**Recruitment Report**

**2010-2011**

1. **Visits**

(Boca and HC combined)

High School visits: 533 (includes Drop Off’s)

High School Fairs: 307

NACAC’s: Atlanta, Boston, Ft. Lauderdale, Jacksonville, Miami, Philadelphia, Tampa, Long Island,

Atlantic City, Hartford, New Jersey, New York City, and Houston.

1. **Front Desk Numbers**

* Front Desk Visitors: August 2009-July 2010: 14,338

August 2010-April 2011: 11,420

* Information Sessions

And Campus Tours: August 2009-July 2010: 8,620

August 2010-April 2011: 5, 827

* Special Tours: August 2009-July 2010: 4,579

August 2010-April 2011: 3,584

1. **Events**

**Open Houses:** We sponsored two Open Houses in the fall of 2010. We saw over 750 prospective students with a total attendance of over 2,500 parents, students and guests.

* October: 379 students attended
* November: 379 students attended

**Campus Days**: We sponsored four Campus Days for admitted freshman. Over 1100 students attended the Campus Days this year. This is an increase of 22% from last year’s attendance.

We also sponsored the BRACE advisor meeting for Broward high school counselors and hosted the High School Counselor Luncheon in our Alumni Center. We also developed a High School Counselor Advisory Board to encourage local counselors to give us feedback on our recruitment efforts and communication and application processes for prospective students.

**College Week Live**: FAU’s involvement in CWL has increased over the years. The CWL program has included more individualized programs for specific types of prospective students. This year, we participated in Paying for College, STEM Day, Transfer Day, International Day, Florida Day, March CWL Fair Day, November CWL Fair Day, and our own FAU Open House. We saw a tremendous increase in the number of interested students. We doubled our numbers for our March event from 2010-2011 with an increase of over 1,500 prospective students for this one event. For the FAU Open House, we invited Dr. An from the College of Engineering and Computer Science (Ocean Engineering) to do a special “virtual” presentation. Dr. Johanson from the College of Science also did a session on Pre-Health professions. College Week Live continues to assist us in reaching out to students in other countries and states. This year, we had students from 44 states and 44 countries that visited our “virtual booth” or participated in one of our online chats or video presentations.

1. **Publications**

* Developed a new Out-of-State brochure for recruitment
* Developed a new Honors@FAU flyer
* Updated College brochures

1. **Social Media:**

* Developed and maintained a Facebook page for the Office of Admissions and also collaborated on managing a Facebook page for the Class of 2015. We currently have over 1,000 fans for the Admissions Facebook page and over 1500 for the FAU Class of 2015.
* We offered free sweatshirts to students who signed up for our Admissions Facebook page and gave away 4 sweatshirts in the month of April.

1. **Website:**

* Reorganized Office of Undergraduate Admissions website to be more “user friendly”