**Student Recruitment**

**Recruitment Overview**

In early February, our [student application](https://www.bottomline.org/content/student-application) opens for high school juniors who are interested in applying for Access and high school seniors who are interested in applying for Success Direct or Bluprint. Bottom Line staff are involved in recruitment via outreach efforts (presentations, social media campaigns, etc.) and intake work (supporting students as they complete the application process and answering their questions.)

On this page you'll find details and materials related to:

* [Recruitment & Intake Priorities](https://tbl500amory.sharepoint.com/sites/SuccessProgramCurriculum/SitePages/Student-Recruitment.aspx#2021-recruitment-intake-priorities)​​​​​​​
* [Student Eligibility](https://tbl500amory.sharepoint.com/sites/SuccessProgramCurriculum/SitePages/Student-Recruitment.aspx#student-eligibility)
* [Applicant Statuses](https://tbl500amory.sharepoint.com/sites/SuccessProgramCurriculum/SitePages/Student-Recruitment.aspx?xsdata=&sdata=U0dzVDNocldnemhiQ1h2Q05LaWxQd2x6RDlEL25Bc3plNml6bGdKUkJ0bz0%3D&ovuser=97405bf3-68fc-4681-aa9f-205c2a526573%2cmbarton%40bottomline.org&OR=Teams-HL&CT=1674662041516&clickparams=eyJBcHBOYW1lIjoiVGVhbXMtRGVza3RvcCIsIkFwcFZlcnNpb24iOiIyNy8yMzAxMTEwNTYwMCIsIkhhc0ZlZGVyYXRlZFVzZXIiOmZhbHNlfQ%3D%3D#applicant-statuses)
* [Rules & Reminders](https://tbl500amory.sharepoint.com/sites/SuccessProgramCurriculum/SitePages/Student-Recruitment.aspx#rules-and-reminders)
* [The Intake Process](https://tbl500amory.sharepoint.com/sites/SuccessProgramCurriculum/SitePages/Student-Recruitment.aspx#the-intake-process)
* [Confirming Eligibility](https://tbl500amory.sharepoint.com/sites/SuccessProgramCurriculum/SitePages/Student-Recruitment.aspx#confirming-eligibility)​​​​​​​​​​​​​​

**Questions? Feedback? Bring them to the Student Recruitment Teams Channel!**

**Recruitment & Intake Priorities**

Recruitment is a huge group effort that can look very different region-to-region and year-to-year. That said, we have set some One Bottom Line priorities to help guide our strategy. Below is a list of our current priorities and updates we have made to the process over the past few years to support them:

* **Eliminating barriers** to students completing the application
  + 3-4 question interest form on the website to capture contact information from interested students in less than 1 minute
  + Cut the initial application in half; students should be able to complete it in less than 5 minutes
  + Creation of a student portal where students can start, save, and return to the second half of their application at any time
  + Direct access to upload (redacted) documents rather than sending them via text/email
* **Decreasing the administrative burden** on staff during the intake process
  + Automating emails that were previously sent by initial application reviewers
  + Reducing the number of data points intake advisors are expected to enter or update
* Increasing applications from and participation of **Young Men of Color**
* Finding ways to **incorporate student voice** into the recruitment process
  + Surveying current students about their experience applying to Bottom Line
  + Asking current students to test out the new application and give feedback
* Setting **deadlines for recruitment partnerships** so that students can take advantage of the whole summer of programming

**Student Eligibility**

Bottom Line takes the following things into account when making decisions about which students to accept into our incoming class.

For more context about each of these eligibility requirements and how this information is collected and verified, click the button below.

[**Full Eligibility Info Here**](https://tbl500amory.sharepoint.com/sites/SuccessProgramCurriculum/SitePages/Student-Eligibility-Criteria.aspx)

**Zip Code**

​​​​​​​Lives in your site's service area

[**Year in School**](https://tbl500amory.sharepoint.com/sites/SuccessProgramCurriculum/SitePages/Student-Eligibility-Criteria.aspx#year-in-school)

Access: Entering senior year of high school

Success: Entering 1st year of college at a Target School

[**First Generation Status**](https://tbl500amory.sharepoint.com/sites/SuccessProgramCurriculum/SitePages/Student-Eligibility-Criteria.aspx#first-generation-status)

Student's parent(s) have not earned a 4-year degree in the United States

[**Academic Preparedness**](https://tbl500amory.sharepoint.com/sites/SuccessProgramCurriculum/SitePages/Student-Eligibility-Criteria.aspx#academic-preparedness)

2.5 (80) unweighted high school GPA

* Students with a GPA of 2.3+ (75+ in NY) may be eligible on a case-by-case basis

[**Citizenship Status**](https://tbl500amory.sharepoint.com/sites/SuccessProgramCurriculum/SitePages/Student-Eligibility-Criteria.aspx#citizenship-status)

US Citizens, Permanent Residents, Refugees/Asylees AND:

* In Chicago, undocumented and DACA students are eligible for Bottom Line
* In NYC, DACA students are eligible for Bottom Line

[**Family Income**](https://tbl500amory.sharepoint.com/sites/SuccessProgramCurriculum/SitePages/Student-Eligibility-Criteria.aspx#family-income)

|  |  |  |
| --- | --- | --- |
| **Family Size** | **"Target" Range** | **"Discretion" Range / Cap** |
| 1 | $40,000 | $60,000 |
| 2 | $40,000 | $60,000 |
| 3 | $50,000 | $70,000 |
| 4 | $60,000 | $80,000 |
| 5 | $70,500 | $90,500 |
| 6 | $81,000 | $101,000 |
| 7 | $91,000 | $111,000 |
| 8 | $101,500 | $121,500 |
| >8 | + $10,500 per extra person | + $10,500 per extra person |

**Eligibility Rankings**

Students in our program fall into one of three categories depending on the criteria above:

**Target**

Student meets ALL eligibility requirements:

* *Zip Code*
* *Year in School*
* *First Generation*
* *Academically Prepared*
* *Citizenship Status*
* *Family Income in the "Target" Range*

These students are given priority and should fill at least 95% of our class

**Discretion**

Student meets all eligibility requirements**except as shown:**

* *Zip Code*
* *Year in School*
* *Academically Prepared*
* *Citizenship Status*
* *First Generation AND Family Income in the "Discretion" Range  
  ​​​​​​​OR*  
  *Parent with a degree AND Family Income in the "Target" Range*

We have limited space for these students, and they should not fill more than 5% of our class

**Exception**

Student is technically ineligible for Bottom Line, but is admitted due to outside connections (Fee for Service Partnership, BL sibling) or extenuating circumstances.

* *The student does not qualify as Academically Prepared*
* *Family Income is above the "Discretion" Range*
* *A parent has a 4-year degree AND income is in the "Discretion" Range*
* *The student lives outside of our service area (this should be only in very, very rare cases where a partnership requires it)*
* *The student's Citizenship Status is not on the list of eligible statuses for the region (this should be only in very, very rare cases where a partnership requires it)*​​​​​​​

We have very limited space for these students, and they should not fill more than 2% of our class

*Note: we WILL NOT accept students who do not meet the "Year in School" criteria under any circumstances*

**Applicant Statuses**

Students who join Bottom Line will progress through the following "Applicant Statuses" in Salesforce:

|  |  |
| --- | --- |
| **New Applicant** | Students who have applied to the program and whose applications have not been reviewed yet |
| **Under Review** | Students who are potentially eligible for Bottom Line and who are working with an Intake Advisor to complete their Finalist Form and confirm eligibility |
| **Accepted** | Students who have submitted all required information and have been accepted to Bottom Line (previously "Confirmed") |
| **Scheduled** | The student is scheduled to attend a 1st meeting/checklist meeting |

**NEW February 2023**: Once a student attends their 1st meeting/checklist meeting, **their stage will be changed from "Applicant" to "Participant."**Do not make any change to the student's Applicant Status (i.e. it should remain "Accepted" or "Scheduled.") The Applicant Status should reflect the last/most recent status of the students' application to BL.

*This is replacing the step where staff were changing students to "Active" in the past.*

In addition, during student recruitment season you will also use/see the following applicant statuses:

|  |  |
| --- | --- |
| **Not Eligible** | Students who are not eligible for the program, based on self-reported information or submitted documents |
| **Unresponsive** | Students who have not responded after advisors have reached out to via phone and email at least 3 times over the span of 5 weeks |
| **No Longer Interested** | Students who clearly indicate that they are no longer interested in the program and do not wish to receive further follow-up |
| **Pending** | **Success Direct applicants only**: students who have submitted all required information and the only thing missing is confirmation of the college they will be attending |
| **Waitlist** | Discretion or Exception students who have submitted all eligibility documents OR Target students who are confirmed after the class is full |
| **Nonmatriculated** | Students who were accepted but then ended up not joining Bottom Line (*NEVER change an Accepted student back to "Unresponsive" or "No Longer Interested."*) |

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**Rules and Reminders**

* **The class is finalized on October 1; no one should be made Active or Nonmatriculated after that date.**
* If a student accidentally applies to the wrong program, there is a way to switch their program record type (for example, to switch them from Access to Success or from Success to Bluprint.) Please connect with your Student Recruitment & Partnerships Manager if a student needs to switch programs
* Once a student has been accepted, they should never be re-labeled as “No Longer Interested,” “Not Eligible,” “Unresponsive,” or any other stage that is specific to new student applicants.
  + Refer to the Stages & Statuses Flow Chart for more information
* No students should be marked as a Participant until after they have attended a 1:1 meeting with us (ideally a 1st Meeting/Checklist Meeting)
* If an eligible student's high school is not listed, submit a ticket to Jason and ask him to add the high school, rather than selecting "Other."
* **Under no circumstances will we accept a student into Success who is not entering their first year of college**. Please review transcripts and application information carefully to prevent this from happening.
  + The same is true for students who are not attending college in the fall. We will not accept students who are not actively attending college at a target school in the fall.
  + Occasionally, we have Access to Success students who want to take a Gap Year before heading to a Target College and joining Success. This is permitted, and the process for making this happen is:
    - Change the Access record to “Completed” *without* checking the “Create Success Record” checkbox
    - Let the student know that they need to reach back out to us in the spring/early summer before they enroll in college
    - When the student reaches out, submit a ticket to Jason and include the student’s full name and high school. Jason will create a Success Record for the student with the an “Accepted” applicant status. The student is now ready to schedule a checklist meeting and complete the Transition program

**The Intake Process**

Click the buttons to the right to learn more about the process!

**Part 1**: The student completes our [online application](https://www.bottomline.org/content/apply-bottom-line), which is reviewed by a designated member of the regional team  
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**Part 2**: Eligible students are invited to complete the Finalist Form via our student portal and will receive follow-up support from an intake advisor until the form is complete

[**Part 1**](https://tbl500amory.sharepoint.com/sites/SuccessProgramCurriculum/SitePages/Reviewing-Student-Applications.aspx)

[**Part 2**](https://tbl500amory.sharepoint.com/sites/SuccessProgramCurriculum/SitePages/Completing.aspx)

**Confirming Eligibility**

Intake Advisors will verify the student's eligibility in the following areas:

* Zip Code
* High School
* Other Program(s)
* Citizenship Status
* Year in School
* (Success Direct Only) College Attending

Intake Advisors will enter:

* Confirmed Family Income or EFC
* Confirmed income eligibility status
* Confirmed college generation status
* Confirmed academic preparedness
* Eligibility ranking