

The Recruitment, Admissions, & Financial Aid Committee Report 2013-2014

Committee Members: Christie Avgar, Chair; Barry Ackerson, Alicia Beck (until October 2013), Sherrie Faulkner, Chris Larrison, Hong Li, Mary Maurer, and Susan Cole (joined in January 2013)

The RAFA committee provides input regarding recruitment, admission criteria, and admission decisions for the undergraduate (BSW) and graduate (MSW) program. In past years, the RAFA committee has reviewed and dispersed financial assistance to current undergraduate and graduate students in the way of School of Social Work awards and Fund for Field. After discussions with the Dean regarding committee load and commitment, a separate committee was created and chaired by Meredith Olson in Advancement to review and disperse financial assistance funded by donors.

UNDERGRADUATE (BSW) RECRUITMENT

Recruitment events and activities for prospective BSW students:

University of Illinois Urbana Champaign Campus Events

Quad Day event

Major and Minors Fair

Presentations to SOCW 200- Intro to Social Work classes (4 visits)

Presentation at La Casa Cultural House informational meeting

Participation in Orange and Blue Days to recruit freshmen (5 events)

Participation in Admitted Student Days to yield freshmen admits (5 events)

Participation in Presidential Awards Program (PAP) event (freshmen event)

Participation in Transfer Student Visit Day

Participation in Admitted Transfer Student Day

Email, letter, student poster card, poster and phone call campaign to admitted freshmen. Each admitted freshman received a personal phone call and follow up email (63 calls total)

Presentation to Division of General Studies (DGS) staff regarding Social Work

Presentation to campus advisor group

Presentation to Community College advisors

200+ individual meetings with students interested in pursuing Social Work as a major or minor

Off Campus Recruiting Events

Presentation at Illinois Central College (ICC) in Peoria

Participation in Parkland Pathways recruitment event

Bachelors' Program Director (BPD) Conference in Louisville, KY

ADMISSIONS

The chart below shows the admission results and expected enrollment for undergraduates for 2014. Currently, 151 students are enrolled in the BSW program and 43 will graduate in May 2014. The yield for 2014-15 admission is 67% (freshman yield is currently 41%).

	Applications	Admits	Denied	Accepts
Freshmen	139	63	76	26*
Inter-College Transfer (ICT)	47	44	3	41
Transfer	35	18	17	17
Total	221	125	96	84

***Final number will not be available until after May 1st because May 1st is final day to commit.**

58% increase in applications to the BSW program.

- 57% increase in Freshman applications
- 104% increase in ICT applications
- 21% increase in transfer applications.

47% increase in BSW student who accepted their offer of admission to the School of Social Work.

GRADUATE (MSW) RECRUITMENT

Recruitment events and activities for prospective MSW students:

University of Illinois Urbana Champaign Campus Events

Majors and Minors Fair

Office of Minority Student Affairs (OMSA) Multicultural Fair

UIUC Graduate Fair

Presentations to SOCW 200- Intro to Social Work classes (4 visits)

Presentations in SOCW 461- Professional Practice Seminar I (3 visits)

Open Houses at the School of Social Work (2 events)

School of Social Work Visiting Day event

100+ individual meetings with prospective students

Off Campus Recruiting Events

Chicago Graduate and Professional Fair

Council on Social Work Education (CSWE) conference in Dallas, TX

Eastern Illinois University Graduate Fair

I-74 Graduate and Professional Fair (Monmouth College, Knox College, and Bradley University)

Idealist Graduate Fair in Chicago

McNair Conference in Wisconsin

Southern Illinois University-Carbondale

Western Illinois University (classroom and Social Work Organization MSW Panel)

BPD Conference in Louisville, KY

Outreach Informational meeting held in Rockford and Urbana, IL

This year in addition to our recruiting events, we subscribed to an automated email recruiting system, Hobson Connects. Personal emails with specific highlights of our graduate program and School of Social Work were sent to any individual who completed an interest form for the School of Social Work. Seven different emails went out to prospective students.

ADMISSIONS

The chart below shows the admission results and expected enrollment for 2014. The yield for 2014-15 admission is 62%.

	Applications	Admits	Denied	Accepts	Deferred
Campus	279	200	70	124 (2 deferrals from 2013)	9
Outreach	41	29	6	28 (15 U, 13 R)	0
Total	320	229	76	152	9

Program	Advanced Standing	Traditional
Campus	53	71
Outreach	1	27

Campus Admission by Concentration

ALSC	CYFS	Mental Health	Health Care	School SW
10	23	45	24	22

The chart below reflects the financial aid offered to incoming MSW students this year.

Type of Aid Offered at Admission	Admission 2014
Achievement Grants Offered	16
Achievement Grants Accepted	12
Graduate College Fellowship Nomination	5
Graduate College Fellowship Awarded	5
Graduate College Fellowship Accepted	4
Block Grant	1
Field Tuition Waivers Offered	14
Field Tuition Waivers Accepted	5
2 semester Diversity Waiver Offered	18
2 semester Diversity Waiver Provided	15

Respectfully submitted,

Christie Avgar
Chair