Recruit, Retain, Refer

Simple Surefire Steps To Mastering The 3 R’s of Successful Student Recruitment
ELS Language Centers

- Maria Quillen – Center Director at ELS/Tampa
  - ELS Tampa opened August 2010
  - EAP Program
  - Quality of Instructors
  - On-line overall quality surveys
  - Teacher of Excellence
  - Variety of nationalities
The University of Tampa

- Jaini Chhaya – Associate Director of International Admission
  - Location
  - Class and Size
  - Historical landmark
  - International Students
  - Unlimited sunshine
The Real World of Tampa Shores

- Watch Video

Tampa Bay Shores
Recruit-Part 1

Holistic Approach:

* In-Country team of education professionals
* 50+ years of experience & knowledge of host Institutions
* Meeting host institution goals
* Providing the right match & integration
* Results
Recruit-Part 2

Our best Practices:
Strong communication
Quick response to CLA, etc.
ELS orientation & tour
Translators
Teams up for counselors, families & students
UT presence on ELS/AEC Tours
UT Familiarization

The Beginnings
Sykes Business College
Aquatic Center
UT Library
All-Faith Center
UT Sports
Retain

Our Best Practices:
- Continuing Communication
- Focus of UT/ELS orientation
- Conversation Partners
- Relationship with ISSO
- UT ID cards
- ELS’ involvement at UT
- ELS & museum unique collaboration
- Volunteer opportunities
- Contact America! Program
- Activities! Activities! Activities!
Academic Activities

UT Museum

Historical Point of Interest

Literary Works of Art

Minaret Climb

Cultural Celebrations

Educational Transportation
Activities! Activities! Activities!

Tampa Zoo

Aquarium

Theme Parks

Tampa Beaches

Cruises

Coffee & Conversations
Refer

• **Our Best Practices:**
  - Student transfers
  - UT Student Orientation
  - ELS Students already familiar with UT System
  - Dual Enrollment/GMAT prep classes
  - UT Refers New Students to ELS
  - ELS Refers Students to UT
  - UT Support
Orientation Photos

[Images of various orientation photos including people posing, event tables, and maps.]
Conclusion

Overcoming Challenges
ELS Liaison
Faculty Support
Extending the partnership
Student Success
Cycle of the Three Rs
The 3 R's

Recruit

Retain

Refer
Final Words

ELS & UT = Great Relationship

Sykes All-Faith Center at Night

Sykes All-Faith Center