

Utilizing the Summer Orientation Program for Student Recruitment and Relationship Building

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What's the problem?

- Aging facilities
- No live-on requirement
- Cost
- Prevalence of off-campus options



Addressing the problem

- What can we offer students at OSU they can't get somewhere else?
- How do we get this message out to students?



Past Efforts

- Phone calls
- Newsletters
- Emails
- Focus on new to OSU students



The "R" Word Retention!

Recruiting more students to live on campus throughout the summer will result in higher retention rates throughout the year.



The "R" Word

Creating Partnerships

- Involvement with the Summer Orientation process.
- Establish trust with parents.



The "R" Word

Summer Orientation

- Contact students before they attend.
- Have a presence at all events.
- Be available to answer questions.
- Seek out opportunities to interact with students.



The "R" Word

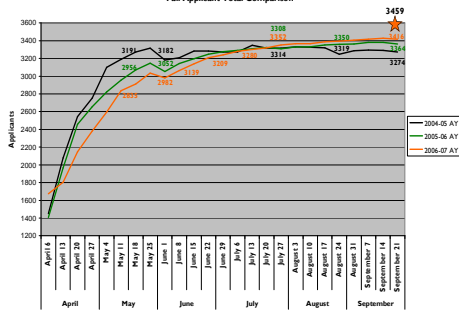
Establish Trust with Parents

- Parents are more involved in the entire college process.
- Provide information – even through the confines of FERPA.
- Be available to answer questions.



Results

Fall Applicant Total Comparison





Questions, Comments, and Discussion

What's going on at your institutions?

