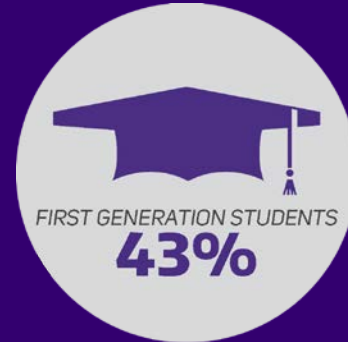
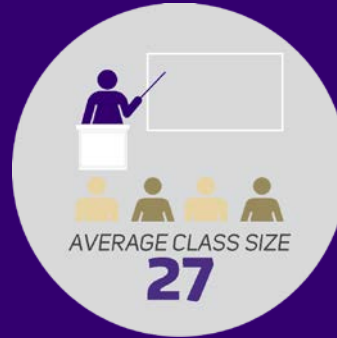


TRANSFORMING TRANSFER ADMISSIONS:  
**ADAPTING  
ADVISING MODELS  
TO MEET TRANSFER  
STUDENT NEEDS**

# UNIVERSITY OF WASHINGTON BOTHELL

- > One of the University of Washington campuses (Seattle, Bothell, Tacoma)
- > Established in 1990 as a 2-year institution
- > 5,500 students (mostly undergraduate: 4,900)
- > 50% Transfer, 50% First Year
- > Five Academic Schools: 45+ majors offered



# UNIVERSITY OF WASHINGTON BOTHELL



# BACKGROUND

- > 2016
  - > Transfer Team: Two general Transfer Advisors
  - > CRM: Ellucian's Recruiter (Still used PAPER!)

# CHANGES

## > 2017-2018

- > New: Assistant Vice Chancellor for Enrollment Management, Director of Admissions
- > Transfer Team: Five Advisor/Recruiters
  - > Advise/Recruit by academic school/major
- > New CRM: Technolutions Slate



# TRANSFER TEAM



**MELANIE  
QUERIMIT**

COMPUTER  
SCIENCE &  
SOFTWARE  
ENGINEERING

[mrq@uw.edu](mailto:mrq@uw.edu)



**KELLI  
ADAMS**

SCHOOL OF  
SCIENCE,  
TECHNOLOGY,  
ENGINEERING,  
& MATH

[adamsk8@uw.edu](mailto:adamsk8@uw.edu)



**KRISTEN  
LABRECQUE**

SCHOOL OF  
EDUCATIONAL  
STUDIES,  
SCHOOL OF NURSING  
&  
HEALTH STUDIES

[klbrcq@uw.edu](mailto:klbrcq@uw.edu)



**MIA  
McCURDY**

SCHOOL OF  
INTERDISCIPLINARY  
ARTS & SCIENCES  
&  
INTERACTIVE MEDIA  
DESIGN

[miamcc@uw.edu](mailto:miamcc@uw.edu)



**DAVID  
VANDEUSEN**

SCHOOL OF  
BUSINESS

[vandavid@uw.edu](mailto:vandavid@uw.edu)

## WHY WE DO WHAT WE DO

*The Office of Admissions believes in the power of higher education to change the lives of students, their families and their communities. We support students in their pursuit of access to the transformative educational opportunities at the University of Washington Bothell.*



# Advising as Recruitment

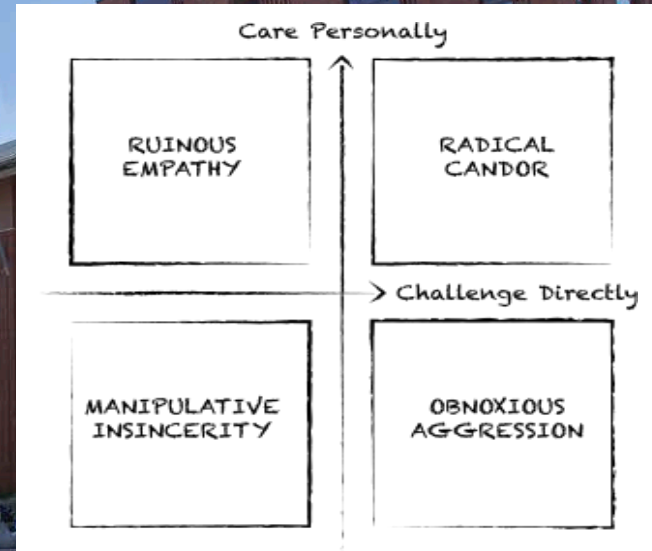


# WHAT WE DO

- > Finding fit for the student
  - > Fit based on educational/personal goals
  - > Even if that's not at UW Bothell
  - > Depth vs Breadth

# WHAT WE DO

- > Educational planning
  - > Early advising
  - > Post denial advising
  - > "Radical Candor"





# WHAT WE DO

- > Parallel planning
  - > Reaching the same goal through another program
  - > Depth vs. Breadth



# HOW WE DO IT

- > Meet students where they are at:
  - > Physically
  - > Metaphorically
- > Tailor recruitment strategies per program needs
  - > Information sessions vs. Advising Appointments
- > Clear communication of requirements
  - > Website, resources, communications

# COMMUNICATIONS

- > Updated Communication:
  - > Shorter, more direct language
  - > More icons/pictures/videos
  - > Emails sent directly from assigned advisor
  - > Tailored communication for transfer students

MELANIE QUERIMIT  
APPLY  
MEET YOUR AD

Dear Isabella,  
Thank you for you  
am the Assistant  
and am happy!

Have you att  
program, its  
individually

If you are  
Proficient

Don't  
sched  
uwv

I v

We're excited to read your application!

Please feel free to contact the Office of Admissions if y

James Miller  
Director of Admissions

WHY  
DO  
YOU  
LOVE  
UW BOTH

TILL TH

TO  
IS THE PR

We can't wait to  
be welcoming y

Sincerely,

JAMES MILLER  
Director of A  
University of

Dear Jesse,

Thanks again for applying to L  
Bothell has received document  
Status Page using the following

**Username:** email@email.com  
**PIN:** 078631231  
**Custom Link:** [Jesse Yu's Appli](#)

Please click on the link and enter  
page will include the status of you  
documents and your status indicat  
for us to receive and process the d

**Please note:** We will be communic  
on your application. If you would lik  
application status page.

We are excited to review your applica

James Miller  
Director of Admissions  
University of Washington Bothell

Office of Admissions  
Box 358500 / 18115 Campus Way NE  
Bothell, WA 98011-8246  
Phone: 425.352.5000 / Fax: 425.352.5455

W UNIVERSITY of WASHINGTON | BOTH



CONGR  
You did it, ! You're a Husky! On be  
university!



There are two quick steps to  
enrollment confirmation depe



Set Up Your

This is your gateway to m  
as a UW Bothell student.  
official University of Was

[Create your Net ID here >](#)

MELANIE  
QUERIMIT

CONGRATULATIONS  
FROM YOUR ADMISSIONS ADVISOR

Dear ,

Congratulations on your admission to UW Bothell! You should take great pride in this accomplishment.  
am confident that you will be successful here and that you will have a lasting impact on our campus  
community.

Ready to take the next steps? [Visit our page for admitted students to create your UW NetID, confirm  
your enrollment and more.](#)

Any additional questions? Please let me know how I can help.

Once more, congratulations and welcome to the UW Bothell community!

Cheers!

**Melanie Querimit, M.Ed**

Assistant Director of Admissions  
University of Washington Bothell  
Office of Admissions | Box 358500  
18115 Campus Way NE  
Bothell, WA 98011  
E: [mq@uw.edu](mailto:mq@uw.edu)

Go Huskies!



[Confirm your enrollment](#)

BOTHELL



# SO.MANY.EMAILS.



Dear Tammy,

Thank you for submitting an application to the 2017 quarter. As of the transmission of this email, we are assuming you have made alternate arrangements for admission.

If you feel this is an error, please contact the Office of Admissions by replying to this email or by calling our main line.

I wish you all the best as you pursue your education.

Sincerely,

**James Miller**  
Director of Admissions  
University of Washington Bothell

## UW BOTHELL

Hi Ellista!

Virtual high five! You're a UW Bothell student! We are so excited that you have joined our great institution. We know that you will do wonderful things as a student individual as you move through our university.

You've already done the most important step, which was to confirm your enrollment. Now, you're probably wondering, "What now?" Here are three simple steps to get you started.

1. **Check your status page:** Remember the page that you were charged with completing for your application? That's now the place that you can check on your next steps as a UW Bothell student. Pretty cool, right?
2. **Sign up for Advising and Orientation:** This is where you learn about our university, meet new friends, and register for your first quarter classes.
3. **Keep up your grades:** Remember that your admission decision is based on your academic performance. Completing senior year successfully to high standards of academic achievement that led us to admit you. So, no senioritis.

If you have specific questions, always feel free to contact your Admissions Advisor at [moniquea@uw.edu](mailto:moniquea@uw.edu).

Congratulations on confirming your enrollment and we can't wait to see you as a UW Bothell student in September!

Sincerely,

**James Miller**  
Director of Admissions  
University of Washington Bothell



UNIVERSITY of WASHINGTON | BOTHELL

Dear **[First Name(Prospect (Contact))]**,

Thank you for applying to the University of Washington Bothell for **[Anticipated Entry Term(Application)]**. As of today, **your admission file is incomplete. Please submit the following document(s) to complete your file:**  
**[list of missing supplemental items(if Application Processing Status is Incomplete, check for missing supplemental items)]**

All required documents must be received or postmarked by the **priority application date** to guarantee consideration of your application. Applications completed after the priority application date will be reviewed on a space-available basis. **Please send the outstanding documents to the Office of Admissions at the following address:**

University of Washington Bothell  
Office of Admissions, Box 358500  
18115 Campus Way NE  
Bothell, WA 98011

**Official transcripts** are required from every college where you attempted credit. Find more information about official transcripts and how to submit them here:  
<http://www.uwb.edu/admissions/apply/transcripts>. If you attended a Washington State community college, please have your transcript(s) sent directly from the community college electronically, not faxed.

If **English Language Proficiency** appears in your list of missing items above, you can find more information about this requirement and ways to fulfill it here:  
<http://www.uwb.edu/admissions/engprof>.

Visit our **FAQ page** for answers to frequently asked questions. If you have any other questions, please feel free to contact the Office of Admissions at [uwinfo@uw.edu](mailto:uwinfo@uw.edu).

Sincerely,  
Craig S. Wesley  
Interim Director of Admissions and Enrollment Management  
University of Washington Bothell



# COMMUNICATIONS



Wed 6/27/2018 10:13 AM

Kelli Adams <adamsk8@uw.edu>

Do you have your spring grades yet?

To  Melanie Querimit

 Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Hi James,

I noticed that we are waiting to receive your Spring Quarter grades in order to begin reviewing your application. I know that your spring grades will be posted soon, if they haven't been posted already. At your earliest convenience, please [upload your transcript to your application status page](#).

If you have already sent your transcripts to us, there is no need to be concerned. Sometimes it take a few days for everything to process. If you have any questions, please feel free to reach out to me!

## Kelli Adams

STEM Transfer Admissions Advisor  
University of Washington Bothell  
Office of Admissions | Box 358500  
18115 Campus Way NE  
Bothell, WA 98011

Unique Open  
rate: 87%





# HOW WE DO IT

- > Ongoing advising through admissions process
  - > Intervention Advising
  - > "Advising Needed"
  - > Holistic Review

Home

Browse

Search

Queue

Recent

Share

Classify

Help

Exit

Awaiting Review

Awaiting Materials

1760

Reading

First Read

340

Committee Review

Committee Review

5

Advising Needed

Advising Needed

25

Decision

Admit

886

Prerequisite Check

23

Program Ready -  
First Year

0

Program Review

43

Update(s) Needed

59

Deny

153

EP Waiver Review

0

Waitlist

0

Second Read

142

ATP Review Bin

0

Verification

323

Final HS Transcript  
Review

0

We even advise during  
application review!

# CAMPUS PARTNERS

- > Work directly with Advising staff/faculty
  - > Campus recognition as advisors
- > Facilitate/voting members on Faculty Admission Committees
  - > Build relationships
  - > Work toward more holistic admission processes



# GUIDED PATHWAYS

- > Prioritizing admission to major
- > Making possible for 2+2
- > Be a good partner



# Questions?

Thank you!

Melanie Querimit, [mrq@uw.edu](mailto:mrq@uw.edu)

Kelli Adams, [adamsk8@uw.edu](mailto:adamsk8@uw.edu)

Mia McCurdy, [miamcc@uw.edu](mailto:miamcc@uw.edu)

