We've totally refreshed the freshmen experience.
“We are going to re-write the freshman experience.”

– Pres. Taylor Randall
Communication goals

Build awareness and excitement in the new Freshmen Experience at the U. Create FOMO.
Who are we talking to?

Primary audience is in-state high school students and their parents.
The one thing

The University of Utah has a better, more enriching Freshmen Experience.
What supports “The one thing”

1. Real-world research opportunities
2. Exciting learning-abroad locations
3. On-campus living/learning groups
Stamp of approval. Guaranteed Fresh.
New Utah Fresh Website
You're In!
Choosing where to go to college is one of the most important decisions you will make. Congratulations on making the best one!

We've totally refreshed the freshman experience.
At the U, we're providing you with a world-class college experience that puts you a step ahead of the rest. Why now if you go anywhere else?

START HERE
New Student Checklist
Everything you and your family need to know as a new U student.

Looking for quick videos?
Our searchable library of video resources will help you find exactly what you are looking for.

Need help or have questions?
We are here to help you with anything you need.

Parents & Family
Parents, we know it can be hard to see your child off to college. That's why we have resources to help you be involved in your student's college experience every step of the way, from move-in day to graduation.