

High Profile Recruitment

Strategic efforts to attract applicants who meet or exceed UNF's average FTIC profile (applicants higher than a 3.7 GPA, 1200 SAT and/or 24 ACT) incorporate a dedicated and highly personalized approach. This task is not only spearheaded by a Scholarship Recruitment Coordinator, but comprises one of the main focal points within the Admissions Office.

Identification

All academically talented high school students, who could become applicants, are initially identified in bulk on any number of lists which the Admissions Office acquires: National Merit, PSAT juniors, etc. These thousands of highly sought after, academically gifted high school students begin receiving targeted marketing materials which emphasize scholarship opportunity, personalized attention and cutting edge services. A fraction of these Suspects respond to our initial efforts and become Prospective Applicants. Prospects enter a more involved phase of Marketing and Recruitment. All Suspect and Prospect high school student data is maintained in the *Recruitment Plus* database which allows admissions staff to track progress and correspondence.

Recruitment

High Profile recruitment strategy is informed by Prospective Applicant data and by historical trend. Proactive, in-person efforts by the coordinator include group presentations at high schools, on-site admissions and college fair attendance. The scholarship coordinator also seeks inclusion in meetings with academically focused community groups, such as the Joe Berg Society. Passive, in-person efforts include campus tours, open houses and on-site admissions. Phone and mail campaigns focus on increasing applications as well as completing unfinished applications. This population receives all communications targeted towards general applicants plus an additional and specially targeted branch of the communication funnel that speaks to information important to high profile student populations. These communications include Outcome publications, scholarship offers and reminders, personalized birthday cards and inclusion in our Purl campaign. Through all recruitment activity, the message remains the same: emphasize scholarship opportunity, personalized attention and cutting edge services.

Yield Strategies

Admissions seeks to give very high-touch attention to potential students, something larger deep-pocketed institutions can't always do. Once the potential high profile student has applied and been admitted, a number of targeted efforts are employed to better insure the highest possible percentage will attend UNF. This is a vital part of the admissions process since these valuable students are being bombarded by every other institution to which they've applied. With highly personal email and phone campaigns, the students are notified of campus events which may be of interest to them or of application requirements yet to be met. These strategies could be used for getting housing contracts completed, providing Honors Program information, financial aid paperwork submitted, orientation confirmations, immunization requirements and the

like. Also, a large part of this process is in pairing all qualifying students with the funding and resources they need to make their college goals a reality.

Scholarships

A variety of merit based scholarships act as an incentive in the recruitment of high profile students. These include, but are not limited to the following:

- *UNF Academic Scholarship*: \$20,000 over 4 years; Awarded to all National Merit, National Hispanic and National Achievement Finalists
- *Presidential Scholarship*: \$10,000 over 4 years for GPA ≥ 3.75 , SAT ≥ 1260 or ACT ≥ 28 . It is awarded to the first 160 students who apply and qualify. All other qualifying students are waitlisted to be awarded as funding becomes available.
- *Blue & Gold Scholarship*: \$8,000 over 4 years awarded to a GPA ≥ 3.5 , an SAT ≥ 1200 or an ACT ≥ 25 . This competitive scholarship requires students to submit an essay.
- Nine Institutional Scholarships such as the *Terry* and *Gray* offer awards ranging from \$1000 to \$16000 for academically gifted students who choose to attend UNF.

Events

A variety of events are planned and supported by Admissions to help further increase the attraction and matriculation of high profile students. These include, but are not limited to, a reception for Admitted Presidential Scholars, the annual Stanton Luncheon, guidance office lunches at specific high schools and participation in UNF Honors college applicant events. These events evolve and change year to year, but remain vital in projecting a competitive image within the greater Jacksonville community.