**Recruitment Report**

**2011-2012**

1. **Visits**

(Boca and HC combined)

High School visits:  **577** (includes Drop Off’s)

High School Fairs: **379**

NACAC’s & Out of State visits: Ft. Lauderdale, Jacksonville, Miami, Tampa, Georgia, Illinois, New York, New Jersey, Maryland, Pennsylvania

1. **Recruitment Application Numbers**
2. **Front Desk Numbers**

* Front Desk Visitors: August 2011-May 2012: **11,850**
* Information Sessions (418 Information Sessions/Campus Tours)

And Campus Tours: August 2011-May 2012: **6,372**

Special Tours (110) : August 2011-June 2012: **4,077**

1. **Events**

**Open Houses:** We sponsored two Open Houses. We saw over 870 prospective students with a total attendance of over **2,600** parents, students and guests.

* November 19, 2011: **399** students attended
* January 21, 2012: **471** students attended

**Campus Days**: We sponsored four Campus Days for admitted freshmen. Over **700** students attended the Campus Days this year.

**Counselor Events**:

*Brace Advisor Meeting*: We sponsored the BRACE advisor meeting for Broward high school counselors.

*High School Counselor Luncheon*: We sponsored a High School Counselor Luncheon for high school counselors in Florida. The event took place at the Harriet L. Wilkes Honors College.

*High School Advisory Board*: We held the High School Advisory Board meeting on November 16th and highlighted research in the College of Science, the College of Nursing and included a tour of our new football stadium.

*Out of State Counselor Meeting*: We held our first counselor event for out-of-state counselors. We had counselors from New York, New Jersey, Pennsylvania, Illinois, and Virginia

The program included tours of the residence halls, College of Business, Hoot Recordings, Ocean Engineering at Dania Beach, and highlights of campus life, including a presentation by Dr. Corey King, Dean of Students.

The counselors in attendance and their high schools were:

|  |  |  |
| --- | --- | --- |
| Deborah Navin | St. Pius X Catholic High School | Atlanta, Georgia |
| Donna Thomas | Peachtree Ridge High School | Suwanee, Georgia |
| Jeffrey Farson | Naperville North High School | Naperville, Illinois |
| Carla Mequita | Oceanside High School | Oceanside, New York |
| James Del Giudice  Phyllis Turchin | Commack High School | Commack, New York |
| Nicole Barry | Holy Spirit High School | Absecon, New Jersey |
| Christine Ryder | Southern Regional High School\* | Manahawkin, New Jersey |
| Hannah Hurlburt | Langley High School | McLean, Virginia |

\*Southern Regional High School: We have four tuition deposits from this high school this year.

**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, 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. Evelyn Frazier from the College of Science to do a special “virtual” presentation. Dr. Zager from the College of Arts and Letters also did a session on Hoot Recordings. 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:**

* Maintained a Facebook page for the Office of Admissions and also collaborated on managing a Facebook page for the Class of 2016.
* Maintained Twitter account for the Office of Admissions.
* We offered a prize to students who posted photos from their Campus Day visit.

1. **High Achieving Student Outreach**: The recruiters call all high achieving students who have incomplete applications. Each week, the recruiters would contact students to let them know what was needed in order for them to complete their application.

1. **Faculty Friends**: Continued with this program this year. The staff of the University Library was a great addition to this effort.

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| --- | --- | --- | --- | --- | --- | --- |
| **Individual High School Visits 2011-2012 (Out of State)** | | | | | |  |
|  |  |  |  |  |  |  |
| ***High School*** | ***City*** | ***State*** | ***201105*** | ***201205*** | ***201108*** | ***201208*** |
| Chamblee High School | Chamblee | GA | 0 | 0 | 6 | 6 |
| Milton High School | Milton | GA | 0 | 0 | 0 | 0 |
| Berkmar High School | Lilburn | GA | 0 | 0 | 12 | 4 |
| Shiloh High School | Gwinnett | GA | 0 | 0 | 0 | 0 |
| Archer High School | Lawrenceville | GA | 0 | 0 | 5 | 2 |
| Central Gwinnett High School | Lawrenceville | GA | 0 | 0 | 5 | 4 |
| Peachtree Ridge High School | Suwanee | GA | 0 | 0 | 7 | 1 |
| Stephenson High School | Stone Mountain | GA | 0 | 0 | 14 | 3 |
| St. Pius X High School | Atlanta | GA | 0 | 0 | 1 | 3 |
|  |  |  |  |  |  |  |
| William Penn Charter | Philadelphia | PA | 0 | 0 | 2 | 0 |
| Central Bucks South High School | Warrington | PA | 1 | 0 | 3 | 5 |
| Devon Prep School | Devon | PA | 0 | 0 | 0 | 0 |
| Woodlynde High School | Wayne | PA | 0 | 0 | 0 | 0 |
| Upper Dublin High School | Maple Glen | PA | 0 | 0 | 0 | 0 |
| Upper Moreland High School | Willow Grove | PA | 0 | 1 | 0 | 1 |
| Lower Moreland High School | Lower Moreland | PA | 0 | 0 | 0 | 0 |
| Radnor High School | Radnor Township | PA | 0 | 0 | 4 | 3 |
| Jenkintown High School | Jenkintown | PA | 0 | 0 | 0 | 1 |
| Council Rock North High School | Newtown | PA | 1 | 0 | 3 | 8 |
| Neshaminy High School | Langhorne | PA | 0 | 0 | 4 | 4 |
| Council Rock South High School | Holland | PA | 0 | 0 | 2 | 6 |
| Upper Merion High School | King of Prussia | PA | 0 | 0 | 1 | 8 |
| Norristown Area High School | Norristown | PA | 0 | 0 | 0 | 0 |
|  |  |  |  |  |  |  |
| Naperville North High School | Naperville | IL | 0 | 0 | 1 | 0 |
| Naperville Central High School | Naperville | IL | 0 | 0 | 0 | 0 |
| Neuqua Valley High School | Naperville | IL | 0 | 0 | 1 | 3 |
| Oswego High School | Oswego | IL | 0 | 0 | 1 | 0 |
| Glenbard East High School | Bollingbrook | IL | 0 | 0 | 0 | 0 |
| Glenbard West High School | Glen Ellyn | IL | 0 | 0 | 1 | 0 |
| Glenbard South High School | Glen Ellyn | IL | 0 | 0 | 0 | 0 |
| Wheaton Warrinville High School | Wheaton | IL | 0 | 0 | 0 | 0 |
| St. Charles East High School | St. Charles | IL | 0 | 0 | 0 | 0 |
| Glenbard North High School | Carol Stream | IL | 0 | 0 | 0 | 0 |
| Glenbrook South High School | Glenview | IL | 0 | 1 | 0 | 2 |
| Evanston Township High School | Evanston | IL | 0 | 0 | 0 | 0 |
| Niles West High School | Skokie | IL | 0 | 0 | 0 | 2 |
| Niles North High School | Skokie | IL | 0 | 0 | 0 | 0 |
| New Trier High School | Winnetka | IL | 0 | 0 | 2 | 1 |
| Glenbrook North High School | Northbrook | IL | 0 | 0 | 0 | 2 |
| Adlai Stevenson High School | Lincolnshire | IL | 0 | 0 | 2 | 6 |
| Deerfield High School | Deerfield | IL | 0 | 1 | 1 | 2 |
|  |  |  |  |  |  |  |
| Cherry Hill West High School | Cherry Hill | NJ | 0 | 0 | 4 | 2 |
| Haddonfield High School | Haddonfield | NJ | 1 | 0 | 7 | 1 |
| Lenape High School | Medford | NJ | 0 | 0 | 9 | 3 |
| Shawnee High School | Medford | NJ | 0 | 0 | 4 | 2 |
| Camden Catholic High School | Cherry Hill | NJ | 0 | 0 | 0 | 1 |
| Paul VI High School | Haddonfield | NJ | 0 | 0 | 9 | 6 |
| Bishop Eustice High School | Pennsauken Township | NJ | 0 | 0 | 5 | 7 |
| Maple Shade High School | Maple Shade | NJ | 0 | 0 | 1 | 0 |
| Notre Dame High School | Lawrenceville | NJ | 0 | 0 | 1 | 5 |
| Hopewell Valley High School | Pennington | NJ | 0 | 0 | 0 | 0 |
| Moorestown High School | Moorestown | NJ | 0 | 1 | 3 | 11 |
| Delran High School | Delran | NJ | 0 | 2 | 2 | 1 |
| Cinnaminson High School | Cinnaminson | NJ | 0 | 1 | 0 | 2 |
| Holy Spirit High School | Absecon | NJ | 0 | 0 | 18 | 6 |
| Ocean City High School | Ocean City | NJ | 1 | 2 | 12 | 5 |
| Egg Harbor Township High School | Egg Harbour Township | NJ | 0 | 0 | 7 | 4 |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Peekskill High School | Peekskill | NY | 0 | 0 | 4 | 1 |
| Mamaroneck High School | Westchester | NY | 0 | 0 | 3 | 1 |