



ALUMNI

STUDENT RECRUITMENT

2024-2025

handbook

Welcome!

Welcome new Alumni Student Recruiters (ASRs) and a huge THANK YOU to returning volunteers! Your role as volunteer recruiters is critical to the university. Our team looks forward to working with you.

The university continues to be increasingly popular among prospective students with more than 98,000 first-year applicants, resulting in a record number of incoming students with over 7,000 first-years starting in fall 2024.

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

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Admitted Students

Support Spring Recruitment Programs

Each spring we host admitted student receptions around Michigan with a few locations out of state as well. They are designed to congratulate admitted students and encourage them to attend Michigan. The events are usually held in March or April and allow students to meet other admitted students from their area. Both Admissions and Financial Aid representatives will be in attendance to answer questions. You'll help with registration, greet our guests, and share your experiences and perspectives as a U-M alum.

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 enrolled 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 will be provided. Planning this event early is important. If you are interested in hosting a reception, please email us at oua.alumnireceptions@umich.edu.

Host a Summer Send-off

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 their 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.

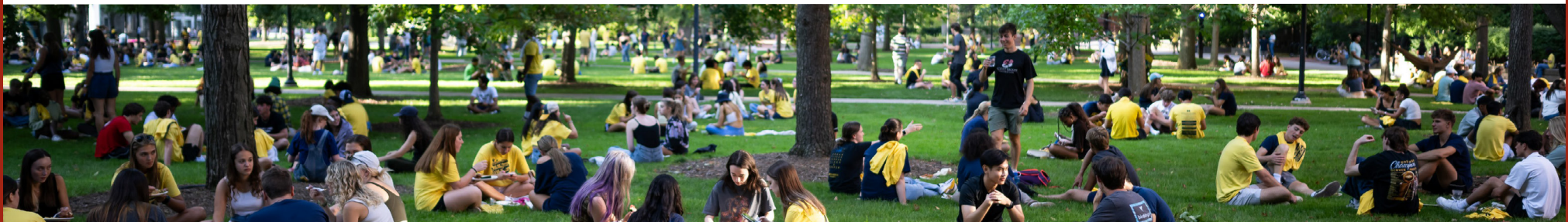
Adopt-a-School Volunteer

The heart of alumni student recruitment is the Adopt-a-School program. Through this program, you'll serve as a local resource for admitted students.

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 school from 10 to 29; and a small school, five to nine. You may adopt one large school, two medium schools, or up to five small schools.

In 2025, Early Action decisions will be released no later than the end of 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.



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.

Participate in Each One/Reach One

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

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 Genesee, 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.



Helpful Information

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 to ua.collegefairs@umich.edu. 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 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. You can 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. Additionally, they can click the "Questions? Ask Blue" button on the Admissions website to send inquiries to U-M's chatbot at any time.

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.

U-M Admissions Terminology

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 Nov. 1 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 Decision

The regular decision process in which students must apply by Feb. 1 (Dec. 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 from May to July).

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.

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.

For fall 2024, we had more than 98,000 first-year applicants, resulting in over 7,000 incoming first-year students.

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 world 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)

U-M’s test-optional policy will continue for the 2025 recruitment cycle. Either test (ACT or SAT) is acceptable. We consider the best test results that are presented to us, so some students may wish to test more than once. U-M will use their highest superscore, which means that we will consider the best sub-scores reported across multiple test dates.

Please refer students to their Admissions counselor for any additional questions about testing policies.

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 proficiency results. Minimum scores needed are MET: 64 with section scores of at least 59; TOEFL (iBT): 100 range with section scores of at least 23 in listening and reading and at least 21 in speaking and writing; or IELTS: 7.0 range with section scores of at least 6.5. We also accept the “at-home” versions of these tests, such as the IELTS Indicator. For more information, please visit admissions.umich.edu/apply/international-applicants.

How To Apply

Students apply online through the Common Application at commonapp.org. There are additional U-M questions and essays as well. For more information, visit admissions.umich.edu/essay-questions.

Application Deadlines

U-M offers an Early Action deadline of Nov. 1. The regular deadline for most schools and colleges is Feb. 1. (Note: The Taubman College of Architecture and Urban Planning, the College of Pharmacy, and the Marsal Family School of Education do not participate in Early Action and utilize the general Feb. 1 Regular Decision deadline.) The exception to this is the School of Music, Theatre & Dance (SMTD), which has a unique Dec. 1 application deadline. However, any Stamps School of Art & Design, LSA, or Engineering dual-degree application submitted with the SMTD or Taubman College application will receive Early Action consideration if completed by the Nov. 1 deadline.

See our website, admissions.umich.edu, or the undergraduate admissions application for deadline details. Early Action decisions are nonbinding, and students may still apply to other Early Action or Early Decision schools with some restrictions (most notably schools that 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 as soon as possible in order to get a financial aid package as soon as it’s available.

Tuition Information

First-year/sophomore in LSA approximate fixed costs for 2024-25:

Michigan Residents	Non-Michigan Residents*
Tuition and Fees \$17,736	Tuition and Fees \$60,946
Living Expenses** \$15,328	Living Expenses** \$15,328
Books, Course Materials, Supplies & Equipment \$1,158	Books, Course Materials, Supplies & Equipment \$1,158
Transportation \$400	Transportation \$400
Misc. Personal Expenses \$2,310	Misc. Personal Expenses \$2,310
Total \$36,932	Total \$80,142

*Additional \$500 international student fee per semester for F & J visa holders.
**Living expenses include housing and meals.

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 Federal Work-Study employment. We encourage you to share the fact that U-M covers 100% of demonstrated financial need for in-state students. For complete details on financial aid application procedures and other sources of financial aid, visit finaid.umich.edu.

While most scholarships will consider financial need, some are based solely on merit. 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 nonresident 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/tuition-residency/residency 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" email newsletter periodically from September through May. It is specifically written as an update on the most current issues within recruitment. 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, and More

Destination Ann Arbor

315 W. Huron St.
Ann Arbor, MI
48103-4262
734-995-7281
annarbor.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 E. Jefferson St.
Ann Arbor, MI
48109-1316
734-764-7433

Websites and Resources

- **Alumni Student Recruitment: admissions.umich.edu/asr**
The best way to learn more about Alumni Student Recruitment is to visit our website. You'll find up-to-date information, and it's also a great resource for promoting the program to other interested alumni. It also includes contact information for admissions counseling staff and other frequently used university offices.
- **University of Michigan: umich.edu**
Encourage students to visit U-M's main website, 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.
- **Office of Undergraduate Admissions: admissions.umich.edu**
Find all the information that prospective students, admitted students, parents, and counselors will need to know about applying and enrolling.
- **Enrollment Connect: enrollmentconnect.umich.edu/account/login**
Direct students to our online portal, Enrollment Connect, for all their application needs including their application status.

Admissions Contact Person

Each state and each geographic region within the state of Michigan has an assigned 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.



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 that 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 difficult 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 2025 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.

Alumni Student Recruitment Purpose and Conduct

The Office of Undergraduate Admissions utilizes Michigan's vast alumni network for assistance with various recruitment tasks, primarily making individual communications with admitted students and purveying positive information about their student experience. As an educational institution, we place the highest value on ensuring that everyone connected with the University of Michigan works to enhance our ethical standards.

Goals

- Increase the number of highly competitive and qualified students considering U-M at the undergraduate level
- Increase the percentage of admitted students who enroll
- Provide a local information source for inquiring students, applicants, admitted and enrolled students, and their families
- Provide regional assistance to the U-M Admissions staff



Conduct

- Share positive experiences to prospective and admitted students, as well as their families. Always be friendly, courteous, and kind.
- Never overstate your role. You are not expected to:
 - Gauge a student's likelihood of success in the admissions process.
 - Try to explain admissions decisions.
 - Alert admissions to a student you deem qualified.
- Be diligent and secure with any confidential information:
 - Any information on an admitted student roster is confidential. You are never allowed to relay any information about a student's admissions status.
 - This also includes any information communicated to you by the student about their personal circumstances.
 - Once you have completed your yearly ASR duties, any sensitive information such as admitted student rosters should be destroyed/deleted.
- The University of Michigan may not be the best place for everyone. Understand a student's decisions to attend a different institution and cease communication with them once they have canceled their application or told you they plan to.
- Refrain from making negative comments about other colleges or universities.
- If you don't know the answer to a question, that is OK! Understand you can refer students to an Admissions counselor, Financial Aid officer, or University Housing official.
- Stay up to date on admissions and financial aid policies, campus news, and other happenings at U-M!
 - Check out the admissions website: admissions.umich.edu
 - Read the Michigan Daily
 - Visit campus and say hi to Jody and Diane in OUA or Janice at the Alumni Association!
- Understand that we have the right to remove any individual from the program if we feel they are not upholding the values of the Alumni Student Recruitment program, are accused of mistreating a student or their family, and/or are acting in an unprofessional manner.
- Report any behavior that you find harmful to students or that reflects poorly on the University of Michigan and/or the Alumni Student Recruitment program.



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**UNDERGRADUATE
ADMISSIONS**

UNIVERSITY OF MICHIGAN

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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.