12-3-14

Ad Hoc Admission Meeting

1:15-2:15, Gilmer Room

Present: Heather Hayton, Wenling Wang, Barbara Boyette, Andy Strickler, Thomas Guthrie, Steve Shapiro, Kami Rowan

Andy presented information to the committee about the admission process.

Summarization of presentation:

Difficult to nutshell—two angles

1. the prospective students’ perspective
2. the admission counselor perspective

Another important question to consider is -At what point do prospective students enter the pool?

These above factors make the admission process varied. Guilford works with recruitment vendors who have built fairly sophisticated models of trends. Zip codes are prioritized based on historical and enrollment trends. Or markets are driven by geography.

Market #1 = North Carolina

Market #2 =Mid-Atlantic Northeast

Market #3 = CA, FL, GA, SC, TN, TX

Market #4= rest of the US

If a prospective student is only a name in the database, the process is automated. 18 months ago, admission did a discovery process—research project by Grip Design. During this process, we talked to current students, faculty/staff, alums, students who were accepted but went elsewhere, etc. (cross-section of folks).

Two main takeaways from the research were:

1. Prospectives don’t know we’re Quaker
2. and Don’t know what Quaker is

Admission then worked began to work closely with Marketing to create a view book that addressed the lack of familiarity with Quakerism. We’re now owning that we’re Quaker, there only 13 of us in the US, and we’re the only one in the south. Every person in our database receives this view book. They get the view book, an inquiry from Andy, and a departmental sheet if they express an interest in a specific major. The view book was $50k to create.

Through the inquiry phase, most of this stuff is automated. The exception comes when we meet a student on campus and/or on the road. At this point, the interactions become more of a personal relationship between a counselor and the prospective. This year admission gave every counselor a cell phone and put their # on all their business cards.

Admission has worked to incorporate a stronger Quaker message, real visual images, and a new marketing “look.” We’re also using new tools-ex. Snapchat—counselors send pictures of campus, or exciting things that are happening.

Once a student becomes an applicant, they hear from Guilford directly via an admittance letter. Qualitative goal #1 is we build relationships with prospectives and their families. Every accepted student gets a personalized paragraph in his or her acceptance letter. Every accepted student gets a phone call from his or her assigned admission counselor. At that point, admitted students get a sequence of materials from admission. Our counselors are trained 85% in the financial aid process. Hobson’s database has lots of information about prospectives.

Admission is working to increase the depth of the campus visit. If a student has been admitted, and they’re visiting campus, they’re not allowed to sit in a standard information session. Instead, these students receive a one-on-one meeting with their admission counselor.

From the prospective student side, our pre-admit communications flow and content (major sheets, social media, etc.) is our weak side.

Our admission strength is that once a student applies and is admitted we are all over them with materials, calls, texts, and all forms of communications.

Students can apply using the Common Application, but we are also a member of the CFNC (College Foundation of NC), which means we have to provide an application through them. Completed traditional application is: transcripts, application, essay, letter of recommendation, and either SAT or writing portfolio

Tom requested to see a blank application. Andy explained that anyone can view the application by creating an account on the Common App and "apply" to Guilford College.

Every admission application gets read twice. Once by the admission counselor who then writes a paragraph and it moves on to a second reader. If there is a disagreement, Andy or Shelly will have a discussion about that application. CFNC has one week a year for free applications. 1.75 GPA is the cut-off for not re-reading the app. Everything above a 1.75 gets read at least twice and reviewed.

Admission applications are also read within the context of their high school. The rubric we use gets two different qualifiers.

1. quality of their high school

2. Quality of courses

Admission has created a new rubric this year to try and figure out what is working and what is not. Andy gives his counselor the right to modify rubric/grid scores based on individual factors.

Andy will bring the application rubric, scholarship information, and yield by category spreadsheet to the January meeting.

*Minutes by Kami Rowan*