Transfer Recruitment: Thinking outside the box of the typical college fair IACAC Transfer Summit 2016

April Ponte Coordinator of School Relations/ Transfer Admissions Counselor University of Illinois, Urbana-Champaign

Our Transfer Population

- * ~4900 applications (28% increase since 2009)
- * Fall 2015 ~1380 transfer students enroll
- * Yield is 66%
- * Retention rate for transfers is around 91%
- * Average GPA after first semester at Illinois is 3.3
- * 50% from community colleges in IL and 50% from other institutions
- * 75% of enrolled transfers are from IL

History of Transfer Recruitment

- * Transfer Coordinator Role
- * One on-campus event for transfers and counselors
- College Fairs
- * One Course Articulator

And Now...

- * 3 staff members dedicated to transfer recruitment
- * Several on-campus events
- offered throughout the year * College Fairs, Receptions, and
- * 4 person course articulation staff

Off-campus Transfer Events

Transfer Receptions

- * Informal setting
- Presentation and student panel (if transfer students are available)
- * Free food for students and parents
- * Low cost for us
- * 30-40 people total in attendance

Coffee Talks

- * Coffee Shops or Community College Setting
- * One-on-one interaction with student
- * 25 minutes appointments
- * Free coffee for student (low cost for us)
- * 10-12 appointments on average

Classroom Visits done by colleges

- * Visit specific classes to promote a major
- * Need approval from instructor
- * Present brief info for about 10 minutes at the beginning of
- * Many colleges on our campus have started to recruit using

On-campus Transfer Events

Transfer Visit Opportunities

- * Transfer Information Sessions
- * Group Visit opportunities
- * Transfer Orange and Blue Days
- * Admitted Transfer Days
- * Transfer VIP Visits

Community College Counselor Outreach

Community College Advisory Board

- * Established 2011-2012
- * 10 community college counselors from IL
- * Meals and expenses are covered
- What we are trying to achieve
 - Educate them on campus and transfer admissions
 Expose them to our campus

 - Receive feedback on our current process

 - Discuss new ideas/changes we have
 Listen to the board's ideas

Typical CCAB Agenda

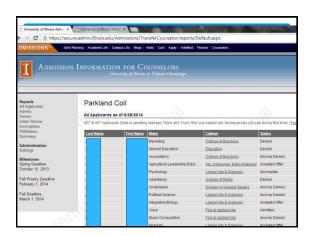
- * Two-day event
- * Starts with lunch on first day
- * 1:00-4:00 pm meeting with various people from the Admissions Office
- * Dinner at local restaurant
- * Breakfast on Day #2
- * Morning meetings with other campus units
- * Noon departure for home

Transfer Articulation Day

- * One-day event in the fall for all community college counselors
- * Typical attendance ~60 counselors
- * Agenda includes:
 - > Admissions presentation
 - Updates from all 10 academic communities
 - > Student panel/updates from other campus units

Community College Counselor Website

- * Implemented Fall 2012
- Password is mailed in September to one contact at the college
- * Provides counselors application numbers
- * Able to view decisions
- * Access to special forms
- * Includes important dates and deadlines





Communication

- * Transfer Emails sent through CRM
 - Transfer First Email http://admissions.illinois.edu/emails/campaign_transfer_ yesMylllini.html
 - > Academic Interest email
 - Apply Now email
 - > Admit email
 - > Accept email
 - Registration email

Communication con't

- * Letter to previously admitted freshman (from NSCH)
- * Letter to Honors program coordinators
- * Notice of Admission Letter, evaluation and brochure
- * Transfer Blogs
- * Transfer Facebook page
- * Illinois Near You page

What's Next?

- * Continue to work on strengthening community college partnerships
- * Community College Counselor Luncheon mid April
- * More in-depth Transfer campaign during application and/or yield process

Thank you for attending!

April Ponte

<u>aaponte2@illinois.edu</u>

217.300.0186