New Freshman Outreach

- **High School Visits:** The admissions officers (AOs) have completed nearly 710 high school visits in Ohio, Pennsylvania, Illinois, New York, Michigan, Indiana and Maryland. The overall feedback from students, parents and school counselors has been very positive.

- **College Fairs:** The AOs represented The University of Akron at 169 college fairs in Ohio, Pennsylvania, New York, Illinois, Michigan, Indiana, Maryland, D.C., Kentucky, and West Virginia. We attended National College Fairs in Cincinnati, Chicago, Indiana, D.C. and Philadelphia. The Akron Guarantee Scholarship and tuition reduction for nonresidents have been favorably received in our out-of-state markets.

- **Counselor Programs:** We hosted 29 high school counselors in Central Ohio in October and 11 counselors in Cuyahoga/Lorain Counties in November. We have nearly 70 high school counselors scheduled to join us at the Advisory Board meeting at UA on Friday, Nov. 17. We also are hosting a high school counselor program in Toledo in December.

- **Bus Trips to UA:** We have hosted 19 high school bus trips. This outreach initiative includes a campus tour, Admissions information session, and complimentary lunch in Rob’s Café.

- **President’s Speakers Team:** We continue to promote the President’s Speakers Team during our interactions with high school counselors, principals and teachers. We visited 10 local high schools just to promote the Speakers Team.

- **We have visited 23 high schools within the six-county service region with President Wilson.**

- **Events:** We hosted three major visit days on campus this fall. We also continue to host daily visits in the morning and afternoon, as well as personal visits to UA.
  - Engineering Visit Day – 204 students attended
  - Fall Visit Day in October – 301 students attended
  - Fall Visit Day in November – 483 students attended.
  - Upcoming yield events include UA Scholars Day in January, Discovering Diversity Day in February, Senior Day: A to Zip in February and March.

Communication

- The strategy to communicate with students is a blended approach consisting of print materials, letters, personal notes, e-mails, phone calls, social media, etc. We are focused on communicating information about the UA advantages including AGS and the reduction in out-of-state tuition. Letters, postcards, e-mails and social media have been implemented to promote these advantages. We are in the process of developing a strategy to text students. We will implement this strategy on Nov. 27.

- Communication that we send on behalf of President Wilson includes:
  - Letter to parents of applicants – includes Rave Reviews brochure and AGS postcard
  - Letter to admitted students – includes UA decal
  - Letter to nonresidents to promote the reduction in out-of-state tuition and AGS
  - Letter to Ohio residents to promote AGS
  - E-mails after visit days to students that attended, as well as those that were registered but did not attend
  - We are implementing a monthly e-mail from President Wilson that will begin in November
Transfer Services

- Community Counselor Outreach: On Friday, October 20, we hosted the annual Transfer Counselor Articulation Forum. More than 30 counselors and advisors attended from the following institutions: Cuyahoga Community College, Lakeland Community College, Lorain County Community College, Stark State College, Hocking College, and Belmont College. Topics covered included: Transfer Pathways and articulation agreements along with information on our Criminal Justice degree tracks and our new Cybersecurity program. Each UA college also provided updates related to degree changes and course requirements.

- Prospect Outreach: We are making personal calls and contacts to prospective students and students that have applied for the 2018 spring semester but are still missing credentials. We are promoting the new Akron Guarantee Scholarship for Transfer Students and reminding students of the November 15 application deadline.