

Middle School Recruitment Initiatives



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Introduction

- College of DuPage, or COD, is a two-year community college, in Glen Ellyn, Illinois. The college serves students residing in Illinois' Community College District 502, which is most of DuPage County and parts of Cook County and Will County.
- In 2012, the College of DuPage Board of Directors approved a newly created Admissions Representative position to focus primarily on Middle School Recruitment.

A conceptual image of a road stretching into the distance under a bright sky. The road is dark asphalt with a white dashed line down the center. The road itself forms the shape of a large upward-pointing arrow, starting wide at the bottom and narrowing as it points towards the horizon. The landscape on either side is a vibrant green field. The sky is a mix of blue and white, with a bright light source on the left creating a lens flare effect.

ROAD TO COLLEGE



ROADBLOCKS

CAN'T AFFORD IT



LOW PARENTAL
SUPPORT



FAMILY
RESPONSIBILITIES





Too early for college?



**IT'S NEVER TOO EARLY TO START
PLANNING FOR THE FUTURE.**



College readiness begins in Middle School.

- The U.S. Department of Education recommends that students begin planning for college as early as sixth-grade.

1. Fostering academic preparation and achievement

2. Supporting parent involvement

3. Providing college and career planning information

4. Helping students through the many steps



Informational Gaps in High School

- Many students in High School lack the basic college information needed to apply to college.
- Some students do not start thinking about their college decisions until Senior year!





Ready or not...

- Many middle schools understand the necessity for early college-readiness.
- These schools are preparing their students for the future...today.
- Jane Addams Middle School is an example.

**JANE ADDAMS
TO COLLEGE
AND
BEYOND**

MORRIS VALLEY

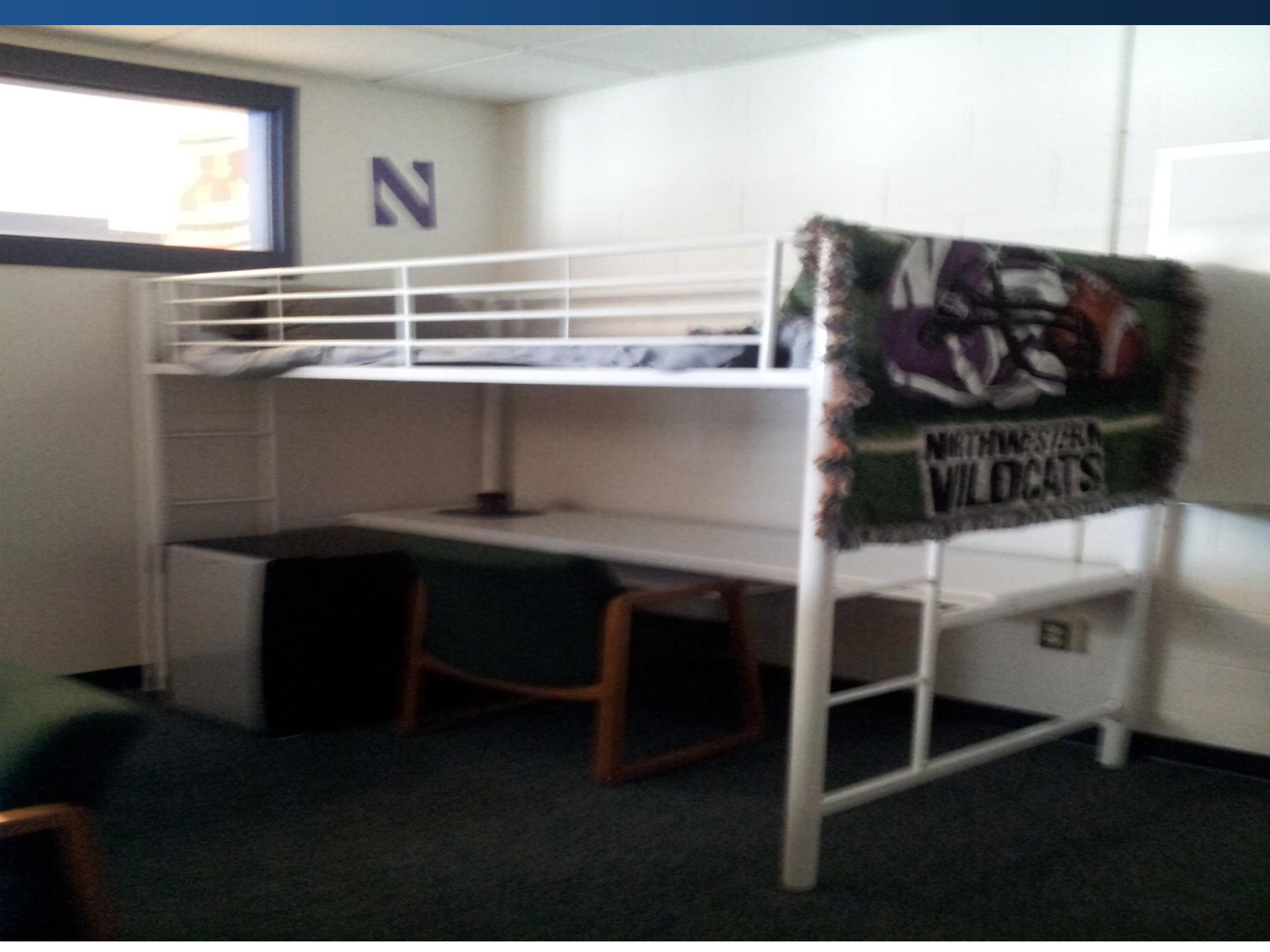




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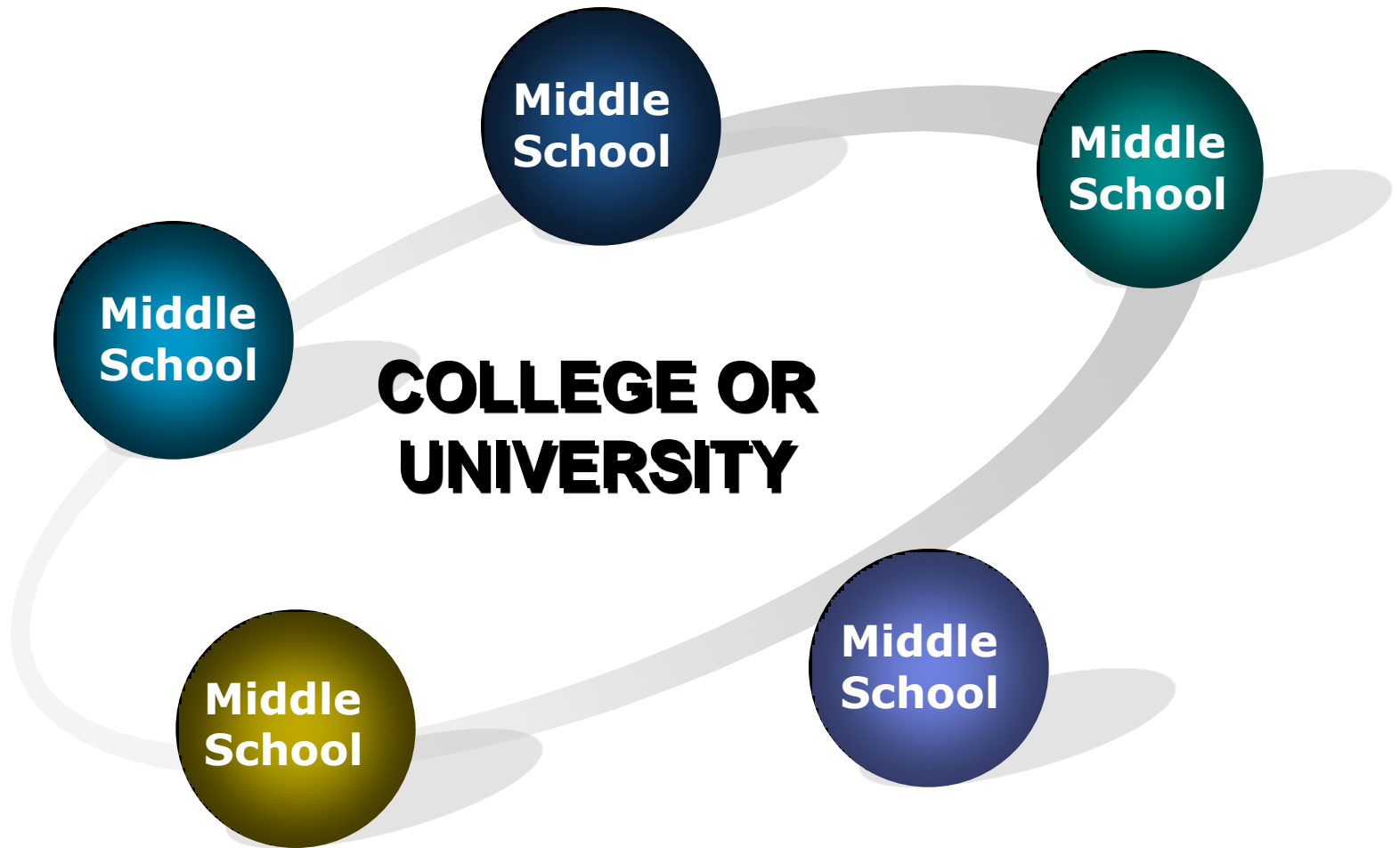
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Making Connections





Benefits to your college

BENEFITS OF WORKING WITH MIDDLE SCHOOL STUDENTS



**SHOW
YOUR
SCHOOL**

**PLANT THE
EDUCATIONAL
SEED**

**INCREASE
AWARENESS**



The path to college

Middle School

High School

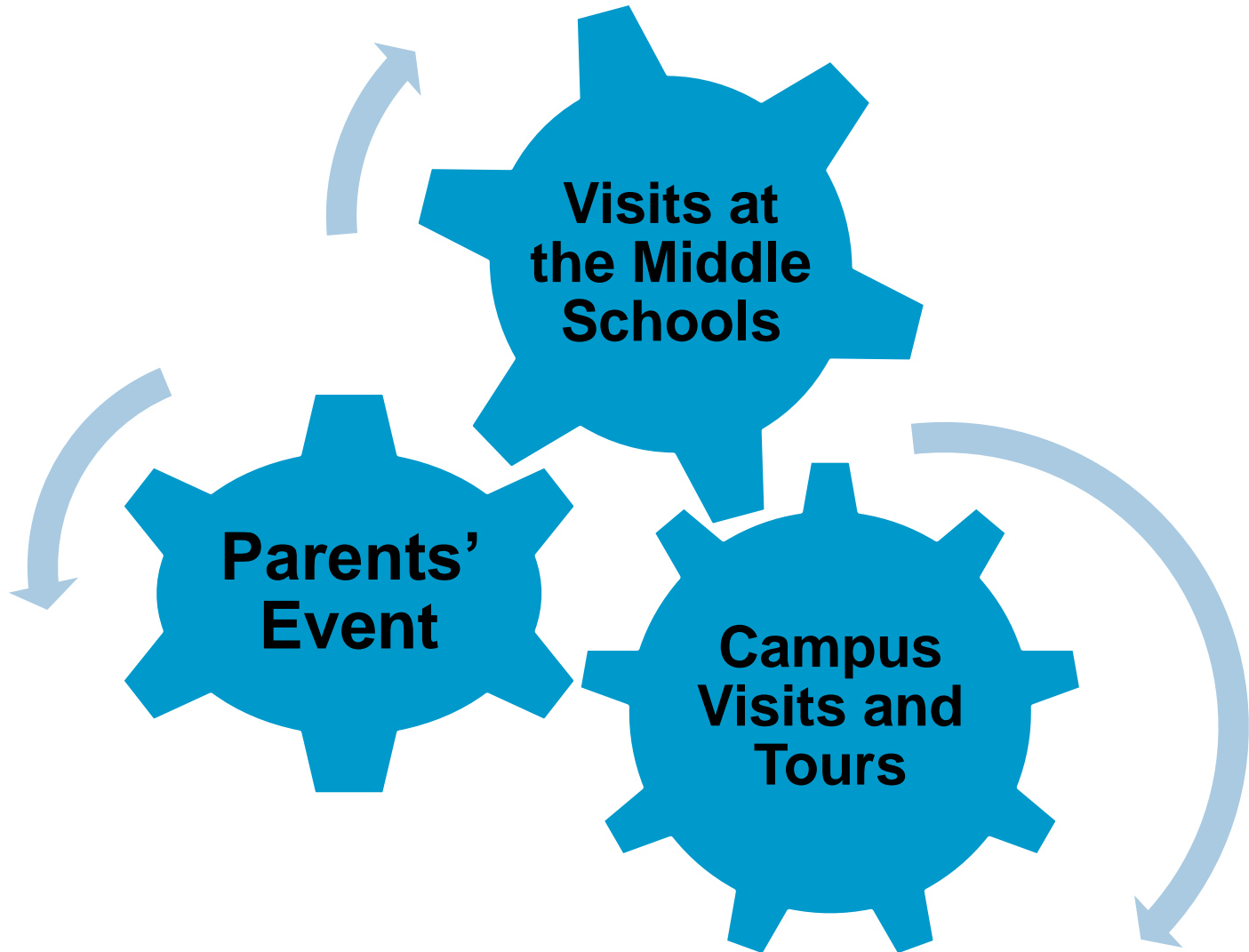
College





Wheels in motion...

Middle School Initiatives





Visits at the Middle Schools

- **Classroom Visits (guest speaker):**
 - Career exploration
 - College preparation
 - Plans for the future
- **Career Fairs**
- **College Fairs**



Engaging Middle Classroom Visits





Sample Classroom Visit

- **Classroom Visits:**
 - 50 to 55 minutes
 - Introduction
 - Interactive College Awareness Presentation
 - Hands-on activities
 - Personal statement (testimonial)
 - Questions! “Ask the college guy”
 - Teacher concludes the visit



Career Fairs





College Fairs





Typical questions at fairs

- Is college hard?
- What is your mascot? Why?
- What are your colors?
- Can I play sports at your school?
- What sports do you have?
- Where is your school?
- Do I have to live there?
- Do you have an (x) program?



Campus Visits & Tours





An unforgettable Campus Visit Day

- First exposure to a college campus
- Students participate in a college-awareness presentation.
- Students receive a full campus tour
- Students can eat lunch on campus



Sample Agenda

Sample Schedule

State University Welcomes East Middle School

Tuesday, March 3

9:30 am	Arrive on Campus	Parking Lot
9:30 – 9:45 am	Welcome to College! Presentation by the Admissions Office and University Students	Visitor's Center
10:00 – 10:45 am	Campus Tour Residence Hall Financial Aid Office Library Quad Student Union Career Center	
11:00 – 11:30 am	Small Group/Lectures Anna Morales, Ph.D., Biology Charles Johnson, Ph.D., English Adam Marquez, MBA, Finance Gabiella Ellis, MS, Computer Engineering	Lecture Room 1 Lecture Room 2 Lecture Room 3 Lecture Room 4



Planning tips

- Work with one main individual
- If possible, obtain a cell number
- Have a plan B, C, D....
- Give counselor office number
- Plan for more students than expected
- Alert other departments of visit
- Make arrangements with cafeteria or others
- Require an (x) amount of chaperones per (x) amount of students (Our policy is 1:10)



An exceptional campus tour





Student Ambassador Tips

- Make sure you schedule enough ambassadors to handle group
- Make sure they are aware that they are touring Middle School students
- Students can often connect with student ambassadors



Planning Resource



**Kids2College
College Visit
Planning Guide**



Middle School Presentation





Middle School Presentation

- Make your presentation interactive
- College Knowledge Survey
- Focus on **basic** college information
- Encourage career exploration and activities
- Highlight the fun aspects of college
- Tell students about the benefits of college
- Give students fun facts about your school
- Provide basic financial aid information
- Finish with some words of encouragement



Engaging students

- Know your audience
 - Latino students?
 - African-American students?
 - Special need students?
 - Home School students?
- Provide activities
- Have various formats
 - i.e. Jeopardy Game





Activities Resources



STEP BY STEP: COLLEGE AWARENESS AND PLANNING

MIDDLE SCHOOL CURRICULUM

Grades 7 through 8



***At College of DuPage, we are
challenging young students to
start thinking about their
future...today.***

But are we really making a difference?

A heartfelt 'Thank You'



January 30

Dear ~~4th~~ college reps,
Thank you so much
for coming to Robert C. Hill! I
learned so much. I learned from your
school that your mascot is the roadrunner
because the classes are far apart. So,
you have to run that's why you call
yourself "roadrunners" even though you
don't have a roadrunner mascot.

Everyone has a big dream,
so do I! My big dream is to
be a fashion designer when I grow
up. I will try to achieve that by drawing
and getting into it more!

Sincerely,
Hayley

P.S

I would love to get more info. Please write back! Mrs. Tate

4th grade

THANK YOU

