



ALUMNI
STUDENT RECRUITMENT

2020-2021

handbook

Welcome!

Welcome new Alumni Student Recruiters and a huge THANK YOU to returning volunteers! Your role as volunteer recruiters is critical to the university. 2020 has been a year like no other. The rapidly evolving COVID-19 health crisis has affected us all, and we hope you and your loved ones are staying safe and healthy. Our response to the pandemic will continue to evolve and this upcoming school year will also likely be very different than previous years. We appreciate your willingness to adapt and understand when things can't continue as they have traditionally. Our team looks forward to working with you as we face these challenges.

The university continues to be increasingly popular among prospective students with more than 65,000 first-year applications, resulting in over 17,000 being granted admission for fall 2020. We need your help more than ever as the volume of calls, emails, and inquiries from prospective and admitted students continues to rise. Without alumni recruiters, we would not have the capacity to connect with students throughout Michigan, the United States, and the world.

On behalf of the Office of Undergraduate Admissions, I cannot thank you enough for the time and energy you dedicate to student recruitment. I truly hope that your experience as an Alumni Student Recruiter will be a rewarding one. If there is anything I can do to improve the experience for you and our students, please do not hesitate to contact me.

All the best, and Go Blue!

Jody Gore

Jody Gore
*Assistant Director for Recruitment and
Alumni Relations*
Office of Undergraduate Admissions



Table of Contents

Admitted Students

- Attend a Next Step Reception
- Host an Admitted Student Reception
- Host a Summer Send-off
- Present an award at a local high school honors program
- Become an Adopt-a-School Volunteer
- Participate in Each One/Reach One
- Work with County Coordinators
- Grant a Book Award

Helpful Information

- College Fairs
- Terms to know
- Rules to know
- Requirements for admission
- Tuition information
- Support services
- More information
- Accommodations, points of interest, & more
- Websites and resources

NEXT STEP RECEPTIONS

Next Step Receptions are designed to congratulate resident (in-state) admitted students and encourage them to choose Michigan. This celebratory event held in March allows them to meet other admitted students from the area. Both Admissions and Financial Aid representatives will be in attendance to answer questions. You'll help with registration, greet people, share your experiences and perspectives as a U-M alum, and help in the Q&A session.



HOST AN ADMITTED STUDENT RECEPTION (FOR OUT-OF-STATE ALUMNI)

We strongly encourage alumni to work with their local club to host a special event to honor admitted and enrolling students in late March or early April. This type of event is often the deciding factor for students to choose to attend Michigan. The reception may be elaborate or modest, and provides a valuable opportunity to recruit students. Special U-M t-shirts and name badges will be provided. Early planning of this event is important. If you are interested in hosting a reception, please email us at oua.alumnireceptions@umich.edu.

In addition, if you live in one of the five major cities where we host an event, you may be asked to assist at the event in early spring. The cities are New York, Washington D.C., Chicago, Los Angeles, and San Francisco.

HOST A SUMMER SEND-OFF

In late May, we will send you a list of students from your area who plan to attend U-M. Clubs or individual ASRs often sponsor a picnic, brunch, or reception for these students. This is a great way for you to introduce students to the local alumni club and keep students and families engaged with Michigan. The Alumni Student Recruitment staff can also provide clubs with names, addresses, and phone numbers of local, currently enrolled U-M students who should be invited to participate in the send-off activities. This enables incoming first-years to meet current students from their area, and become familiar with the local alumni club which they may join after graduation. More resources are available here: admissions.umich.edu/asr.

All spring receptions are subject to becoming virtual. We will determine this and communicate our decision closer to the time the receptions are held.

PRESENT AN AWARD AT A LOCAL HIGH SCHOOL HONORS PROGRAM

High school staff occasionally request an alumni representative to attend the school's honors program and present a U-M scholarship. Your attendance furthers our goal of Michigan recognition and interest within your local school. A high school staff member or Alumni Student Recruitment staff will contact you if we receive a request from your area.

ADOPT-A-SCHOOL VOLUNTEER

The heart of alumni student recruitment is the Adopt-a-School program. Through this program, you'll provide a direct link between U-M and the high school counselors from your schools by reaching out to admitted students and encouraging them to enroll.

You will be assigned one or more high schools in your area based on availability. Schools are designated as large, medium, or small. The size does not reflect the student population, but rather the number of students who annually apply to U-M. A large school has more than 30 applications a year; a medium from 10 to 29; and a small, five to nine. You may adopt one large school (which may produce up to 65 admits), two medium schools, or up to five small schools.

In 2021, Early Action decisions will be released in late January. A roster of admitted students from your adopted schools will be emailed to you shortly after Early Action decisions are released. First, send an email to congratulate the student and encourage them to enroll at U-M. In this initial email, you should also arrange a time when you can call and chat with the student. Be sure to include your contact information in the email to aid the coordination of future communication. If you would also like to mail postcards to your students, please contact our office and we will supply them. Specific talking points will be provided in the roster mailing.

Taking student recruitment to the highest level, some alumni invite admitted students and their parents to brunch or dessert, either at a local restaurant or coffee shop. While this is not an expectation, it does add a great deal of personalization and enhancement to student recruitment. Of course, parents must always be included in the meeting.



PARTICIPATE IN EACH ONE/REACH ONE

The focus of Each One/Reach One (EO/RO) is to personalize outreach for admitted underrepresented students (African American, Hispanic, and Native American) by pairing them with underrepresented alumni.

ASRs contact admitted students to congratulate them, share their student experiences, and underscore the university's dedication to campus diversity. Your message is very important because you're someone who succeeded at Michigan and can speak to how your degree impacted your career and life after graduation.

If possible, please invite the student and their parent or guardian for coffee, brunch, or dessert to meet and continue your conversation. EO/RO participants also assist at local college fairs and help organize and support local student receptions, playing another vital role in recruiting.



WORK WITH COUNTY COORDINATORS

More than 60 Michigan counties have a designated County Coordinator who receives the names of all admitted students in that county. In some counties, the County Coordinator works with alumni volunteers to make sure all students are contacted. In Genessee, Ingham, Kalamazoo, Kent, Livingston, Macomb, Monroe, Oakland, Saginaw, Washtenaw, and Wayne counties, alumni adopt high schools. Alumni do not visit Michigan high schools since the Office of Undergraduate Admissions sends admissions counselors to meet students and high school counselors each fall.

GRANT A BOOK AWARD

A Book Award for outstanding juniors is an excellent way to recognize a top scholar in your local high school. Most schools have award ceremonies in the spring to recognize the academic accomplishments of their students, and would welcome the opportunity to acknowledge a deserving junior with a club-sponsored award. Clubs or individual alums may also make a small donation to the school's library fund or other academically oriented program. These initiatives require minimal effort and money, are much appreciated by the schools, and provide a great way to bring attention to Michigan's commitment to academic achievement. The Office of Financial Aid (finaid.umich.edu) can provide guidelines on how to select and finalize the award.



COLLEGE FAIRS*

College fairs introduce students to many different college opportunities. Several high schools in one area may sponsor a program and invite selected colleges to meet with their students and parents. The Office of Undergraduate Admissions receives hundreds of invitations each year to participate in these programs. Since it is not possible to attend all fairs, those that invite students from the top out-of-state feeder schools are the highest priority. Some exceptions are made, primarily to increase diversity or establish a presence in a new growth market. In some cases, an Admissions staff member will attend the event. All college fair invitations must be sent directly to Admissions, so please forward any invitation that you receive. We carefully screen which fairs to attend and take into consideration the impact of our attendance or absence.

Most fairs include 50-150 colleges and are held in a large room, such as a cafeteria or a gymnasium. Each college or university is given a table for college materials. ASRs should not be signing up for college fairs on their own but instead, may be asked to support Admissions staff in some cases.

In the fall, juniors and seniors attend; in the spring, juniors and sophomores attend. Most of their questions pertain to programs of study, admissions criteria, cost, scholarships, financial aid, and campus location. Answers to these questions are on the Office of Undergraduate Admissions website at admissions.umich.edu. You will feel more comfortable fielding questions after you review our site.

Do not worry if you are unable to answer all questions. Don't hesitate to say you don't know; it's better to say you will find out than to give incorrect information. Refer students to the Admissions website for detailed admission information. Encourage them to use our knowledge base, which is an interactive question-and-answer function on our website with more than 250 questions about timelines, requirements, residency status, exams, and more.

Due to the volume of fair invitations that we receive, we may ask for ASR assistance to cover an out-of-state fair. Our office will contact you if we are looking for fair coverage, and we will provide you with additional resources at that time. In-state fairs are covered by U-M professional staff.

**Please note: high schools may be limiting outside visitors this year and many college fairs are going online.*

TERMS TO KNOW

Admit (ADMT)

A student who has been admitted but has not yet paid the enrollment deposit (due May 1).

Admitted Student Reception

A reception or other event for admitted students held prior to the May 1 enrollment deadline designed to encourage enrollment.

Applicant (APPL)

A student who has a current application on file; no final decision has been made.

Early Action (EA)

An early application process in which students who apply by a certain date are guaranteed a decision shortly thereafter. At U-M, students must apply by November 15 to have their decision released by late January. Some EA applicants will be postponed for a later decision.

Early Decision

A binding early application deadline. Students must enroll if they are admitted. This tactic is used almost exclusively by private schools and is not currently offered by U-M.

Matriculant (MATR)

A student who has applied, been admitted, paid the enrollment deposit, and intends to enroll at U-M.

Plan Change (PLNC)

This should rarely appear on your roster; but, if it does, please contact our office to verify that it is a matriculated student in the process of changing their academic program within the school or college to which they have been admitted.

Postponed Applicant

Students with strong credentials who are not offered admission on first review are postponed; the latest they will receive a final decision of admit, deny, or waitlist will be early April. Please note: the only applicants who are postponed are Early Action Applicants.

Prospect

A potential applicant who has not yet submitted a complete application.

Regular Admission

The regular application process in which students must apply by February 1 (December 1 for School of Music, Theatre & Dance).

Summer Send-Off

A party, picnic, or other event for new first-years who will be entering U-M in the fall; current students often invited.

Waitlisted Applicant

A student whose application has been reviewed and who is a solid candidate, but to whom admission will not be offered unless space becomes available (generally in May or June).

RULES TO KNOW

When a student leaves the “prospective applicant” stage and officially submits an application, they become protected by very explicit rules of confidentiality which the Office of Undergraduate Admissions abides by and supports.

FAMILY EDUCATION RIGHTS AND PRIVACY ACT

The Family Education Rights and Privacy Act (FERPA 1972) states that no information regarding the applicant may be shared with parties other than the applicant, unless the applicant is under the age of 18, and then only with the parents. This mandate means that all queries regarding the student’s status are prohibited. It also eliminates confirmation of who has applied. This period of confidentiality extends from the time we receive an application and is only lifted when the student is officially admitted. At that time, we are still in a period of confidentiality; however, we can share the student’s name and contact information with you as you are an official representative acting on our behalf. Please take this into account before you ask Admissions staff for information regarding a student and their application review as it places us in the awkward position of having to decline your request. If you are certain that a student has applied, you can still let us know that you support their application and express hope that they are admitted – just remember we cannot legally confirm anything regarding their status until they are officially admitted.

POLICY ON ASRs WITH A CHILD APPLYING TO U-M

The admissions process can be stressful for any parent, especially when you’re waiting to hear if your child has been admitted to U-M. As an ASR, you spend significant time contacting admitted students, congratulating them, and encouraging them to choose our university. If you add to the mix navigating the U-M admissions process with your own child, it can prove stressful to straddle the two worlds successfully.

We ask ASRs to pause their participation for the year if they have a child applying to U-M. This policy is consistent with our peers.

We know ASRs are eager to share their U-M pride, and we are lucky to have such a dedicated support base. Keep in mind that you can continue to serve as an informal source of information in your community and resume your role with the program the following year.

If you have a child planning to apply to U-M in the 2020-21 application cycle, please contact Jody Gore at gorejo@umich.edu. We will work with you to provide coverage for your adopted schools until you can resume your role with the program.

POLICY ON MINORS IN UNIVERSITY-SPONSORED PROGRAMS

Alumni volunteers play an active role in providing a welcoming, healthy, and safe environment for the prospective and admitted students (minors) they interact with. The university requires all volunteers to comply with university policy related to working with minors, which includes a background check and appropriate training. The purpose of the policy is to promote the health, wellness, safety, and security of children who are entrusted to the university’s care, custody, or control, or who participate in programs held on university property and requires all volunteers working with minors in university-sponsored programs or in programs for minors held on university property to comply with this policy. The policy requires program registry and background checks, defines appropriate conduct for those who work with minors, requires those working with minors to undergo training, and specifies reporting obligations.

Since June 1, 2014, the university has required criminal background screening of all authorized adults involved with children. In compliance with this policy, a background check will be required before alumni can participate in the Alumni Student Recruitment program. In addition, you must review the following handouts accompanying this handbook:

- **Authorized Adult or Program Staff Code of Conduct**
- **Criminal Background Screening**
- **Reporting Suspected Misconduct in Programs for Children & Teens**

More information about this policy can be found on the Children on Campus website at childrenoncampus.umich.edu.

REQUIREMENTS FOR ADMISSION

There is no simple answer to the question, “What credentials do I need to get in?” We use a holistic review that considers many facets, with decisions made on an individual basis. No specific class rank, grade point average, test score, or other qualification by itself will ensure admission. Remember, it is never appropriate to give assurance of admission.

For the 2020-21 application cycle, we are modifying our admissions process and requirements. For specifics, please see admissions.umich.edu/apply/first-year-applicants/requirements-deadlines/application-changes.

Generally, a student who has completed a strong preparatory curriculum, earned grades of “B+” or better in academic courses, and has an average SAT total of 1300 or higher or an ACT composite of 28 or higher will be considered a “qualified” applicant. However, there are more qualified applicants than there are spaces, and we are unable to accept all qualified applicants. Consideration for admission to all U-M schools and colleges is made on a space-available basis.

In 2020-21, we had more than 65,000 applicants for first-year admission resulting in over 17,000 being granted admission.

GRADE POINT AVERAGE

Grades are important and strong predictors of college success, but no specific grade point average automatically ensures or denies admission. We recalculate an unweighted GPA using a 4.0 GPA scale and focus on a student’s performance in the traditional academic courses: English, math, science, social studies, and two years of the same foreign language.

CURRICULUM

Because we are looking at how each student takes advantage of the opportunities available to them, we consider the degree of difficulty of the classes attempted, the trend of the grades earned, and the appropriateness of the classes as preparation for the desired school or college. Students usually benefit in our selection process by electing to take honors and/or Advanced Placement/International Baccalaureate courses if such courses are offered by their school. However, students who attend a school that has limited advanced academic offerings are not penalized.

COLLEGE ENTRANCE TESTS (SAT/ACT)

Students may be impacted by the pandemic in their ability to test. Any student impacted by SAT I or ACT availability may apply under a test flexible option. First-year applicants may self-report their test scores on their application or submit scores from other exams such as the PSAT, if available. Either test is acceptable. We consider the best test results that are presented to us, so some students may wish to test more than once. We do not “super-score” ACT or SAT. We will take into consideration the student’s best composite score from one sitting. Please refer students to their Admissions counselor for any additional questions about testing policies.

REQUIREMENTS FOR ADMISSION (CONTINUED)

SAT SUBJECT TESTS

SAT Subject Tests are not generally required by U-M. However, many colleges and universities around the nation, including Ivy League schools, do require them. Home-schooled students and graduates of unaccredited schools and online/virtual high schools may be required to submit SAT subject tests and should contact the Office of Undergraduate Admissions for more information. For the upcoming year, we will not be requiring home-schooled applicants to submit AP exam scores or SAT Subject tests.

ENGLISH PROFICIENCY TEST FOR NON-NATIVE SPEAKERS OF ENGLISH

The University of Michigan requires a high level of proficiency in English and does not offer intensive English or conditional admission. All speakers of English as a second language must submit either MET, TOEFL, or IELTS English language proficiency results. Minimum scores needed are MET: 64 with section scores of at least 59; TOEFL (PBT): 600 range with section scores of at least 57; TOEFL (iBT): 100 range with section scores of at least 23 in listening and reading and at least 21 in speaking and writing; IELTS: 7.0 range with section scores of at least 6.5. For more information please visit admissions.umich.edu/apply/international-applicants.

GETTING AN APPLICATION

Students may use the Common Application (commonapp.org) or the Coalition Application (coalitionforcollegeaccess.org) to apply. Students should only complete one application, and neither application will give a prospective student an edge in admissions. There are additional U-M questions and essays as well. For more information, visit admissions.umich.edu/university-michigan-questions.

APPLICATION DEADLINES

U-M offers an Early Action deadline of November 15. The regular deadline for most schools and colleges is February 1– the exception to this is the School of Music, Theatre & Dance, which has a deadline of December 1 and Taubman, which also does not offer Early Action. See our website, admissions.umich.edu, or the Undergraduate Admissions Application for deadline details. Early Action decisions are non-binding, and students may still apply to other Early Action or Early Decision schools with some restrictions (most notably schools who offer “Single-Choice Early Action” programs, namely Harvard, Yale, Princeton, and Stanford). For Early Action applicants, final decisions may be postponed. All applicants will receive a final decision by early April.

Students who apply Early Action should be encouraged to submit their financial aid applications by the Dec. 15 suggested filing date in order to get a financial aid package within a week of their Early Action admission.

TUITION INFORMATION

First-year/Sophomore in the college of LSA approximate fixed costs for 2020-21:

Michigan Residents		Non-Michigan Residents*	
Tuition and Fees	\$15,948	Tuition and Fees	\$52,266
Living Expenses**	\$15,536	Living Expenses**	\$15,536

**Additional \$500 international student fee per semester for F & J visa holders.*

***Living expenses include housing and meals, books, local transportation, and miscellaneous expenses.*

FINANCIAL AID AND SCHOLARSHIPS

Need-based assistance is designed to cover the difference between the cost of attending college and the student's resources. The size of the difference is determined by a federally mandated formula. The Office of Financial Aid creates a package that may include scholarships, grants, loans, and Work-Study employment. For complete details on financial aid application procedures and other sources of financial aid, visit finaid.umich.edu.

Some scholarships are based solely on merit without regard for financial status. Information about scholarships is available through the Office of Financial Aid. To find out about athletic grants-in-aid, students should contact the Intercollegiate Athletic Department at 734-647-2583.

Please note that only U.S. citizens or permanent citizens are eligible for financial aid. Scholarships for international students are extremely rare.

MICHIGAN RESIDENCY

As a state-supported institution, U-M reserves a majority of its spaces for Michigan residents; however, undergraduate students come from all 50 states and 100 countries. The residency regulations assume that those who are residents outside of Michigan will be assessed fees at the non-resident rate. There are specific criteria for residency status for tuition purposes, and students should read the regulations on the application carefully. More information is available at ro.umich.edu/resreg.php, or by calling the residency office at 734-764-1400.

SUPPORT SERVICES

Many services are available to help students in all kinds of areas throughout their years at U-M. Support services include counseling of many types, excellent primary health care, and assistance for students with disabilities. For information regarding these services and more, students can contact the Campus Information Centers by phone at 734-764-INFO, or online at campusinfo.umich.edu.



FOR MORE INFORMATION

Look for your “Inside Recruitment” e-newsletter quarterly from September through May. It is specifically written as an update on the most current issues within recruitment and is sent to you via email. Additionally, please sign up for the official University of Michigan Alumni Student Recruiters Facebook Group. It’s a great place to connect with your fellow ASRs, ask questions, and share resources. facebook.com/groups/MichiganASR

ACCOMMODATIONS, POINTS OF INTEREST, & MORE

Destination Ann Arbor

315 West Huron Street
Ann Arbor, MI 48104

734-995-7281

visitannarbor.org

U-M Campus Information Centers

Michigan Union
First Floor/Pierpont
Commons
Ann Arbor, MI 48109-1308

734-764-INFO

campusinfo.umich.edu

Huetwell Visitors Center

1220 Student Activities
Building

515 East Jefferson Street
Ann Arbor, MI 48109

734-764-7433

WEBSITES AND RESOURCES

The best way to learn more about Alumni Student Recruitment is to visit our website at admissions.umich.edu/asr. You’ll find up-to-date information and it’s also a great resource for promoting the program to other interested alumni. In October, the online directory will be available. The directory is a useful resource, especially when planning a reception or other special event. Contact information for admissions counseling staff and other frequently used university offices is also included.

Encourage students to visit umich.edu, which includes links to the schools and colleges they may be interested in, lists of student organizations, class schedules, financial aid information, and of course, the Office of Undergraduate Admissions and online applications.

The Office of Undergraduate Admissions website (admissions.umich.edu) has all the information that prospective students, admitted students, parents, and counselors will need to know about applying and enrolling.

For information regarding students’ applications, please direct them to Enrollment Connect (enrollmentconnect.umich.edu/account/login), our online portal for all their application needs.

ADMISSIONS CONTACT PERSON

Each state and each geographic region within the state of Michigan has been assigned to an Admissions counselor. This counselor will be the one who takes action on the applications from your area to the College of Literature, Science, and the Arts and Michigan Engineering. They can also answer questions about admission to other U-M schools and colleges. You can find contact information for the counselor assigned to your area in the ASR directory or by visiting admissions.umich.edu/contact-us.

Jody Gore

Assistant Director

Undergraduate Admissions

P: 734-936-2363 F: 734-936-074

gorejo@umich.edu

Phyllis Taylor

LEAD Assistant Director

Alumni Student Recruitment and LEAD Scholars

P: 734-764-2316 F: 734-764-6546

phtaylor@umich.edu

Cindy Gould

International Admissions and Recruiting Coordinator

Undergraduate Admissions

P: 734-647-7433 F: 734-615-5281

cgould@umich.edu

Diane Powers

Program Coordinator

Undergraduate Admissions

P: 734-936-2784

diapowers@umich.edu

admissions.umich.edu/asr



michiganalumni



michiganalumni



michiganalumni



michigan.admissions



umichadmissions



umichadmissions



um



Office of Undergraduate Admissions
1220 Student Activities Building
515 East Jefferson Street
Ann Arbor, MI 48109-1316

© 2020 Regents of the University of Michigan

Jordan B. Acker, Huntington Woods; Michael J. Behm, Grand Blanc; Mark J. Bernstein, Ann Arbor; Paul W. Brown, Ann Arbor; Shauna Ryder Diggs, Grosse Pointe; Denise Iltch, Bingham Farms; Ron Weiser, Ann Arbor; Katherine E. White, Ann Arbor; Mark S. Schlissel, *ex officio*

UNIVERSITY OF MICHIGAN NONDISCRIMINATION POLICY STATEMENT

The University of Michigan, as an equal opportunity/affirmative action employer, complies with all applicable federal and state laws regarding nondiscrimination and affirmative action. The University of Michigan is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, national origin, age, marital status, sex, sexual orientation, gender identity, gender expression, disability, religion, height, weight, or veteran status in employment, educational programs and activities, and admissions. Inquiries or complaints may be addressed to the Senior Director for Institutional Equity, and Title IX/Section 504/ADA Coordinator, Office of Institutional Equity, 2072 Administrative Services Building, Ann Arbor, Michigan 48109-1432, 734-763-0235, TTY 734-647-1388. For other University of Michigan information call 734-764-1817.

All information was accurate at the time of printing and is subject to change at any time.