FACULTY INVOLVEMENT IN STUDENT RECRUITMENT AND YIELD INITIATIVES

Students who attended our Honors Overnight invitational (reserved for the most academically talented 5% of students admitted to Western) are nearly three times as likely to confirm their enrollment to Western than students who did not attend (58.6% compared with 19.7%).

With increased competition for the best and brightest students, faculty involvement is instrumental in student recruitment and yield efforts. The quality of the faculty and the academic programs they provide is a major factor attracting high-achieving students to Western. Students want to feel special and faculty involvement can be critical when a student is making a final decision between one university and another.

"They expect more than a talk from a dean. They want to talk to professors in subjects that interest them."

-Millennials Go to College

Savvy students and families want to meet the faculty who will be guiding their academic experience. According to 2012 TeensTALK qualitative interviews, the number one factor influencing final college choice among freshmen was the "quality of my preferred major or field of study."

OPPORTUNITIES TO PARTICIPATE IN STUDENT RECRUITMENT AND YIELD ACTIVITIES AT WESTERN INCLUDE:

- Providing an Academic Interest Session (Western Fall Welcome, Western Preview)
- Hosting a Departmental Open House (Western Fall Welcome, Western Preview)
- Staffing a Departmental Table at a Campus Info Fair (Western Fall Welcome, Western Preview)
- Participating in the Whatcom Community College Majors Fair (October)
- Presenting on a Student-Faculty Panel (Discovery Days, Western Fall Welcome, Western Preview, Honors Overnight)
- Providing Academic Information to Community College Advisors (Transfer Advisors Workshop)
- Contacting a small number of high-achieving admitted students interested in your academic area to encourage enrollment (phone or email)
- Allow students to sit in on a class (pre-arranged)
- Completing a Faculty Profile for the Admissions website