Utilizing Online Tools to Strengthen the K-12 Recruitment Pipeline

Paul Johnson
Lauren Olsen
Office of Enrollment Management
Agenda

• Overview of RU
  – The Office of Enrollment Management

• K-12 pre-college pipeline
  – Importance of establishing a strong pipeline
  – Group exercise: current strategies

• K-12 pre-college pipeline at RU
  – Initial vision
  – Overview of resources: program directory and portal
  – How systems are used by EM and PC programs

• Summary and discussion
Fall 2015:
Over 67,000 Total University Enrollment

- Founded 1766: public AAU, doctoral-granting, research institution
- 31 schools and colleges
- 22,000+ faculty/staff
- 470,000+ alumni
- July ‘13: RU merged with the University of Medicine and Dentistry of NJ, adding 9 schools to the University
- July ‘14: RU entered the Big Ten
Office of Enrollment Management

- Admissions
- Registrar
- Rutgers Future Scholars

- Financial Aid
- Research & Enrollment Information Services (REIS)
K-12 Pre-College Pipeline

“As higher education institutions continually search for new tools to promote student learning and development, the importance of establishing connections to middle school and high school-aged students cannot be overlooked. Establishing a strong pre-college pipeline is an investment in students and communities, and also provides many benefits to an institution, which in turn can encourage greater collaboration within the university.”

- National Collaborative for the Study of University Engagement
Current Strategies At Your Institutions

• What does K-12 outreach currently look like at your institution, and who leads these initiatives?

• Is there potential to develop strategic partnerships within the K-12 pipeline?

• How can the K-12 pipeline at your institution potentially enhance prospect recruitment initiatives?
Rutgers K-12 Pre-College Pipeline

Our vision:

1) Develop a centralized approach to connect K-12 students and families to Rutgers programs, camps, and resources.

2) Collect information about prospective students to conduct outreach via admissions and recruitment.

3) Connect RU staff (program administrators and admissions/recruitment) with data regarding program participants/prospective students.

Office of Enrollment Management
Pre-College Resources

For K-12 students and parents:

Precollege.rutgers.edu
• Searchable online directory listing RU’s programs/camps available during the academic year and summer, with an administrative back-end for program administrators.

Myrutgersfuture.rutgers.edu
• Customizable online student portal with ability to track interests and activities, register for on-campus events, communicate with RU programs/camps, learn about RU majors and careers, and receive advising on academic progress via RUonTarget?

For internal and external communications:

Eis.rutgers.edu/simphony
• In-house Customer Relationship Management (CRM) system, with communication, event management, contact management, and reporting/analytics tools available university wide.

Office of Enrollment Management
Why These Systems?

- **Recruitment**
  - Top students identified early
- **Efficiency**
  - All tools “speak” to each other
  - Mobile compatibility
- **Research**
  - Is it working?
  - Academic research

For pre-college administrators:

- **Tracking** (# applied/enrolled at RU, National Student Clearinghouse data)
- **Evaluation** feedback loop (What is working? What to improve?)
- **Fundraising/support building** (What is the impact?)

Office of Enrollment Management
# K-12 Pre-College Directory: Search Results

Below are the programs currently listed in the directory. To filter the list, click the first letter of the program for which you are looking.

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>12th Grade College English</td>
<td>The 12th Grade College English program offers New Brunswick high school seniors for credit, college-level English courses taught by professors from the Rutgers English Department.</td>
<td>View</td>
</tr>
<tr>
<td>4-H Rutgers Science Youth Development Program (RU SET)</td>
<td>New Jersey 4-H has unique after school programs and science club opportunities that encourage excitement and accomplishment in science learning.</td>
<td>View</td>
</tr>
<tr>
<td>4-H Youth Development Program</td>
<td>4-H is a community of young people across America who are learning leadership, citizenship, and life skills. The NJ program offers opportunities in science, foods, outdoor adventure, and more.</td>
<td>View</td>
</tr>
<tr>
<td>ALL Youth Media Symposium</td>
<td>YMS is an after-school youth development program that focuses on leadership development, education advocacy and media production for Newark high school students.</td>
<td>View</td>
</tr>
<tr>
<td>AVID (Advancement Via Individual Determination)</td>
<td>Advancement Via Individual Determination (AVID) helps prepare students for entry into four-year undergraduate institutions by increasing their level of academic performance.</td>
<td>View</td>
</tr>
<tr>
<td>Aim High Academy - Rutgers Newark</td>
<td>A free three-week, residential program on the Rutgers University-Newark campus for rising 12th grade students focusing on Earth Ecology.</td>
<td>View</td>
</tr>
<tr>
<td>BOLD (BioCONECT Oncology Leadership Development Initiative)</td>
<td>A unique summer learning opportunity for students who have an interest in learning about cellular biology and genetics of cancer, as well as the diverse careers connected to the field.</td>
<td>View</td>
</tr>
<tr>
<td>BTE (Bridge to Employment)</td>
<td>This program was established world-wide to connect students to the health care industry and its many career opportunities.</td>
<td>View</td>
</tr>
<tr>
<td>BizEd - Rutgers Camden</td>
<td>BizEd is a summer leadership program for high school students. “Building Business Leaders” is offered for seniors and “Building the Best You for Business” is offered for juniors.</td>
<td>View</td>
</tr>
<tr>
<td>CMHC Science and Technology Summer Camp</td>
<td>This summer camp program provides an opportunity for middle and high school students to explore science and technology disciplines based on challenging and real world problem solving.</td>
<td>View</td>
</tr>
</tbody>
</table>
BOLD (BioCONECT Oncology Leadership Development) Initiative
Rutgers Cancer Institute of New Jersey

A unique summer learning opportunity for students who have an interest in learning about cellular biology and genetics of cancer, as well as the diverse careers connected to the field.

Program Requirements

Open to high school students entering 9th-12th grade in Fall 2015.

Deadline:
Submit a completed application by March 31, 2015. Visit our website for the online or paper application.

Enrollment Criteria:
Students who meet particular program criteria can apply to this program approved/accepted to participate.

Program Fee:
Yes - $125.00 (one-time)

Description

High school aged students are invited to apply for the BOLD Camp (BioCONECT Oncology Leadership Development) summer learning opportunity for students who have an interest in learning about cellular biology and geno the diverse careers connected to the field.

During this week-long interactive experience, students will increase their understanding of cancer-related treatment options and current research through the context of breast cancer. More importantly, they will learn strategies and learn first-hand about diverse careers related to the field as they live the experience among Rutgers Cancer Institute of New Jersey.

Dates:
July 27 - July 31, 2015 (Monday - Friday)

Location

Address: 195 Little Albany Street
New Brunswick, NJ 08903

Phone Number: (732) 235-4160

Affiliated Campuses:
New Brunswick/Piscataway

Who This Program is Best Suited For

Grade Level:
High School Freshmen
High School Sophomores
High School Juniors
High School Seniors

Interests:
Academic Enrichment/Challenge
Academic Support/Guidance/Study Skills
Career Preparation/Counseling
College Awareness
Summer Programs

Office of Enrollment Management
K-12 Pre-College Directory: Program Administration

Currently Enrolled Students

Apply Filter
Drag a column header and drop it here to group by that column

<table>
<thead>
<tr>
<th>ID</th>
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<th>Last Name</th>
<th>First Name</th>
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<td>Smith</td>
<td>John</td>
<td><a href="mailto:johnsmith@university.com">johnsmith@university.com</a></td>
</tr>
<tr>
<td>10002</td>
<td>2016</td>
<td>Johnson</td>
<td>Jane</td>
<td><a href="mailto:janejohnson@university.com">janejohnson@university.com</a></td>
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<tr>
<td>10003</td>
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<td>Smith</td>
<td>Jane</td>
<td><a href="mailto:janesmith@university.com">janesmith@university.com</a></td>
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<tr>
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<td>2018</td>
<td>Johnson</td>
<td>John</td>
<td><a href="mailto:johnjohnson@university.com">johnjohnson@university.com</a></td>
</tr>
</tbody>
</table>

National Student Clearinghouse Data

The National Student Clearinghouse provides longitudinal data on student outcomes, such as college enrollment, retention, and graduation. Listed below are data provided for Paul by the National Student Clearinghouse.

<table>
<thead>
<tr>
<th>CEEB</th>
<th>College Name</th>
<th>College State</th>
<th>Institution Type</th>
<th>Number of Years</th>
<th>Begin Date</th>
<th>End Date</th>
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<tr>
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<td>Private</td>
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<td>4</td>
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<tr>
<td>002155-00</td>
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<td>MA</td>
<td>Private</td>
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<tr>
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<td>4</td>
<td>09/02/2014</td>
<td>12/19/2014</td>
<td>N</td>
</tr>
</tbody>
</table>

Rutgers Future Scholars Program - Newark

Listed here are available reports that you can run to assist in managing your program.

Student Reports

Enrolled Students by Region
View a listing of students who have enrolled in your program broken down by geographic region.

Current Converted GPAs for Enrolled Students
View a listing of converted GPAs for students enrolled in this program who have entered final grades into the Self-Reported Academic Record (SRAR). Only students with at least one year of completed SRAR data will be shown.
MyRutgersFuture: Student Portal

Upcoming Campus Tours

Type of Visit: Newark Campus Tours

Rutgers Business School walking tour
Thursday, July 7, 2016 @ 10:00 a.m.
Englehard Hall, room 101
NewarkNJ07102

Register

Walking Tour of Rutgers University-Newark
Thursday, July 7, 2016 @ 2:00 p.m.
Englehard Hall, room 101
NewarkNJ07102

Register

Inside Look @ Rutgers-Newark
Tuesday, July 12, 2016 @ 10:00 a.m.
Englehard Hall, room 100
NewarkNJ07102

Register

My Majors and Interests

Click on a major below to find out more information about it.

Accounting
Animal Science
Anthropology
Art History
Biotechnology
Comparative Literature
Dance (B.A.)
Economics

Add Majors

Want more Info?

Are you interested in learning more about programs offered at Rutgers?

Click the link below to create your own personalized Information Packet that you can download, save, and print.

Create Your InfoPacket

Upcoming University Events

CORE Training Program
Available through: 2016-07-07 12:45:00 Thu
Hort Farm No. 1 - Holly House-NJ Garden Club Hdq
130 Log Cabin Road
New Brunswick, NJ

The Core Training Program is a basic pest control training course for those that are interested in becoming a Pest Control Operator.

More info...

"Small yet potent: Novel peptide hormones: From discovery to deployment*
MyRutgersFuture: Self-Reported Academic Record

Select a School to Enter/Edit Coursework

East Brunswick High School
CEEB Code: 310283
380 Cranbury Rd
East Brunswick, NJ 08816

Enter Coursework

Enter Coursework for 2016 - 2017
Instructions:
- Do not round or estimate any grades
- Only enter courses taken during 2016-2017

2016-2017 GPA
I have not received an annual GPA for this academic year.
Courses Were Taken In
Grade Source

Enter Coursework:

<table>
<thead>
<tr>
<th>Subject Area</th>
<th>Generic Course Title</th>
<th>Course Name</th>
<th>Course Level</th>
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<td>--Select--</td>
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Grades

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<tr>
<th>Marking Period 1</th>
<th>Marking Period 2</th>
<th>Marking Period 3</th>
<th>Marking Period 4</th>
<th>Final Grade</th>
</tr>
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<td>--Select--</td>
<td>--Select--</td>
<td>--Select--</td>
<td>--Select--</td>
<td>--Select--</td>
</tr>
</tbody>
</table>

Course Length: Full Year

Teacher Comments:
01 - Demonstrates effort and interest
02 - Demonstrates academic improvement
03 - Demonstrates behavioral improvement
04 - Participates well in class
MyRutgersFuture: RUOnTarget? Advising Report

Personally Created for: Henrietta Rutgers
Selected Campus/Region: University-Wide

Your Cumulative GPA may appear to be different than what’s reported by your school. Rutgers University uses a converted grade-point average that is on a 4.0 weighted scale (range: 0 ("F") to 4.5 "A+") that takes into account several factors which include your courses, grades, and course level (e.g., Honors, AP). All GPAs are standardized in this fashion for the RU On Target advising report.

Overall GPA Analysis (University-Wide)

Shown here is your Grade Point Average (GPA). The GPA is calculated based on the cumulative coursework and grades entered as part of your Self-Reported Academic Record data. Along with your GPA, you can also see the 25th percentile and 75th percentile GPA scores for students who have been admitted to various schools at the university.

For simplicity purposes, we are showing your GPA on a 4.0 weighted scale (range: 0 ("F") to 4.5 "A+").

Cumulative GPA

Your GPA: 3.60
Rutgers GPA 25th/75th Percentile: 3.11 / 3.92

SAT Score Analysis (School of Engineering)

Shown here is your Scholastic Aptitude Test (SAT I) Reasoning combined score. Your SAT score is comprised of the critical reading, math, and writing sections of the SAT based on the most recent exam scores entered into your self-reported academic record. If you have sent the university an official SAT score report, we will use that data instead in this section.

SAT Score

Your SAT Score: 2070
Rutgers SAT 25th/75th Percentile: 1890 / 2170

Your SAT score exceeds the 25th percentile of students who were admitted to Rutgers. This places you in the mid-range of students who were admitted based on their SAT scores. Great job so far. While your SAT score is one of many factors used to determine if you get admitted to a college, it is an important one. Increasing your SAT score can make a big difference not only with regards to getting admitted to Rutgers but also getting admitted to the schools to which you have applied.
Simphony: Messaging and Marketing

Summary:

<table>
<thead>
<tr>
<th>Message</th>
<th>Campaign</th>
<th>Number Sent</th>
<th>Number Read</th>
<th>Read Ratio %</th>
<th>Number Unsubscribed</th>
</tr>
</thead>
</table>

Trackable Link Breakdown:

<table>
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<tr>
<th>Displayed Text</th>
<th>URL Link</th>
<th>Number Clicked</th>
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<tr>
<td>List of Meeting Attendees</td>
<td><a href="http://admissions.rutgers.edu/UserContent/images/New/NonBrinshwick/REIS/Pre-College_Universitywide_Meeting_1_Attendee_List.pdf">http://admissions.rutgers.edu/UserContent/images/New/NonBrinshwick/REIS/Pre-College_Universitywide_Meeting_1_Attendee_List.pdf</a></td>
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<tr>
<td>Participant Survey Snapshot</td>
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<td>7</td>
</tr>
</tbody>
</table>

Hi [NAME_FIRST],

We hope all is well, as many of you are gearing up for summer programming! Given the feedback we received regarding our first pre-college universitywide meeting in February, we are coordinating a second meeting this fall. Please mark your calendars and save the date for the upcoming meeting in October.

Tuesday, October 4, 2016
10:00am-2:00pm
Visitor Center, 100 Surphen Road, Busch campus

Additional details will be provided in the coming months, both via email and the pre-college newsletter. As with the first meeting, we will solicit your feedback to shape the agenda for the event. Please be on the lookout!

We look forward to our next convening, and we hope your summer programming is a success.

Happy summer

Lauren Olsen
Pre-College Project Coordinator
Research and Enrollment Information Services (REIS)
Office of Enrollment Management

This email was sent from an unmonitored email account. If you would like to contact us, please use precollege@reis.rutgers.edu

Distribution:

Message Distribution (last 6 months)

Distribution by Month (last 6 months)
Simphony: Reports

National Student Clearinghouse Status

- Students with NSC Records: 77.9% Y, 22.1% N
- Attending Two vs. Four Year Colleges: 70.9% 2, 22.1% 4, 7.0% N/A
- Attending Public vs. Private Colleges: 74.4% Public, 22.1% Private, 3.5% N/A

College Breakdowns:
- HOWARD UNIVERSITY
- KEAN UNIVERSITY
- LEHIGH UNIVERSITY
- MIDDLESEX COUNTY COLLEGE
- N/A
- PENNSYLVANIA STATE UNIVERSITY
- RUTGERS - THE STATE UNIVERSITY OF NJ - CAMDEN
- RUTGERS - THE STATE UNIVERSITY OF NJ - NEWARK
- RUTGERS - THE STATE UNIVERSITY OF NJ - NEW BRUNSWICK
- SPelman COLLEGE
- SUNY MONROE COMMUNITY COLLEGE
Simphony: Personalized Registration Forms

Select Banner Graphic

- Standard Admissions
- Financial Aid
- University Undergraduate Admissions
- Douglass Residential

Events

The following events will be listed on this registration form. To add more events, click the ‘Add Events’ button. To remove events, click the ‘Remove’ link next to the event in which you wish to remove.

<table>
<thead>
<tr>
<th>Event ID</th>
<th>Event Name</th>
<th>Event Date</th>
<th>Options</th>
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<tbody>
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<td>97923</td>
<td>Transfer Hon. Tradition</td>
<td>07/23/2013</td>
<td>Remove</td>
</tr>
<tr>
<td>99391</td>
<td>Camden Info Session</td>
<td>07/18/2013</td>
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</tr>
<tr>
<td>99310</td>
<td>Scarlet Day Plus</td>
<td>07/16/2013</td>
<td>Remove</td>
</tr>
<tr>
<td>99310</td>
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<tr>
<td>98597</td>
<td>Scarlet Day</td>
<td>07/16/2013</td>
<td>Remove</td>
</tr>
</tbody>
</table>
System Use/Current Progress

- Over 100 programs currently on the site
- 6,000+ portal registrants/prospects
- Tracking/research collaboration with the Rutgers Future Scholars program
  - $7 million in fundraising
  - White House College Opportunity Summit
- Increased collaboration/coordinator buy-in
  - E.g. NSC data
- Soliciting user feedback for continued resource enhancements
  - New features recently released, additional forthcoming
  - U-wide pre-college convening

Office of Enrollment Management
Systems Impact: Rutgers Future Scholars

• Recruitment in 7th grade from our home communities
  – Addition of Rahway in 2016
  – Programmatic tracking through middle and high school
  – Program and RU application assistance

• RU students – continued support and progress monitoring once at the university
  – 254 Scholars across 3 cohorts currently attending Rutgers
  – Collaboration with student support services (EOF, learning centers, internship opportunities, etc.)
  – Link to National Student Clearinghouse/Registrar data

• Online program application that integrates with systems
District vs. Rutgers Future Scholars
High School Graduation Rates

State of NJ Average Grad Rate 86%

2013 Average for RFS Districts: 68.4%
Active RFS Class of 2017 and 2018: 97.5%

Source of district and state figures: New Jersey Department of Education (2013), compiled by taking averages of cohort grad rates by district. “Active” students regularly participated in RFS programming during their senior year in high school. The high school graduation rate for all students in the Class of 2017 and 2018 is 83.2%.
Summary Points

• Systems like these can be used for recruitment from first contact on campus (huge win)
• Integration across tools and platforms to increase efficiency
• Built-in research, tracking, and evaluation components to benefit program staff u-wide
• Fuel academic research to provide fresh insights into pre-college program success
Questions/Discussion

Given our discussion today, what will you take back to your institution?

- How can you utilize technology to enhance your efforts in Enrollment Management?
- With whom can you connect to begin or continue to build strategic partnerships?
- What resources are already available, and what additional resources will you need?
- What data points are important to collect and track consistently as it relates to the pre-college pipeline?
Thank You

For a personalized demo of these resources, questions, and further discussion:

Paul Johnson
Associate Vice President, Enrollment Management
Research and Enrollment Information Services
paul.johnson@rutgers.edu

Lauren Olsen
Pre-College Project Coordinator, Enrollment Management
Research and Enrollment Information Services
lauren.olsen@rutgers.edu

Office of Enrollment Management