



PRESENTATION HANDOUT



POSITIONING YOUR COLLEGE AS A DESTINATION FOR PHI THETA KAPPA TRANSFER STUDENTS

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Senior Vice President & Chief Enrollment Officer



**Wilmington
College**

RECRUITMENT EMPHASIS: PHI THETA KAPPA HONOR SOCIETY



WHAT IS PHI THETA KAPPA (PTK)?

- **International honor society of students earning degrees from open-access institutions**
- **Founded in 1918**
- **Headquarters in Jackson, Mississippi**
- **Over 3.5 million members**
(well distributed among gender, ethnicity and Pell Grant eligibility)
- **Nearly 3,000 chapters**
- **Representation in 10 nations**



WHO IS WILMINGTON COLLEGE?

- Liberal Arts institution founded on Quaker core values
- Established in 1870
- Located in Southwest Ohio
- Over 25 undergraduate majors and 3 master degree programs
- 1,000 student body
- 18 intercollegiate sports in NCAA Division III



STRATEGIC INITIATIVES FOR PHI THETA KAPPA RECRUITMENT

- 1. Relationship/Network Building**
- 2. Recruitment Plan**
- 3. Communication Plan**
- 4. Scholarships**
- 5. Articulation**
- 6. Net Cost**
- 7. Investment in Dollars and Training**



RELATIONSHIP/NETWORK BUILDING



- **Get to know regional officers and advisors**
- **Create a master chapter list**
- **Exchange campus visits**
- **Host a regional event**
- **Attend local chapter induction ceremony**

RECRUITMENT PLAN

- Designate admission counselor
- Hire PTK student ambassadors
- Purchase PTK search names
- Identify unique PTK markets
- Set realistic goals



COMMUNICATION PLAN

- Add your institution to the PTK website
- Create a PTK landing page on your website
- Produce PTK specific print and digital communication
- Design PTK specific swag for students and advisors
- Attend annual Catalyst conference





SCHOLARSHIPS

- **Create PTK specific scholarships**
- **Offer for both Fall and Spring incoming semesters**
- **Build into Net Price Calculator**
- **Include offer on PTK website**

ARTICULATION



- **Top transfer institutions have articulation agreements**
- **Consider state-wide agreements**
- **Consider national, general education agreements**

NET COST

- Provide on-campus and virtual seminars
- Support FAFSA completion
- Promote through testimonials and sample awards



INVESTMENT IN DOLLARS & TRAINING



- **Develop a budget specific to Phi Theta Kappa recruitment**
- **Build scholarships into the institutional discount rate**
- **Educate colleagues on the value of Phi Theta Kappa**



WILMINGTON COLLEGE PTK STRATEGY AT A GLANCE

PTK
SCHOLARSHIP

Phi Theta Kappa

As a member of Phi Theta Kappa transferring into
Wilmington College, you are eligible for our top transfer award.

\$18,500 per year in scholarship!



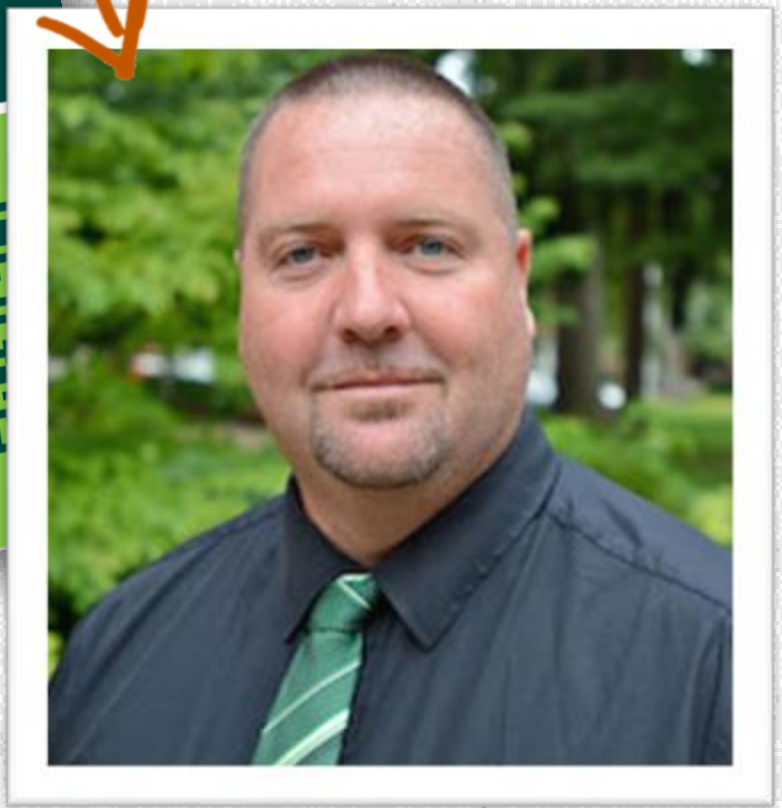
Wilmington
College

Learn more about
PHI THETA KAPPA
opportunities at
Wilmington College!

www.wilmington.edu/ptka



PTK ADMISSION
COUNSELOR



PTK INITIAL
COMMUNICATION
OUTREACH

HOSTED OHIO REGION PTK
LEADERSHIP IN ACTION
CONFERENCE



RECOGNIZED FOR CONTRIBUTION
TO THE GROWTH OF PTK
IN THE OHIO REGION

ATTENDED CATALYST
CONFERENCE





REAL OUTCOMES *(2014 – Present)*

REAL OUTCOMES

- PTK members account for 22% of all incoming transfers
- All but one student persisted to degree completion
- Achieved Honor Roll status each of the past five consecutive years *(2018-2022)*
- Identified as a Destination College



PTK HONOR ROLL BENCHMARKS



- + Percent of Transfers
- + Transfer Completion Rate
- + Average Credits Accepted
- + Merit-Based Financial Aid
- + Need-Based Financial Aid
- = Transfer Friendly College Rating



THANK YOU