

The Interstate Passport

Using the Passport to
Recruit Students

INTERSTATE[®]

PASSPORT

Study ▶ Transfer ▶ Succeed

ACTIVITY: Brainstorm Time!

- **Two-year institutions**
 - Who do you recruit?
 - How do you recruit?
 - Who participates in recruiting?
- **Four-year institutions**
 - Who do you recruit?
 - How do you recruit?
 - Who participates in recruiting?
- What is your relationship with the recruitment office?

Audiences

- Influencers
- Students
- Parents
- High school counselors
- Advisors
- Community
- Internal institutional audience

Recruiting Tools

- Web
- Publications
- High school visits
- Student ambassadors
- Internal audiences
- Open houses
- Orientation
- Campus tours

ACTIVITY: Brainstorm Time!

- How can you integrate Passport marketing efforts into recruiting?
- Who at your institution can you reach out to?
- What recruitment events exist at your institution?
- Who are the most effective recruiters on your campus?

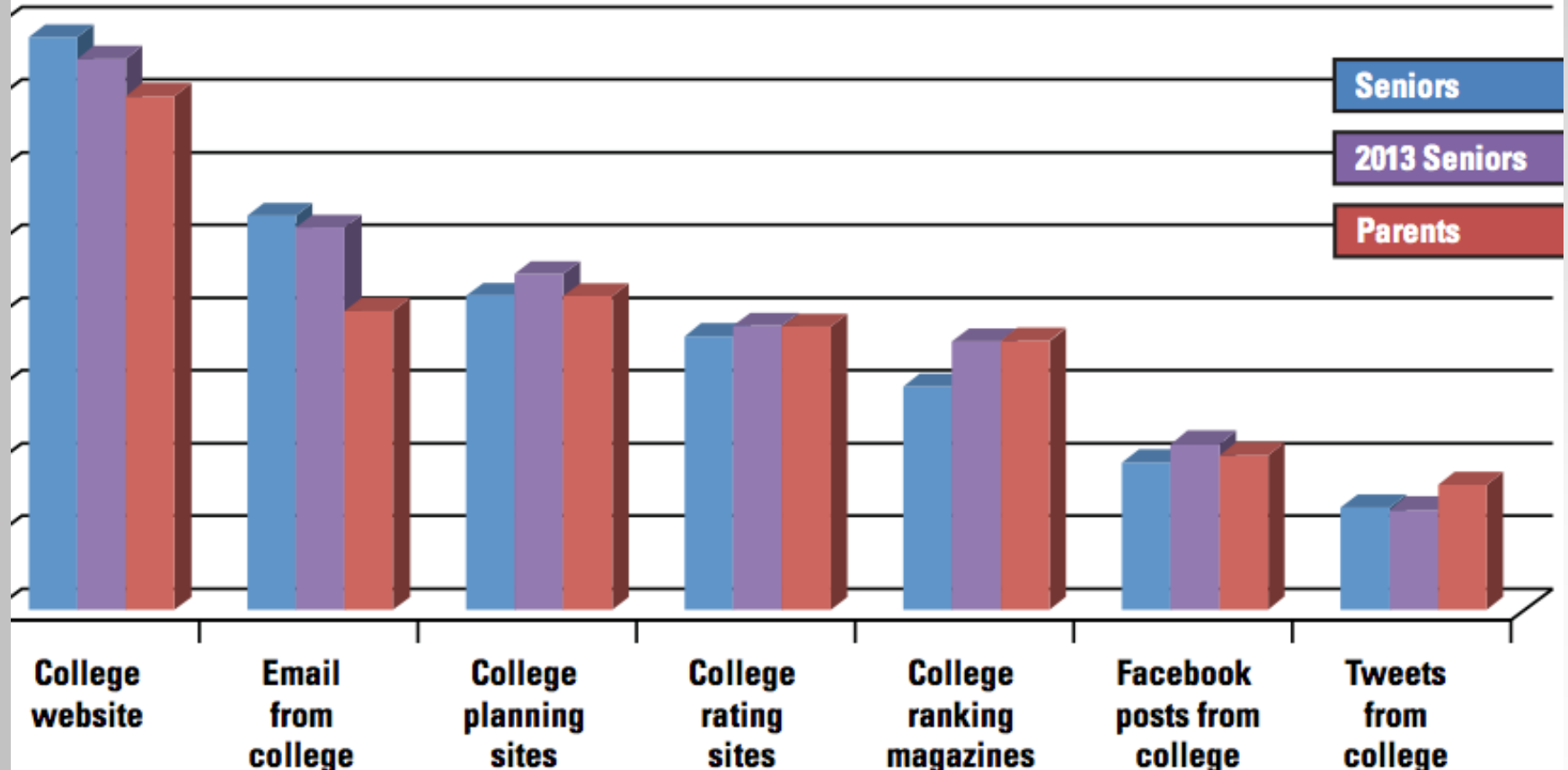
Websites

97% of high school seniors said they found the college's website the most reliable source of information in researching schools

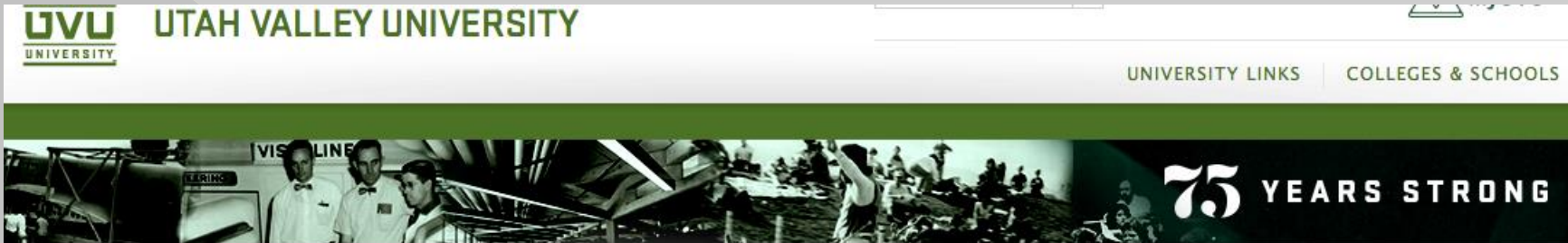
- Noel Levitz e-expectations report

Websites

What college search resources do they find most influential?



Institutional Websites



- FUTURE STUDENTS
- CURRENT STUDENTS
- VISITORS & COMMUNITY
- FACULTY & STAFF
- ALUMNI & SUPPORTERS

Summer
Smarter Than Others

Graduate Sooner.

Register now for summer semester

A large banner for the summer semester. It features a group of six diverse students sitting on a concrete ledge outdoors. One student in the center is playing an acoustic guitar. The background shows a modern university building with a glass facade. The text 'Summer Smarter Than Others' is written in a large, stylized font at the top. Below the image, there are two green bars with white text: 'Graduate Sooner.' and 'Register now for summer semester'.

Register Now For Summer Semester

Why wait for fall? Great scholarships, small class sizes, and free parking make summer semester a smart decision. Classes start May 9.

A white box containing text about the summer semester. At the bottom right, there are five small colored squares in a row: teal, light green, dark green, and two more dark green squares.

What pages?

The screenshot shows the top navigation bar of the Uvu Future Students website. The Uvu University logo is on the left, followed by the text "FUTURE STUDENTS". On the right, there are links for "UNIVERSITY LINKS" and "COLLEGES & SCHOOL". Below this is a green horizontal menu with links for "HOME", "VISIT", "ADMISSIONS", "EVENTS", "LEARN", "CAMPUS LIFE", and "STUDENT SERVICES". On the left side, there is a vertical menu with links for "REQUEST INFO", "CAMPUS TOURS", "GETTING STARTED", "APPLY", and "DEGREE LISTING". The main content area features a large banner with a photograph of a modern building interior. The banner text reads: "CAMPUS TOURS OFFERED DAILY", "10 a.m. and 2 p.m. Monday through Friday", and "Extra tours: Wednesday at 6 p.m. and Thursday at 3:30 p.m.". A small Uvu logo is in the bottom left corner of the banner.

Upcoming Events

[SkillsUSA Banquet](#)
[RSVP](#)



Freshmen

It's an easy 5 Steps to get you from application to attendance at UVU
[Find Out More >](#)



Transfer



Transfer Site

STUDENTS | INTERNATIONAL STUDENTS | FACULTY/STAFF | PARENTS/FAMILY | CONTACT US



TRANSFERRING IN TO UVU

UVU accepts credits from regionally accredited (see below list) Colleges/Universities as long as the courses taken were college level (considered transferable) and completed with C- grades or better.

[Read More...](#)



TRANSFERRING OUT OF UVU

The Transfer Credit Office processes incoming credit only. To request an Official UVU Transcript, please contact the Records Office. If transferring from UVU to another institution, please contact that institution for further information.

[Read More...](#)



INCOMING INTERNATIONAL TRANSCRIPTS

Due to the variety of languages, teaching methods, & courses offered outside of the U.S.A., all foreign transcripts must be evaluated by an approved evaluation service before we can determine if/how the courses may transfer to UVU.

FREQUENTLY ASKED QUESTIONS

How will my courses transfer to UVU?

General Information:

- » Courses must be from a Regionally Accredited institution
- » Courses must be college level
- » Courses must be completed with a grade of C- or better
- » View UVU's Transfer Articulation Database

How do I transfer my credit to UVU from a U.S. college/university?

After you have applied to UVU, have official transcripts from all prior institutions mailed to:

Utah Valley University
Attention: Admissions Office
800 West University Parkway
Orem, UT 84058-6703

Publications

- Viewbook
- Orientation Packet
- Admissions Guide
- Welcome Packet
- Getting Started Guide
- Transfer Guide

BRAINSTORM

Other ideas?