Welcome to RAVIN

• The Rutgers Alumni Volunteer Information Network (RAVIN) is a group of dedicated alumni and friends of Rutgers University who assist the Office of Undergraduate Admissions in recruiting the next generation of Rutgers scholars!

• RAVIN members convey the benefits of a Rutgers education while sharing their experiences and disseminating vital information about the University.

• RAVIN maintain Rutgers’ presence in regions not easily visited by Rutgers admissions staff.

• This is a unique way to be an involved and engaged alum in your own hometown!
A Tradition of Excellence…

- Founded in 1766 - 8th oldest college in North America
- 370,000 living alumni
- 100+ majors; 40 programs ranked in the top 20 nationally
- One of 62 members of the prestigious Association of American Universities (AAU)
- The birthplace of college football (1869)
http://nso.rutgers.edu/legacy/large/index.html
Importance of Alumni Recruiters

- 370,000 living alumni
- 9 Rutgers recruiters assigned to out-of-state markets
- RAVIN groups currently active in 12 areas nationally
Out-of-state student stats at other comparable state universities

<table>
<thead>
<tr>
<th>University</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Arizona</td>
<td>38%</td>
</tr>
<tr>
<td>Pennsylvania State University</td>
<td>34%</td>
</tr>
<tr>
<td>University of Virginia</td>
<td>33%</td>
</tr>
<tr>
<td>Purdue University</td>
<td>31%</td>
</tr>
<tr>
<td>University of Maryland</td>
<td>30%</td>
</tr>
<tr>
<td>University of Michigan</td>
<td>28%</td>
</tr>
<tr>
<td>University of Pittsburgh</td>
<td>25%</td>
</tr>
<tr>
<td>University of Illinois</td>
<td>17%</td>
</tr>
<tr>
<td>University of North Carolina – Chapel Hill</td>
<td>16%</td>
</tr>
<tr>
<td>Ohio State University</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Rutgers University</strong></td>
<td><strong>10%</strong></td>
</tr>
<tr>
<td>University of California – Los Angeles</td>
<td>10%</td>
</tr>
<tr>
<td>University of Texas – Austin</td>
<td>5%</td>
</tr>
<tr>
<td>University of Florida</td>
<td>3%</td>
</tr>
</tbody>
</table>
Where we get our out-of-state students from

<table>
<thead>
<tr>
<th>State</th>
<th># Enrolled Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW JERSEY</td>
<td>43,934</td>
</tr>
<tr>
<td>1. New York</td>
<td>1,456</td>
</tr>
<tr>
<td>2. Pennsylvania</td>
<td>717</td>
</tr>
<tr>
<td>3. California</td>
<td>258</td>
</tr>
<tr>
<td>4. Maryland</td>
<td>213</td>
</tr>
<tr>
<td>5. Florida</td>
<td>178</td>
</tr>
<tr>
<td>6. Connecticut</td>
<td>157</td>
</tr>
<tr>
<td>7. Virginia</td>
<td>155</td>
</tr>
<tr>
<td>8. Massachusetts</td>
<td>151</td>
</tr>
<tr>
<td>13. Georgia</td>
<td>56</td>
</tr>
<tr>
<td>14. North Carolina</td>
<td>49</td>
</tr>
</tbody>
</table>
4 RAVIN Opportunities

• Recruit at local college fairs
• Participate in admitted student outreach campaign
• Present a Rutgers Book Award at a local high school
• Host and attend summer send-off parties
RAVIN Timeline

- **September- November**: Fall Recruitment Season
- **Mid-November- April**: Admitted Student Outreach Campaign
- **March- mid May**: Spring Recruiting Season
- **March-June**: Book Awards
- **July-August**: Summer Send-Off Parties
College Fairs (August – November)

– Admissions will provide all necessary materials
– Typically take place weeknights (7-9pm); sometimes on weekends
– Generally held in high school gymnasiums/cafeterias with larger fairs held at community colleges, civic centers, or shopping malls
– Enables recruiter to interact with students and parents in a casual and informational setting
– Recruiters answer students questions and distribute brochures

*Standard table set-up*
Admitted Student Outreach Campaign (February – April)

- RAVIN members reach out to newly admitted students to offer congratulations
- Admissions office will share lists of local admitted students and a script to be used for an email or phone call
- Briefly discuss how the Rutgers experience has made a difference in your life
- Remind them of any upcoming Open House events or enrollment deadlines
- Serve as a student’s local Rutgers contact
- Keep it short and sweet!

This really adds a personal touch to the admissions process.

In receiving 40,000+ applications each year, it becomes difficult to make the admissions process a personalized one.
Book Award Program (April-June)

- Book Awards are issued by Rutgers to high school juniors who exemplify academics, leadership and community service
- Alumni work with the admissions office to identify local high schools interested in participating
- Recipients are nominated by their guidance counselor
- Alumni attend award ceremony on behalf of the university and present the Rutgers Book Awards to honorees
- The admissions office is responsible for sending the award to the school and a short script to the alum making the presentation
- A great way to get the Rutgers name out in front of an entire class of juniors at your local high school
Send-Off Parties (July – August)

- Hosted and financed by local Rutgers Alumni Clubs
- Informal events that usually take place at the home of an alum or other casual outdoor venue (pool parties, picnics, brunches)
- Gives new students a chance to meet and mingle with each other
- Allows students to meet the Rutgers community in their area
GROW THE SCARLET NATION!!

RAVIN goals for 2010

- Cover **120** Fairs
  2009: Covered 106 fairs

- Enroll **100** more Out-of-State Students
  2009: **627** Enrolled

RAVIN website coming in September: [admissions.rutgers.edu/RAVIN](http://admissions.rutgers.edu/RAVIN)
5 Key Messages About Rutgers

• Location
  – Northeast, 45 minutes from NYC-One Hour from Philadelphia

• History and Tradition
  – Founded in 1766, 8th oldest college in the United States

• Top Ranked Academic Departments
  – 24 programs are ranked in the top 10 nationally
  – Membership in Association of American Universities (AAU)

• Value
  – Ranked 6th in the country by the Wall Street Journal’s January 2009 edition of Smart Money Magazine (calculated by cost of tuition compared to average salary of alumni 15 years after graduation)

• Opportunities
  – Large public university with 27,000 undergraduates: 400 Clubs, Study Abroad, Honors Program, Special Interest Housing, Research projects, Internships, Club Sports, Greek Life, ROTC, the opportunities are endless!
World-Class Academics…

- Philosophy
- Education
- Anthropology
- English
- Women’s Studies

- Humanities
- Business
- Turf Management
- Pharmacy
- Theater

- Oceanography
- Food Science
- Public Policy
- Animal Science
- Environmental Science
Three Regional Campuses

- Camden
- Newark
- New Brunswick
Seven Undergraduate Colleges in New Brunswick

1. School of Arts and Sciences
   - 70+ majors available

2. School of Environmental and Biological Sciences (formerly Cook College)

3. School of Pharmacy
   - 6 year doctorate program

4. School of Engineering
   - 5 year joint BA/BS program
   - 9 engineering programs

5. Mason Gross School of the Arts
   - Fine Arts Conservatory specializing in:
     - Music
     - Theatre
     - Dance
     - Visual Arts

6. School of Nursing

7. School of Business
   - 6 areas of focus: Marketing, Management, Accounting, Finance, Supply Chain Management & Marketing Science, and Management Science & Information Systems

Remind Students they can apply to 3 Undergraduate Colleges on one application!
Big University, Big Opportunities!

• 35,000 undergraduate students
• Diverse student body:
  – Students from every state and over 140 foreign countries
  – Rutgers is ranked 5th for commitment to diversity by *Diversity Inc* magazine
  – Third largest Jewish student population in nation
• Top Facilities
  – 26 Libraries
  – Over 200 research centers
  – Over 30 computer labs
  – State of the art “Smart” classrooms
  – Wireless campus
• Academic Opportunities
  – Over 100 majors/ 4,000 courses
  – Study abroad in 28 countries
  – 62% of classes have fewer than 30 students
  – 60% of undergraduates conduct original research

• Top Faculty
  – Ranked 14th in the nation for quantity of faculty in National Academic Societies
  – Generate over $309 million in outside research funding annually
  – 36 patents in 2008 alone
  – Student to faculty ratio is 14:1
Make Rutgers Feel Like Home….

- 2nd largest on-campus housing program in nation
- All first-year students guaranteed housing (not required)
- 90% of first-year students live on campus
- First-year students retention rate: 90% (74% is national average)
- Pick from a variety of campuses and housing types
- Offers big university resources with small college feel
So Much To Do, So Little Time!

• **400** Clubs and Activities
• Recreational Activities
  – **28** Intramural Sports
  – **7** Recreational Facilities
  – **26** Division I Sports Teams
• Student leadership and volunteer opportunities
• Army and Air Force ROTC programs
• **10%** participate in Greek life
• Top ranked public golf course
• Minutes from NYC and Philadelphia
RU – RAH RAH!

• Studies Have Shown the Visit is the **BIGGEST** factor in a student’s college choice

• Tours available year-round, **6** days a week

• NJ Transit train runs from Newark Airport directly to College Avenue campus in New Brunswick

• Students can connect with Amtrak via the New Brunswick train station

To register for a tour go to: [admissions.rutgers.edu/visiting](http://admissions.rutgers.edu/visiting)
Applying for Admission

• Encourage students to apply by **DECEMBER 1**
  – Dec. 1 is the DEADLINE for scholarship/honors program consideration
  – All students who apply by 12/1 will be notified of decision by February 28th

• No SAT II subject tests required
• No interviews, but we encourage campus visits
• Legacy status does not impact admission decision
• Letters of recommendation are not required
Application Checklist

• Apply Using Online Application
• $65 Application Fee
• SAT scores –
  – **We are now accepting the writing portion of SAT – 2400 total score
• High School Record
  – **Self-Reported Academic Record** required
    – Students should obtain copy of transcript and manually enter grades through online application called the Self-Reported Academic Record (SRAR)
• Submit Essay (Optional, but highly recommended)
  – Required for scholarship/honors program consideration
• Activities
  – Instruct students to list non-classroom activities and leadership positions on application
## 2009 First-Year Applicants

<table>
<thead>
<tr>
<th></th>
<th>In-State</th>
<th>Domestic Out-of-State</th>
<th>TOTAL UNIVERSITY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Applied</strong></td>
<td>24,748</td>
<td>5,713</td>
<td>31,671</td>
</tr>
<tr>
<td><strong>Admitted</strong></td>
<td>16,636</td>
<td>3,299</td>
<td>20,505</td>
</tr>
<tr>
<td><strong>Enrolled</strong></td>
<td>6,960</td>
<td>627</td>
<td>7,761</td>
</tr>
<tr>
<td>% Admitted</td>
<td>67%</td>
<td>58%</td>
<td>65%</td>
</tr>
<tr>
<td>% Enrolled</td>
<td>42%</td>
<td>19%</td>
<td>38%</td>
</tr>
</tbody>
</table>
2008 First-Year Student Profile

• 32,819 Applicants

• 7,275 Enrolled

• **Middle 50% Test Scores**
  – SAT = 1720 - 1990 (out of 2400)
  – ACT = 25 - 30 (out of 36)

• **No Standardized GPA Range**
  – Predominantly A/B Grades in High School

• Half were in the top 10% of graduating class

• More than 200 enrolling students were valedictorians or salutatorians
## Costs 2009-2010

<table>
<thead>
<tr>
<th></th>
<th>NJ Residents</th>
<th>Out-of-State Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuition</strong></td>
<td>$9,546</td>
<td>$20,456</td>
</tr>
<tr>
<td><strong>Fees</strong></td>
<td>$2,340</td>
<td>$2,340</td>
</tr>
<tr>
<td><strong>Room and Board</strong></td>
<td>$10,376</td>
<td>$10,376</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$22,262</strong></td>
<td><strong>$33,172</strong></td>
</tr>
</tbody>
</table>
Financial Aid

- Need Based

- Requires Completed FAFSA (by March 15th)

- In 2008-2009, 89% of Rutgers students received financial assistance

- studentaid.rutgers.edu
Merit Scholarships

• 20% of the admitted students for 2009 were offered merit scholarships totaling nearly $34,665,600 (or $138,662,400 for 4 years)
• Awards range from $2,500 to $22,000 (renewable four years)
• Awarded by Undergraduate Admissions
• Students must apply by **December 1** and submit an essay
• Criteria considered:
  – Academics (class rank / SAT)
  – Leadership/activities
  – First generation to attend college
  – Students who have overcome adversity
  – Financial need may be an added component
FREQUENTLY ASKED QUESTIONS

• What’s the average SAT / ACT?
  – Middle 50% of SAT is 1720-1990
  – Middle 50% of ACT is 25-30

• What’s the average GPA?
  – Don’t issue an average GPA, but we do ask for consistent trend of A’s and B’s in challenging courses

• How big is the student body
  – Over 52,000 students

• Can I bring my car?
  – Yes, out of state students are able to bring cars to campus

• How much is tuition?

• Can I get a scholarship?
  – Merit scholarships are available for those students who qualify
  – No separate application required. Must apply by December 1st and submit essay.
THANK YOU!

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