



University of Maryland Eastern Shore Alumni Recruitment Manual

Updated 5/23/2023

WELCOME TO UNIVERSITY OF MARYLAND EASTERN SHORE (UMES) ALUMNI RECRUITMENT TEAM!

Everyone in the Admissions and Recruitment Office is thrilled to have you participate as a volunteer in the UMES Alumni Recruitment Program, and we want you to know how much we appreciate your significant contribution to UMES' recruitment operations. You provide a critical UMES presence where admissions professionals may not otherwise be visible: at college fairs, responding to prospective applicant/parent inquiries, contacting admitted students, and in your communities. The higher education market continues to become more competitive each year, making your assistance in identifying and helping recruit strong students to UMES a very important element in our recruitment efforts.

Again, thank you for your enthusiasm and commitment to UMES and this program. I hope you find your experience rewarding and fun. Enjoy yourselves! **Should you need recruitment materials, information, a recruiter to attend an event in your area, or if you have questions, please email Darryl Isom, the Director of Admission and Recruitment, at ddisom@umes.edu to make your official request. This is the most efficient way to have your request fulfilled.**

NATIONAL RECRUITMENT GUIDELINES FOR UMES ALUMNI REPRESENTATIVES

As a member of the National Association for College Admissions Counseling (NACAC), the UMES admissions office, and anyone representing us, must comply with NACAC's "Statement of Principles of Good Practice". As a representative of the admissions office, you will be asked to participate in a variety of recruitment activities. It is important while participating in these activities that you keep these guidelines in mind.

Responsibilities as an Alumni representative of UMES:

- Know the admissions requirements.
- Treat all information from applicants, prospective students, and parents as strictly confidential.
- Answer all questions about UMES, its programs, environment and fees, openly and honestly. If you don't know the answer, offer to look it up, call Admissions, and get back to the inquirer later.
- Make no negative or disparaging comments about or comparisons with other colleges, universities, or high schools.
- Do not actively pursue students who have made a commitment to enroll at another institution, unless the student initiates the contact.
- **Do not promise admission, either to UMES or to a specific academic program. No On-the-Spot admission.**

It is important for you to remember that although you are a valued member of the UMES recruitment efforts, you are not a professional counselor and therefore cannot discuss or comment on individual admissions decisions. Please have the student to call the main admissions number at (410) 651-6410 to speak with an Admissions Counselor/Recruiter.

Admissions Cycle

Below is a general look at our month-by-month activities as we move students through the admissions and recruitment cycle from prospective to enrolled UMES students.

AUGUST – JULY:

Admission decisions are rolling (continuous)

SEPTEMBER-DECEMBER:

September marks the beginning of “Travel Season”. During these months the University’s recruitment team collectively visits high schools and attends numerous college fairs.

Alumni Meet and Greet events across United States

NOVEMBER:

UMES Open House

MARCH/APRIL/MAY:

Admitted Students yield events (on-campus)

May 1 is the National Commitment Day when accepted students must notify UMES if they are planning to attend in the fall (submit acceptance deposit)

Follow-up activities/seal the deal activities

Alumni Virtual Information Sessions

JUNE-AUGUST:

Planning for recruitment travel to recruit next year’s class!

ALUMNI MEET AND GREET EVENTS ACROSS UNITED STATES

ALUMNI VIRTUAL INFORMATION SESSIONS

(These events are alumni-driven)

UMES Alumni will be asked to host prospective students and their families at a reception or Meet and Greet in the local cities. These events will consist of light catering, a UMES admission presentation by a UMES Admissions Recruiter or representative, an Alumni Panel and interaction with our future members to the Hawk family.

UMES Alumni will be asked to participate in a Virtual Information Session(s), via a social media platform. This will be an opportunity for the UMES alumni to engage prospective students and their families in a virtual setting. These events will consist of final alumni-focused presentations in an effort to “seal the deal” for undecided students and offer breakout rooms for additional detailed discussions.

COLLEGE FAIRS

Many high schools sponsor college fairs to bring representatives of colleges and universities together with prospective students and their parents. The programs are usually in the evening at an area school and frequently students from nearby high schools will be invited. Local alumni often provide valuable assistance as representatives of UMES. This is an excellent opportunity for students and/or parents to meet briefly with a UMES representative to obtain information relating to academic programs, student life, and financial aid. College Fairs are a very important facet of the recruitment process. The more opportunities we have to attend college fairs in a variety of locations, the easier it is to extend our presence, particularly outside our primary markets.

What happens at College Fairs?

Representatives from colleges and universities gather to meet with students and families as they come to browse and gather information about many different post-secondary options. As a representative for UMES, you will be asked to attend fairs that are set up in an arena format, where representatives stand behind tables in a large open area. Parents and students visit schools that they want to hear more about and will ask questions of the institution's representative.

When can I expect to participate in a college fair?

Fall college fairs generally take place from September through November; those in the spring are scheduled from February through May.

How many fairs will I attend?

As the program expands, we would hope that all volunteers would be able to attend at least one fair. In our feeder markets we may need alumni representatives to attend a few college fairs in a season.

If you know of a college fair in your area that we are not attending, contact the school's guidance office to see if UMES can be invited to attend the event.

How do I participate in a college fair?

Please email Darryl Isom, Director of Admissions and Recruitment at ddisom@umes.edu and inform him that you are interested in being a UMES representative at a fair(s). Someone from the UMES Office of Admissions and Recruitment will notify you and your Alumni Chapter President (if applicable) of the fairs that are scheduled in your area. Once you have agreed to attend, the Admissions Office will then notify the high school that an admissions volunteer will be in attendance. The organizers of the fair as well as UMES rely on your presence at the fair, so please take careful note of the date, time and location.

How do I prepare for the college fair?

Before the date of the fair, you will receive a box of literature about UMES, other recruitment material and collateral and a supply of inquiry contact cards that students can use to provide their contact information which we will use to send them additional information. Please be very familiar with UMES and its various programs, or be able to locate this information promptly and easily. The UMES profile and Facts at a Glance sheet is also very important to glance over <https://wwwcp.umes.edu/admissions/forms/>. A good deal of the information needed at a college fair

table is found on this sheet. There will be lots of students asking about UMES, and a knowledgeable representative makes a powerful and positive impression.

If you need a table cover to use at the fair, please email Darryl Isom, the Director of Admissions and Recruitment at ddisom@umes.edu to make that request. We will need these table covers back after the event.

Attending the fair

Dress professionally, and wear comfortable shoes! Arrive at least thirty minutes before the scheduled start of the fair in order to find a good parking spot, register, and set up your table.

When you set up your table, display your UMES tablecloth/banner over the table and arrange your materials neatly. If you are not familiar with how to set up the table, take a look around you at the other colleges, there is no right or wrong way. Be sure the inquiry cards are easily accessible to you and to the prospective students and that pens are available for students to fill out the cards. Make sure every student that comes to your table completes an inquiry card.

What do I do during the fair?

You are a first-line representative of UMES. Please stand behind the table throughout the fair, and don't sit or stand in the aisle or hallway. There are times when it will be very crowded, with tables set up very close together, so you may have to encourage students to wait in line at the UMES table and not at an adjacent one. Should you run out of inquiry cards, direct the student to the admissions website to access an online inquiry card <https://customviewbook.umes.edu>. Conduct yourself in a friendly, straightforward, helpful and professional manner. Help the student to discover whether UMES might be the right fit – aggressively promote UMES when the student or parent may seem uncertain about the institution. We have a very strong brand! Never speak negatively about other institutions.

Don't guess at answers to questions

Make sure the student understands that someone from the UMES Admissions Office will respond to any unanswered questions, or the student may call the Admissions and Recruitment Office directly at (410) 651-6410.

After the fair is over....

Gather all the undistributed materials and, most importantly, the completed inquiry cards. Keep the undistributed materials, you may need them for a later fair. The inquiry cards should be placed in an envelope and mailed to:

UMES
Office of Admissions and Recruitment
Student Development Center, Suite 1140
Princess Anne, MD 21853

PHONE or EMAIL CONTACTS

We may ask if you are willing to contact prospective or admitted students in your area by telephone or email. These contacts with students are made to admitted students in April, May and June. You will be provided with a general script to follow, name, address, telephone number, high school, and academic major interest.

- Introduce yourself by name and UMES graduation year.
- State your reason for contacting - you heard they are applying, or you can congratulate the student on their acceptance and encourage them to confirm the acceptance to UMES by submitting their \$100.00 acceptance deposit.
- Establish a friendly relationship. Stress the fact that you are a local contact for the student and are available as a UMES resource.
- Ask how they became interested in UMES or their major; what are they looking for in a University, have they visited the campus?
- Encourage a campus visit – this can be scheduled online through the UMES Admissions website <https://umes.welcometocollege.com>.
- Determine if the student needs additional information.
- Feel free to share information about your observations regarding UMES educational value, the appeal of our location, the academic culture, or any other aspect that you deem appropriate or valuable to the student or their parents/guardians.
- Share information about your experience at UMES.
- Be sure to thank the student for a pleasant conversation, and encourage the student or parents to contact the Office of Admission and Recruitment for additional information (410) 651-6410.
- Inform the Office of Admissions and Recruitment of any unusual aspects of the conversation.
- Keep it brief!

Guidelines for Answering Questions

"I don't know" is one of the most important things you need to be comfortable saying when participating in admissions activities. We certainly don't expect you to know it all! No one expects one person to have all the answers. Giving out incorrect information may be confusing or harmful in some cases. Therefore, tell the student what you know and then tell the inquirer that they can call the admissions office at (410) 651-6410 to speak with a member of the staff to get the desired information. Or, you may jot down the question, seek the information, and call/email the student back with the answer.

Nearly everything is online – when in doubt, refer them to the website www.umes.edu, or the staff person responsible for their region of the country. Students and parents can find their territory manager on our website at: <https://wwwcp.umes.edu/admissions/contact-us>.

It's always good to let people know that you are an alum! That way, they know to ask you about your time at UMES and can better formulate their questions.

The greatest challenge will be to combine fact with experience and filter out the less relevant information. Make sure to give the facts. However, integrating personal experience with the facts helps give personal credence to discussing the UMES experience. Maintain the balance—too much or too little factual information may push them away.

Be sure you understand the question being asked before you try to answer it!

Make sure you answer the question being asked, and not the question you want to answer. Share information that is relevant to your experience with respect to the question – don't go off on unrelated tangents.

Choose your words carefully—remember you are representing the entire University, not just part of it. If a certain type of question or issue is raised frequently, please let the Office of Admission know about it. It might be something that is particular to a region of the country or part of a larger trend.

FAQ's of Admissions and Recruitment:

Q: What does Provisional Admissions mean?

As a student admitted on probation, they are required to attend the Summer Bridge Program. Because your academic profile raised some concerns with the Admission Committee, they have been admitted to the University on a "Provisional" status.

Q: What is the Summer Bridge Program?

The Summer Bridge Program is a dynamic academic enhancement and college readiness program that offers pre-freshmen a challenging and rewarding experience on the historic campus of UMES. This summer program is designed to strengthen your academic skills, study habits, time management skills and help prepare students for the challenging academic environment you will encounter during your matriculation at UMES. This program will also give them a beneficial head start on their journey, and will assist in their adjustment to collegiate life.

Q: How can I be considered for Scholarship?

Students are reviewed for scholarship at the time of admission. There is not a separate application that needs to be submitted to be considered for scholarship. The student's application for admission is their application for scholarship.

Q: What are the qualifications for academic or merit-based scholarship?

Scholarships are awarded based on academic excellence, leadership and service.

Q: I applied but have not received a decision. Can you tell me the status of my application?

Please ask the student to contact the UMES Office of Admissions and Recruitment at (410) 651 6410 or umesadmissions@umes.edu to obtain a status update on their application.

Q: What We Look For

The classes the student takes and the grades they receive in them matter. We typically look for students who have taken more challenging classes (which can vary from school to school, we take that into account also) and have done well in them. For First-Time Freshmen, we also look at standardized test scores, if they choose to submit them (UMES has a test optional policy).

First-Time Freshmen Minimum High School Course Requirements:

English: 3 units

Mathematics: 2 units

Natural Sciences: 2 units

Social Sciences: 2 units

For both First-Time Freshmen and Transfer Students, a minimum grade point average of 2.0 (on a 4.0 scale) is desired, but there are special admission programs to assist students that fall below the 2.0 minimum.

UMES also considers the following factors when making admissions decisions:

Class rank	Standardized test scores (optional)
Pattern of courses completed	Recommendation letters (optional)
Educational objectives	Record of past conduct

Q: What are the admission requirements for a freshman student?

You are a Freshman or First Year Student if you are:

Applying for admission during your final year of high school, or a high school graduate who has never attended college, or have earned less than 12 semester transferable college credits after high school graduation

The University of Maryland Eastern Shore seeks to admit students whose academic preparation is strong, who desire to succeed, and who are highly motivated academically, professionally, and personally. Most successful Freshman applicants will have completed a college prep curriculum. Careful consideration is given for course selection and grades earned in addition to SAT/ACT scores where applicable.

Requirements for a complete application:

An online application via Common App, Black Common App, or the UMES standard application

A nonrefundable application fee of \$35.00

An official copy of high school and/or college transcripts

An official copy of SAT or ACT score report*

Optional

Applicants with a cumulative GPA of 3.4 or higher do not need to submit SAT or ACT scores for admissions purposes.

Letters of recommendation and personal statements are not required; however, we encourage our applicants to submit the materials that paint the best picture of themselves.

Q: What are the admission requirements for a transfer student?

Transfer Students

A student who has attended any accredited institution of higher education will be considered as a transfer student. For admissions purposes, students who have completed 23 or fewer credits are also required to submit an official high school transcript.

Requirements for a complete application:

An online application via Common App, Black Common App, or the UMES standard application

A nonrefundable application fee of \$35.00

An official copy of transcripts for all college or university level coursework attempted

Additional requirements if 23 or fewer credit hours earned:

An official copy of high school transcript

An official copy of SAT or ACT score report*

Other Considerations:

Applicants with a cumulative GPA of 3.4 or higher do not need to submit SAT or ACT scores for admissions purposes

Optional Essay and Letters of Recommendation

Applicants must be in good standing and eligible to return to previous institution

Resources for Transfer Applicants

Transferring credit from Maryland Community Colleges

Visit ARTSYS <https://artsys.usmd.edu/chgri.cgi>, The Articulation System for Maryland Colleges and Universities, to see how your credits will transfer to UMES.

Direct Transfer and Articulation Agreements*

UMES fully ascribes to the Maryland State Board for Higher Education Articulation Agreement. UMES has direct transfer agreements with all Maryland community colleges as well. Direct transfer allows automatic admission and transfer of all college level credits of a “C” or better, not to exceed 70 credits.

To see a list of institutions and programs with whom UMES has articulation agreements:

<https://wwwcp.umes.edu/admissions/wp-content/uploads/sites/44/2021/07/Articulation-Agreements-between-UMES-and-Other-Institutions.2017.04.03.pdf>

Transfer from Colleges and Universities

UMES does not limit the number of credits transferable for work completed at four-year colleges; however, in order to graduate, a student must complete 30 semester credit hours at UMES

Q: How to Apply

Application Process:

STEP 1: Select one of the follow application platforms that best meets student needs:

Common App: <https://www.commonapp.org>

MES Standard Application: <https://futurehawk.umes.edu>

Common Black College Application: <https://commonblackcollegeapp.com>

STEP 2: Send required and supporting documents to the Office of Admissions & Recruitment.

STEP 3: Monitor email address provided on application.

Q: How will I know if I am admitted?

An acceptance letter will be emailed to the applicant's “Future Hawk Portal”

Q: How do I sign up for classes?

Freshman students are required to be advised by their academic advisor in the Center for Access and Academic Success (CAAS) before they are enrolled in classes. The student’s advisor will enroll them in their initial classes. Transfer students must first have their transfer credits evaluated by the Registrar’s Office or their major Department Chair, depending on the number of hours the student plans to transfer into UMES. Transfer students are required to be advised by their academic advisor before they are enrolled in classes.

Q: Does UMES require the SAT or ACT test?

At this time, UMES has a test optional policy. The student may submit their ACT or SAT scores, but they will not be taken into consideration for admission purposes.

Q: What makes a high school or college transcript official?

An official high school transcript must arrive in a sealed envelope from the sending school, or be submitted with the student's UMES application for application, uploaded by the applicants school. Transcripts emailed directly from the student's school to UMES are also considered official.

Q: As a transfer student, why do I have to send in official transcripts from every school I have attended when all the classes are on my last transcript?

To receive credit for each class, UMES must receive an official transcript from each school attended. Because transfer courses are often listed differently by each institution, an official transcript with original course listings is required. This allows UMES to grant students the correct transfer course credits.

Q: Will you accept transfer work from my 2-year college or university?

To accept transfer work from a 2-year college or university, the school you are transferring from must hold a regional accreditation at the higher education level.

Q: Who are the Admission Recruiters?

Mr. Shakyrys Charles
Admissions Counselor/ Recruiter
Email: skcharles@umes.edu
Phone: 410-651-6410

Aaron Cork
Coordinator of On-Campus Recruitment
acork@umes.edu
(410)651-6411

Mr. Philip Harrison
Admissions Counselor/ Recruiter
Email: pharrison@umes.edu
Phone: 410-651-6412

Mr. Philip Vinson
Admissions Counselor/ Recruiter
Email: pkvinson@umes.edu
Phone: 410-651-6410
Territories

Q: Why do I have to reapply if I have missed two semesters or more?

We need to make sure your personal information is correct and know whether you attended another institution during your time away from us. If so, we will also need an official transcript from each school you attended when not in attendance at UMES.

Q: I applied for a previous semester and was accepted. Does this guarantee that I will be accepted again?

It depends on your individual situation. If you applied as an incoming freshman and have since attended another college or university, we will need those transcripts before an admission decision can be made on your new application. The same applies for a transfer student who attended another school since being accepted at UMES.

Q: What are the majors that UMES offers?

Undergraduate degree programs are listed below in alphabetical order. Concentrations within the degree program are marked with an *asterisk.

Upper Division Certificate

- [Special Education](#)

Bachelor's Degree Programs

- [Accounting](#)
- [Agribusiness Management](#)
- [Agriculture, General](#)
 - * [Agricultural Education](#)
 - [Agricultural Studies](#)
 - [Animal & Poultry Business Technology](#)
 - [Animal & Poultry Pre-Vet Professional](#)
 - [Plant and Soil Science](#)
- [Applied Design](#)
 - [Commercial Photography](#)
 - [Graphic Illustration](#)
 - [Sequential Arts](#)
- [Art Education](#)
- [Aviation Science](#)
 - * Aeronautics

- * [Aviation Management](#)
- * [Professional Pilot](#)
- * Software Engineering – *temporarily suspended through spring 2022*[^]

- [Biochemistry](#)
- [Biology, General](#)
 - * [Biology Education](#)
- [Business Administration](#)
- [Chemistry](#)
 - * [Chemistry Education](#)
- [Computer Science](#)
- [Construction Management/Technology](#)
- [Criminal Justice](#)
- [Digital Media Studies](#)
- [Engineering](#)
 - [Aerospace](#)
 - [Computer](#)
 - [Electrical](#)
 - [Mechanical](#)
- [Engineering Technology](#)

- * [Electrical/Electronics](#)
- [English](#)
 - * [English Education](#)
- [Environmental Science](#)
 - * [Fisheries Science & Technology](#)
 - * [General Environmental Sciences](#)
 - * [Marine Ecology](#)
- [Exercise Science](#)
 - [Clinical](#)
 - [Health Fitness](#)
- [Finance](#)
- [General Studies](#)
- [History](#)
- [Hospitality & Tourism Management](#)
- [Human Ecology](#)
 - [Childhood Development](#)
 - * [Dietetics/Nutrition](#)
 - [Family and Consumer Science Education](#)
 - * [Family and Consumer Science](#)
- [New On-Line Programs Scheduled for Fall 2023](#)
 - [BS - Engineering Technology](#)
 - [BS - Hospitality Tourism and Management](#)
 - [BS - Construction Management Technology](#)
 - [BS - Human Ecology \(area of concentration - child development\)](#)
 - [MS - Rehabilitation Counseling](#)
 - [MS - Criminology and Criminal Justice](#)
 - [MS - Data Science and Analytics Engineering](#)
- * [Fashion Merchandising](#)
 - * [Interior Design](#)
- Jazz and Popular Music – *temporarily suspended through spring 2023^*
- [Marketing](#)
- [Mathematics](#) – *temporarily suspended through spring 2023^*
 - * [Mathematics Education](#) – *temporarily suspended through spring 2023^*
- Music Education – *temporarily suspended until further notice^*
 - * Choral/General
 - * Instrumental
- [Professional Golf Management](#)
- [Rehabilitation Psychology](#)
- [Rehabilitation Services](#)
- [Sociology](#)
 - * [Social Studies Education](#)
- [Special Education](#)
- [Sport Management](#)
- [Technology and Engineering Education](#)
- [Urban Forestry](#)



**UNIVERSITY OF MARYLAND
EASTERN SHORE**