Utilizing Online Tools to Strengthen the K-12 Recruitment Pipeline/Pathways

Office of Enrollment Management
Agenda

• Overview of RU
  – The Office of Enrollment Management

• K-12 pre-college pathways
  – Importance of establishing a strong pathway
  – Group discussion: current strategies at your institution

• K-12 pre-college pathway at RU
  – Initial vision
  – Overview of resources: program directory and portal
  – Current progress and lessons learned

• Summary and discussion
Founded 1766: public AAU, doctoral-granting, research institution

- 31 schools and colleges
- 22,000+ faculty/staff
- 486,000+ 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

Fall 2016: Almost 69,000 Total University Enrollment
The New Rutgers University

- 4 chancellors:
  - New Brunswick
  - Newark
  - Camden
  - Biomedical and Health Sciences

- $3.78 billion operating budget

- $1 billion financial aid budget

- $658 million in annual research and development expenditures places Rutgers among the nation’s top 20 public universities

Office of Enrollment Management
Office of Enrollment Management

- Admissions
- Registrar
- Rutgers Future Scholars
- Financial Aid
- Research & Enrollment Information Services (REIS)
Enrollment Management Student Life Cycle

Prospect/Referral/K-12 Program Participant

Donor

Applicant

Alumnus/a

Admitted

Graduate Student

Enrolled

Current Student

Office of Enrollment Management
K-12 Pre-College Pathways

“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 (pathway) 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
Rutgers K-12 Pre-College Pathways

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) to data regarding program participants/prospective students and outcomes.

Office of Enrollment Management
Current Strategies At Your Institutions

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

• Is there potential to develop strategic partnerships between K-12 pathways and local community partners and higher ed institutions?

• How can K-12 pathways at your institution potentially enhance prospect recruitment initiatives?
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/symphony**
- 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**
  - 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**: What is working? What to improve?

- **Fundraising/support building**: What is the impact?
K-12 Pre-College Directory

109 Programs
6,400+ Requests for Information
180+ Program Coordinators

About the Programs

Where Are They?
- Newark: 22
- New Brunswick/Piscataway: 75
- Camden: 8
- Multiple Campuses/Off-Campus: 4

What Do They Do?
- 28 Academic Enrichment Programs
- 12 Athletic Programs
- 4 Career Preparation Programs
- 21 College Access Programs
- 8 College Credit Programs
- 4 Early Education Programs
- 21 Arts Programs
- 8 Recreational/Environmental Programs
- 3 Foreign Language Programs
**Rutgers Upward Bound & Upward Bound Math-Science**

*Undergraduate Academic Affairs - Student Access and Educational Equity*

Upward Bound & Upward Bound Math-Science are pre-college programs designed to assist and motivate students to successfully graduate from high school, prepare for college admission, and complete their baccalaureate degree.

*more info*
K-12 Pre-College Directory: Program Details

BOLD (BioCONNECT 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 10th-12th grade in Fall 2017.

Deadline:
Submit a completed application by March 31, 2017.

Enrollment Criteria:
Students who meet particular program approved/accepted to participate.

Program Fee:
Yes - $250.00 (one-time)

Financial Assistance:
Yes

Description

High school aged students are invited to apply for the BOLD Camp (B) summer learning opportunity for students who have an interest in learning the diverse careers connected to the field.

During this week-long interactive experience, students will increase the treatment options and current research through the context of breast cancer strategies and learn first-hand about diverse careers related to the field Rutgers Cancer Institute of New Jersey!

Dates:
July 17-25, 2017 (Monday - Friday)
Applications will be available January 2017, deadline to apply is March
For more information and to apply visit the BOLD website.

Location

Address: 195 Little Albany Street
New Brunswick, NJ 08903

Phone Number: (732) 235-4190

Affiliated Campuses: New Brunswick/Piscataway

Who This Program is Best Suited For

Grade Level:
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
K-12 Pre-College Directory: Program Administration

This is your program summary. From here you can fully administer your program and registered students.

Current Status

Progress Towards Annual Enrollment Goal of 50 students (based on High School Graduation Year)

Click this button to view or edit this program's description, options, and selections.

Click this button to manage students who have expressed interest or are enrolled in this program.

Click this button to grant people access to manage this program.

Office of Enrollment Management
College Enrollment Reports

National Student Clearinghouse Status

- Students with NSC Records: 77.9% (Y) 22.1% (N)
- Attending Two vs. Four Year Colleges: 70.9% (Y) 22.1% (N) 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

Pre-College Program: 182
MyRutgersFuture: Student Portal

Office of Enrollment Management
MyRutgersFuture: Self-Reported Academic Record
MyRutgersFuture: RUOnTarget? Advising Report

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 (*) 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 (*) to 4.5 (A+)).

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.

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>
<thead>
<tr>
<th>Displayed Text</th>
<th>URL Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>List of Meeting Attendees</td>
<td><a href="http://admissions.rutgers.edu/UserContent/Images/Pre-College_Universitywide_Meeting_1_Attendee_list.pdf">http://admissions.rutgers.edu/UserContent/Images/Pre-College_Universitywide_Meeting_1_Attendee_list.pdf</a></td>
</tr>
<tr>
<td>Participant Survey Snapshot</td>
<td><a href="http://admissions.rutgers.edu/UserContent/Images/Pre-College_Universitywide_Meeting_1_Attendee_list.pdf">http://admissions.rutgers.edu/UserContent/Images/Pre-College_Universitywide_Meeting_1_Attendee_list.pdf</a></td>
</tr>
</tbody>
</table>

**Distribution:**

*Message Distribution (last 6 months):*

- June 2016: 659
- May 2016: 490
- April 2016: 885
- March 2016: 1558
- February 2016: 1176
- January 2016: 837

*Distribution by Month (last 6 months):*

- June 2015: 659
- May 2015: 490
- April 2015: 885
- March 2015: 1558
- February 2015: 1176
- January 2015: 837

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 Tushman 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 Olson
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.
Simphony: Event Management

This is your event dashboard. Shown here are events (both upcoming and recently passed) which you have created or are associated with or have been included in as either a staff coordinator or staff attendee.

My Events

Current Events

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Location</th>
<th>Event Date</th>
<th>Role</th>
<th>Number of Registrations</th>
<th>Event ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symphony Demonstration - May 2016</td>
<td>Visitor Center</td>
<td>5/28/2016 1:00:00 PM</td>
<td>Owner</td>
<td>0</td>
<td>121238</td>
</tr>
<tr>
<td>2016 Summer Institute</td>
<td>Rutgers University</td>
<td>5/24/2016 8:00:00 AM</td>
<td>Primary Contact</td>
<td>45</td>
<td>122271</td>
</tr>
<tr>
<td>Symphony Demonstration - April 2016</td>
<td>Visitor Center</td>
<td>4/7/2016 13:30:00 PM</td>
<td>Owner</td>
<td>0</td>
<td>120205</td>
</tr>
</tbody>
</table>

Create New Event

To begin creating your event, enter the following information and click "Next."

What is the name of your event?

When is your event taking place?

Start Date | | at |
End Date | | |

Transmission has been completed.

Where is your event taking place?

Yes
No

Set Location

This event is taking place at a physical location.

Address entered:

This event is taking place at a virtual location.

This event does not have a location associated with it.

Current Snapshot

Total Registrations by Collection Type

<table>
<thead>
<tr>
<th>Collection Source</th>
<th>Students</th>
<th>Total Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tutoring/Mentoring Session Attendee (LA)</td>
<td>165</td>
<td>165</td>
</tr>
<tr>
<td>Tutoring/Mentoring Session Registration (LA)</td>
<td>165</td>
<td>165</td>
</tr>
</tbody>
</table>

Total Registrations by Month

<table>
<thead>
<tr>
<th>Month</th>
<th>Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2015</td>
<td>1824</td>
</tr>
</tbody>
</table>

Submit

Event Evaluation

To evaluate this event, enter the information requested below. Fields marked with an * are required.

Event Details

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Symphony Demonstration - May 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Visitor Center</td>
</tr>
<tr>
<td></td>
<td>100 Sulphen Road Room 106</td>
</tr>
<tr>
<td></td>
<td>Piscataway Township, NJ 08854 US</td>
</tr>
<tr>
<td>CS Code</td>
<td>RX - R225 - Web Application Training Registration - Private</td>
</tr>
</tbody>
</table>

Event Attendees

* Staff Attendees
(Enter the staff members' names here)

Other Attendees
(one per line)

Enter any other staff or non-staff attendees in this space.

Olsen, Lauren - R02
Simphony: Personalized Registration Forms

Create a Registration Form

Select Banner Graphic

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

Events

<table>
<thead>
<tr>
<th>Event ID</th>
<th>Event Name</th>
<th>Event Date</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>97923</td>
<td>Transfer/Non-Tradition</td>
<td>07/23/2013</td>
<td>Remove</td>
</tr>
<tr>
<td>98361</td>
<td>Camden Info Session</td>
<td>07/10/2013</td>
<td>Remove</td>
</tr>
<tr>
<td>98918</td>
<td>Scarlet Day Plus</td>
<td>07/16/2013</td>
<td>Remove</td>
</tr>
<tr>
<td>98819</td>
<td>Scarlet Day Plus</td>
<td>07/16/2013</td>
<td>Remove</td>
</tr>
<tr>
<td>98597</td>
<td>Scarlet Day</td>
<td>07/15/2013</td>
<td>Remove</td>
</tr>
</tbody>
</table>
System Use/Current Progress
System Use/Current Progress

- Over 110 programs currently on the site
- 7,500+ portal registrants/prospects
- Tracking/research collaboration with the Rutgers Future Scholars program
  - $10.5+ million in fundraising
  - White House College Opportunity Summit
  - National Model/Program Toolkit (JMU, U of Michigan)
- Increased collaboration/coordinate buy-in
  - E.g. NSC data
- Soliciting user feedback for continued resource enhancements
  - U-wide pre-college convenings

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
- RU students – continued support and progress monitoring once at the university
  - 320+ Scholars across 4 cohorts currently attending Rutgers
  - Collaboration with student support services
  - Link to National Student Clearinghouse/Registrar Data
- Online program application that integrates with systems
Summary Points

- Systems serve as helpful community resource
- 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 pathways?
Thank You

For questions and further discussion:

**Paul Johnson**  
Associate Vice President  
Office of Enrollment Management/REIS

**Lauren Olsen**  
Manager of Pre-College Projects & Partnerships (REIS)

**Courtney McAnuff**  
Vice President of Enrollment Management  
Office of Enrollment Management

**Elena Ragusa**  
Director of Pre-College Research & Partnerships (REIS)

**Victoria Cabrera**  
Research Assistant (REIS)