each year up to four years
- DU meets full demonstrated need of top performers
- stronger consideration for admission
- earlier admission and financial aid notifications

Please note: You can only apply Early Decision to one school. If you're accepted to DU via Early Decision, you must withdraw all your applications from other schools.

Top Tips for your college search from current DU students:

"I took an online college match survey that helped me narrow down my options and know where to start looking."

- Sofia Segal, Class of 2025

"Colleges want to hear from you, so don't be shy about reaching out to your admission counselor or other staff with questions."

- Arden Ennos, Class of 2026

"Follow your heart ... if a location is calling to you, follow that instinct."

- Max Guerra-Jimenez, Class of 2027

Visit DU's Campus!

Located just 15 minutes from downtown Denver and an hour from the stunning Rocky Mountains, our campus gives you access to a wealth of academic resources, an active social community, space to reflect in nature and connections to professional opportunities in Denver.

We offer daily in-person visits Monday-Friday at 9am and 2pm, as well as specialized programs such as Friday@DU and our all-day admitted student event, Journey to DU. You can also choose to join us for a virtual information session and explore our beautiful campus with a virtual tour.



Scan the QR Code
to explore our visit options
[DU.EDU/VISIT-US](https://du.edu/visit-us)

Important Dates

August 1

Common Application opens

November 1

Deadline: Apply Early Action and Early Decision I

November 15

Priority deadline to submit CSS Profile and FAFSA for Early Action and Early Decision I

January 15

Deadline: Apply Regular Decision and Early Decision II

February 1

Priority deadline to submit CSS Profile and FAFSA for Regular Decision and Early Decision II





Retargeted Display Ads (Visitors to DU Admission Website)

A circular inset image showing a male student in a white lab coat, focused on a task in a laboratory setting with various equipment and glowing lights in the background.

 UNIVERSITY OF
DENVER

**Ready, set,
achieve**

Be You at DU

APPLY NOW

A circular inset image showing a female student wearing a grey climbing helmet and a green jacket, engaged in rock climbing on a natural rock face.

 UNIVERSITY OF
DENVER

**Ready, set,
explore**

Be You at DU

APPLY NOW



Admit Brochure



Welcome to the University of Denver

Your guide to life-changing experiences and lifelong success



Congratulations on Your Admission to the University of Denver!

It's time to bring your unstoppable spirit to DU and build the foundation of lasting growth and success. Join a community that embraces challenges, celebrates risk-taking and celebrates personal growth above all else. Now is your time to meet new people, experiment with your passions and truly chase your dreams. You'll have a solid support system of classmates, professors and advisors behind you in both of your academic and social worlds.

We are excited to welcome you to our community!

4D Experience

Prepares to make a difference in a dynamic world. Our Four Dimensional Experience empowers you and your community to lead, build, rise and bring other people up. Make the most of your time at DU by focusing on each of the four dimensions: intellectual growth, social, character development, and service and sense of purpose. At DU, we give students opportunities to learn, experience, challenge, nurture while growing well-being and empower you to achieve your future self and goals.

Learn more about the 4D Experience and our many 4D opportunities and opportunities at [du.edu/4dexperience](#)



"The University's 4D Experience has allowed students like me to be thinkers and leaders who are prepared to collaborate in the real world."

During my time as an undergraduate, I have been able to serve as elected government officer president and vice president on the pre-law society, work as a research assistant, work as a teaching assistant, and studying abroad for a semester. I have these opportunities and the benefit of a world-class education at DU, and I have you're able to find that, too!

- Roshelle Robinson, Class of 2022

IN THIS GUIDE, YOU'LL FIND HELPFUL INFORMATION ABOUT:

- Next Steps
- Cost of Attendance
- Housing & Dining
- Learning & Success Center
- Wellness Resources & Recreation
- Student Organizations
- New Student & Family Programs





For more information, visit [du.edu/two-campuses](#) or contact [admissions](#).

GO FURTHER WITH Pathways at DU

We are happy to offer the following benefits for Pathways students:

- Depending on financial need, you may receive a Pathways Scholarship worth up to \$7,000 per year, renewable for four years at DU. Scholarships are dependent on demonstrated financial need.
- You'll waive your \$65 application fee if you choose to apply to DU.

By participating in the Pathways Partnership Program, you can significantly reduce your educational costs and do more at DU. Bring your creativity and confidence to the life you want. Make our pathfinders and tutors support the foundation of your college journey!

10:1 Student-to-faculty ratio

95% of students receive a merit scholarship

DU has won the most NCAA championships of any Colorado school



Learn More
No college further





Two Campuses, One DU

Experience yourself in the holistic approach to education that sets DU apart: our one-of-a-kind Four Dimensional Experience. Grow in multiple dimensions both on the vibrant city of Denver and in the stunning natural settings of the nearby Rocky Mountains.

DUKE'S (D) KENNEDY MOUNTAIN CAMPUS (KMC)

KMC is 124 acres of the great outdoors located in Red Feather Lakes, Colorado, approximately two hours from the DU city campus. Expect new inspiring landscapes, discover your own strength of character, the wonder of outdoor growth, the confidence to pursue a purpose-driven life, and the joy of working for yourself, others and our planet.

The traditions begin when you attend Red Hawk, a transformational weekend of exploration, adventure, connection and belonging open to all new DU students. This weekend is your chance to build a strong bond, take a nature break from academic stress and sustainable your personal journey with stories around the campfire.

WELLNESS RESOURCES & RECREATION

KMC WELLNESS RETREATS

Wellness Weekend (W) Signature Program
Wellness Weekend promotes and brings through a blend of outdoor recreation and adventure, wilderness practices, wellness coaching and time to reflect in the mountains.

Character Weekend (C) Signature Program
Venture into self-discovery. The wilderness is a powerful mirror reflecting our strengths, weaknesses and untapped potential. Every step taken on our trails and every challenge faced helps individuals connect to their true selves - courage, resilience, integrity and adaptability.

Career Weekend (W) Signature Program
Our Career Weekend has been intentionally designed for students to network and identify career opportunities and focus of purpose.

KMC Weekend for Student Groups
These are designated weekends during the winter and spring quarters specifically allocated for student groups to reserve space for their club or organization to enjoy a leadership workshop, wellness retreat or team-building.

Outdoor Experience Weekend
A weekend of outdoor adventure! Get your thrill on with rock climbing, outdoor adventures, water sports, outdoor art shows and more.

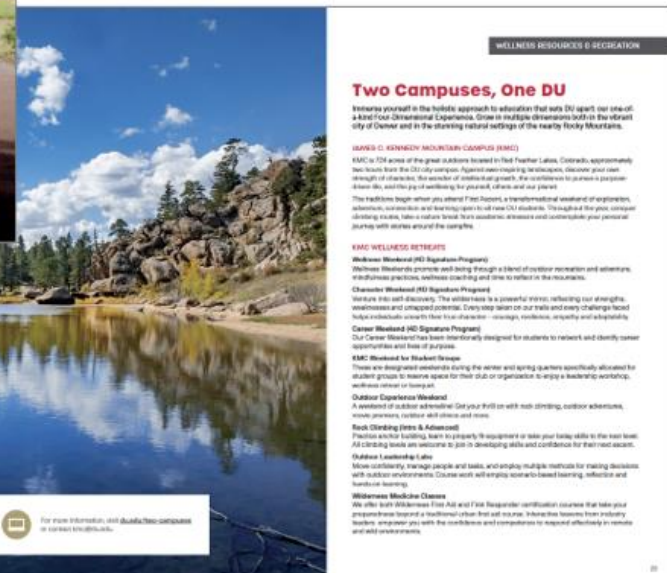
Rock Climbing (R) & Adventure
Practice anchor building, learn to properly fit equipment or take your body skills to the next level. All climbing levels are welcome to join in developing skills and confidence for their next ascent.

Outdoor Leadership & Life
Learn conflict resolution, manage people and tasks, and employ multiple methods for making decisions with outdoor environments. Course work will employ scenario-based learning, reflection and hands-on learning.

Wellness Medicine Classes
We offer both Wilderness First Aid and First Aid Responder certification courses that take your preparedness beyond a traditional urban first aid course. Increase the lessons from industry leaders, empower you with the confidence and competence to respond effectively in remote and wild environments.



For more information, visit [du.edu/two-campuses](#) or contact [admissions](#).

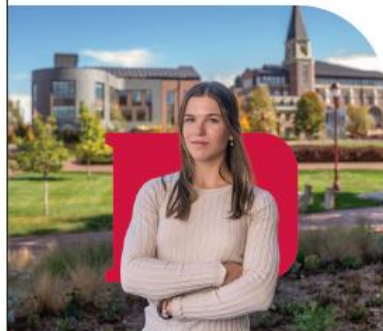




Juniors: Visit Invite

"The location of campus is optimal given its proximity to both downtown Denver and Colorado's breathtaking natural landscapes."

Having grown up in western Colorado, I have an innate need to experience nature and get outdoors, and I'm able to do so at DU, while also being able to appreciate the music scene and other opportunities the city offers."
—Anna Respet, Class of 2027



Visit the University of Denver



Here, we do higher education differently. On our campus, you'll dive into adventure, opportunity and academic excellence. Prepare for a life of purpose and equip yourself for a future that makes a difference. Schedule a visit and find out what you can do at DU.



What will you love about DU? Plan your visit now!
du.edu/visit-program

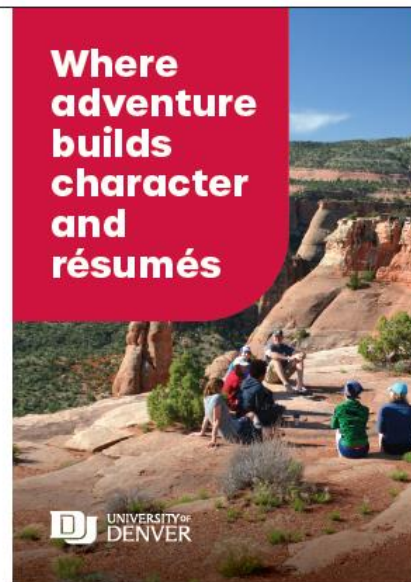


From downtown Denver to the Rocky Mountains, enjoy the best of both worlds as a DU student. Tour our internationally renowned concert venues and cheer on Denver's seven professional sports teams. Immerse yourself in our museums and vibrant art districts. Wander through more than 200 community parks, marvel at the Front Range mountain landscapes and discover The Denver Difference.

Undergraduate Admission
UNIVERSITY OF DENVER
2108 S University Blvd.
Denver, CO 80202



Where adventure builds character and résumés



Experience our stunning campus and enjoy all Denver has to offer! With daily campus visits available in the morning and afternoon, find a time that works best for you or choose a virtual visit option. Learn more about the academic opportunities, campus connections and holistic 4D Experience that make DU the #1 most-loved university in the nation.*

*Princeton Review, 2024





Princeton Review Promotions – “Love DU”

UNIVERSITY OF DENVER

The University of Denver is the #1 most-loved university in the nation!

What will you love about DU?



“DU’s 4D Experience encourages incoming cohorts to discover what makes them whole and allows them to integrate their interests into coursework, everyday life and involvement on or off campus. DU’s commitment to the

furthuring world and re-engineering experience make of our student an employee works to growing student c
-Jagger Livingston



“At DU, I have been able to explore different passions and become a more well-rounded individual. The quarter system will allow me to graduate with a degree in Finance, a

Thrive at DU. Here, you’ll forge new connections, expand the boundaries of your world, explore holistic well-being and pursue your purpose. Build your own Four-Dimensional Experience and discover what you love about DU!

#7 Best College Library

#13 College City Gets High Marks

#15 Best-Run Colleges

#18 Best Health Services

#21 LGBTQ+ Friendly

#23 Happiest Students

#24 Most Beautiful Campus

All rankings from The Princeton Review (2024)



Learn more at du.edu/love4D



#1 Students Love Their University!

13th College City Gets High Marks

7th Best College Library

#21 LGBTQ+ Friendly

#18 Best Health Services

Best-Run Colleges #15

#23 Happiest Students

TOP 24 Most Beautiful Campuses

All rankings by Princeton Review (2024)

UNIVERSITY OF DENVER

DU is the #1 most-loved university in the nation!

The rankings make it clear: our students love it here.

#7 Best College Library

#13 College City Gets High Marks

#15 Best-Run Colleges

#18 Best Health Services

#21 LGBTQ+ Friendly

#23 Happiest Students

#24 Most Beautiful Campuses

All rankings from Princeton Review (2024)



Love where you learn. du.edu/loveDU



UNIVERSITY OF DENVER

Love Where You Learn

DU is the #1 most-loved university in the nation!

Princeton Review (2024)



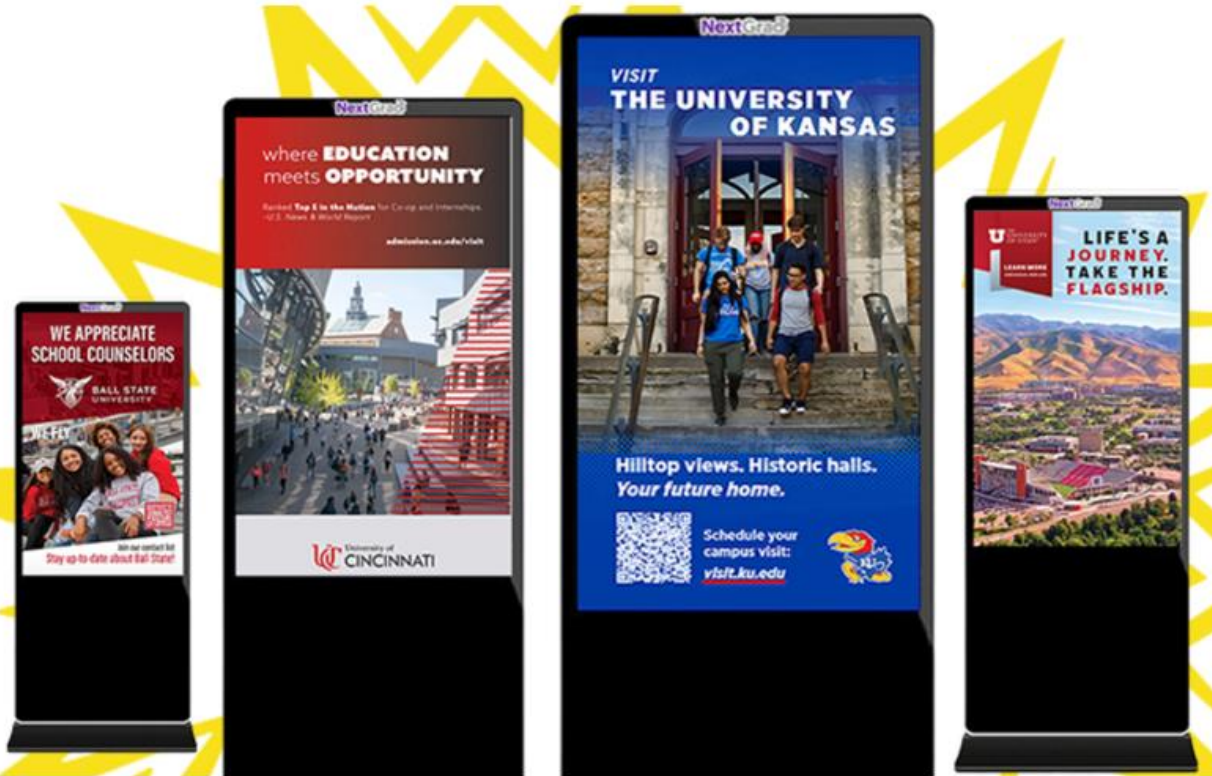
What will you love at DU? Apply now! du.edu/loveDU



THE DENVER DIFFERENCE



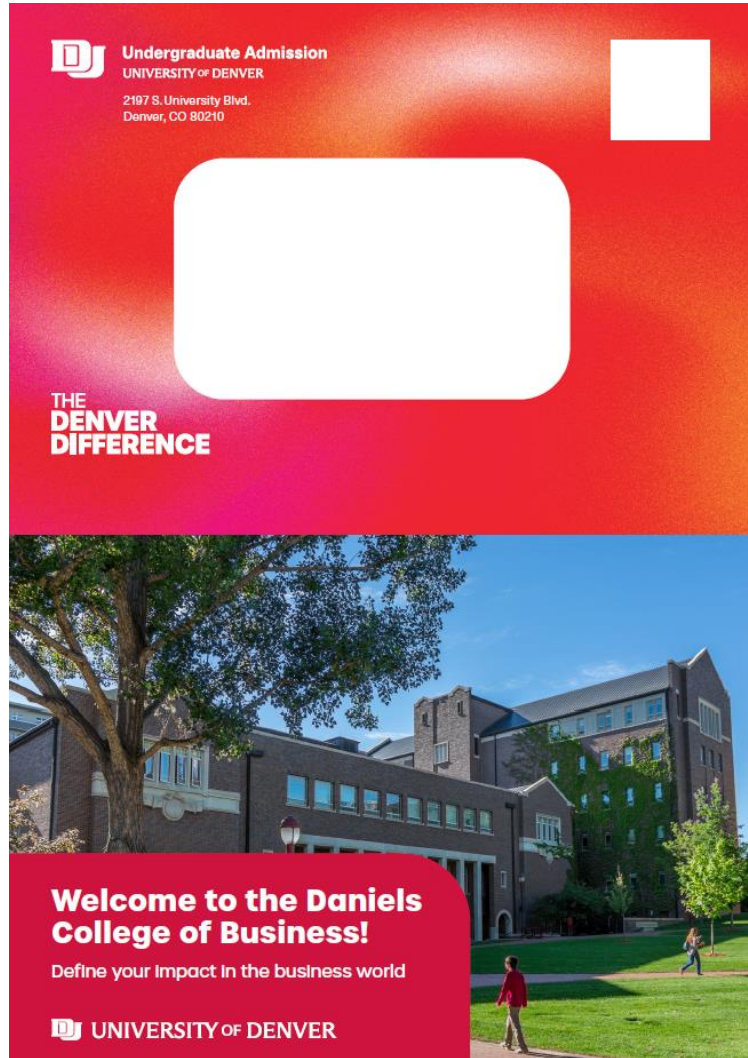
NextGrad – Digital Billboards in High Schools



1. Bellarmine College Prep - San Francisco Bay
2. Creighton Prep - Omaha
3. Lakewood High School - Denver
4. Olathe North High School - Kansas City
5. Olathe Northwest High School - Kansas City
6. Shawnee Mission Northwest High School - Kansas City
7. Stephen F. Austin High School - Houston
8. Barrington High School - Chicago
9. Columbine High School - Denver
10. Golden High School - Denver
11. Green Mountain High School - Denver
12. Mundelein Consolidated HS - Chicago



Mailers to Admits – Specific Colleges (DCB Sample)



Your future starts now

{{Student Name}}, at the Daniels College of Business, our small classes mean big opportunities, with faculty who mentor and guide you in and out of the classroom.

Learning isn't limited to lecture halls here. Experiential learning is a fundamental part of our curriculum, whether working with companies on real business projects, getting to enjoy Colorado's incredible outdoors at the Kennedy Mountain Campus, or traveling abroad to learn about business in another country.

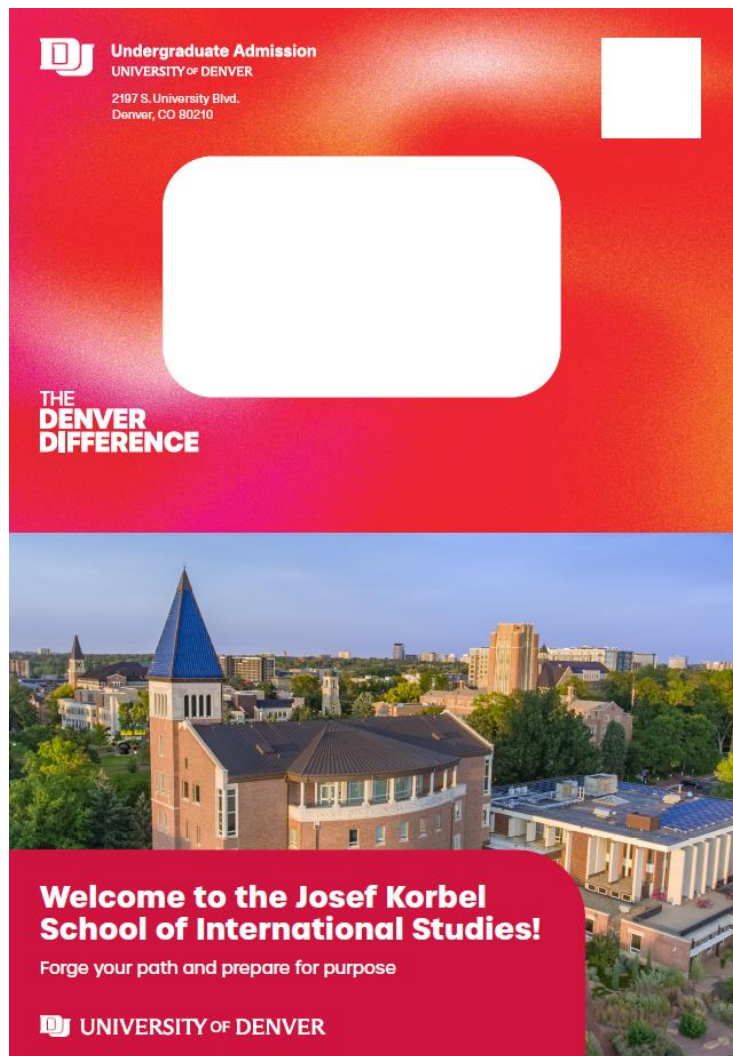
Beyond the curriculum, you'll connect with industry leaders, tap into a powerful alumni network and receive expert career coaching tailored to your goals. Join Daniels—where business meets opportunity! Are you ready to thrive? Let's build your future together.



Learn more about the student experience
at Daniels College of Business.
du.edu/advancing-opportunity



Mailers to Admits – Specific Colleges (Korbel Sample)



Where impact transcends borders

{{Student Name}}, welcome to Korbel! Here, you'll learn from distinguished faculty, including former global affairs practitioners and policymakers who are shaping the world stage.

With real-world experiences in global research, study abroad and collaborations with international NGOs, your education goes beyond the classroom. Build expertise in international relations, human rights and public policy, while developing the leadership skills to make a lasting global impact. Supported by Korbel's extensive alum network and Denver's dynamic international community, you'll find a path toward meaningful change on a global scale.



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du.edu/advancing-impact

Artificial Intelligence



AI – File Reading

- Transcript/GPA Calculation
- Course summary/grades in courses
- Credit evaluations
- Summaries of Essays and Rec Letters



AI – Marketing and Personalization

- Personalized Emails
- Retargeting ads/messages
- Website personalization
- Search efficiencies

AI can allow for interactions with students to always be context-aware of their funnel stage and activity on your website.

THANK YOU

