

Transfer Recruitment: Thinking outside the box of the typical college fair

IACAC Transfer Summit 2016

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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

Then...

- * 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 Coffee Talks
- * 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 class
- * Many colleges on our campus have started to recruit using this model

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

University of Illinois Admin | University of Illinois Admin

https://secure.admin.illinois.edu/Admissions/TransferCounselor/reports/Default.aspx

ADMISSIONS Early Review Academic Life Campus Life Blogs Video Cost Apply Admitted Parents Counselors

ADMISSION INFORMATION FOR COUNSELORS
University of Illinois at Urbana-Champaign

Reports
All Applicants
Denies
Under Review
Incompletes
Withdrawn
Summary

Administration
Settings

Milestones
Spring Deadline
October 15, 2013
Fall Priority Deadline
February 1, 2014
Fall Deadline
March 1, 2014

Parkland Coll
All Applicants as of 6/26/2014
407 of 407 Applicants (Data is updating between 10am and 11am, this may explain any discrepancies you see during this time) | [See What's Explanation Forms](#)

Last Name	First Name	Major	College	Status
		Marketing	College of Business	Denied
		Special Education	Education	Denied
		Accountancy	College of Business	Incomp Denied
		Agricultural Leadership Educ	Ag, Consumer & Env Sciences	Accepted Offer
		Psychology	Liberal Arts & Sciences	Incomplete
		Advertising	College of Media	Denied
		Undeclared	Division of General Studies	Incomp Denied
		Political Science	Liberal Arts & Sciences	Incomp Denied
		Integrative Biology	Liberal Arts & Sciences	Accepted Offer
		Voice	Fine & Applied Arts	Admitted
		Music Composition	Fine & Applied Arts	Incomp Denied
		Spanish	Liberal Arts & Sciences	Accepted Offer

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Major	College	Status	Term	Months
Marketing	College of Business	Denied	Fall	No
Special Education	Education	Denied	Fall	Yes
Accountancy	College of Business	Incomp Denied	Fall	No
Agricultural Leadership Educ	Ag, Consumer & Env Sciences	Accepted Offer	Fall	No
Psychology	Liberal Arts & Sciences	Incomplete	Summer	No
Advertising	College of Media	Denied	Fall	No
Undeclared	Division of General Studies	Incomp Denied	Fall	No
Political Science	Liberal Arts & Sciences	Incomp Denied	Fall	No
Integrative Biology	Liberal Arts & Sciences	Accepted Offer	Fall	No
Voice	Fine & Applied Arts	Admitted	Fall	Yes
Music Composition	Fine & Applied Arts	Incomp Denied	Fall	No
Spanish	Liberal Arts & Sciences	Accepted Offer	Spring	No
Anthropology	Liberal Arts & Sciences	Accepted Offer	Fall	No
Advertising	College of Media	Admitted	Fall	Yes
Social Work	School of Social Work	Denied	Spring	No
Elementary Education	Education	Accepted Offer	Fall	No
Finance	College of Business	Accepted Offer	Fall	No
Computer Science	Engineering	Incomp Denied	Fall	No
Earth, Soc, Env Sustainability	Liberal Arts & Sciences	Incomp Denied	Fall	No
Creative Writing	Liberal Arts & Sciences	Accepted Offer	Fall	No
Molecular and Cellular Biology	Liberal Arts & Sciences	Incomplete	Fall	No
Political Science	Liberal Arts & Sciences	Incomp Denied	Fall	No

Communication

- * Transfer Emails sent through CRM
 - Transfer First Email
http://admissions.illinois.edu/emails/campaign_transfer_yesMyillini.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!

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