

## 17-18 MSFT Mid-Term Progress Report

### Our MSFT proposal requested funding for **17.07 Social Media & Graphic Design Assistant – Admissions & Recruitment**

*Provide a brief summary of the status of your submission. Feel free to add photos.*

With the help of MSFT funding, Admissions and Recruitment has been able to communicate with and engage prospective and admitted students via social media, print mail pieces and e-communications. For the Fall 2018 recruitment season, CI received over 11,000 applications. With the assistance of MSFT student assistants we are able to support the recruitment efforts of the department by providing: 1) updated Enrollment Guides for Freshmen and Transfer students 2) updated videos for Junior and Seniors in high school, 3) timely and accurate e-communications, 4) Print piece to promote scholarship opportunities, 5) monthly home page web banners for csuci.edu 6) social media posts for on-campus events 7) Peer Advisory flier.

The examples mentioned above are the few that we could visually represent. In addition, the students also provided support for the launch of our new online reservation system for campus tours. This included building over 20 html-based emails that are sent through the automated system. MSFT funded students also regularly attend and photograph on-campus events in order to create engagement on social media.

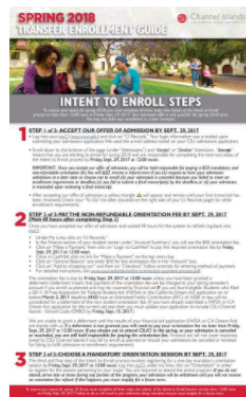
Below are a few samples of the work of our students assistants in the last 6 months:

## Freshman

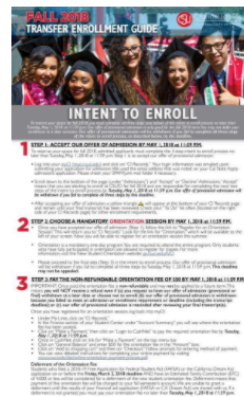


Freshman Enrollment Guide

## Transfer Students



Transfer Enrollment Guide Spring 2018



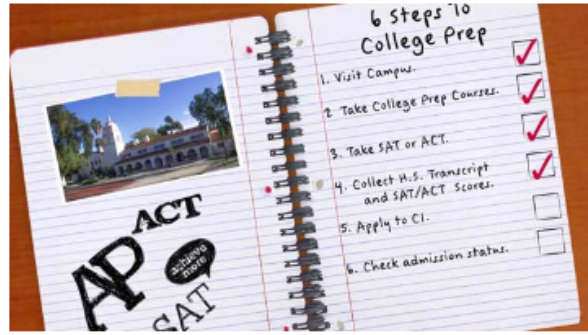
Transfer Enrollment Guide Fall 2018

1) Enrollment Guides for Freshman and Transfer students:

<https://www.csuci.edu/admissions/publications.htm>



**6 Steps for College Prep for Juniors**



**6 Steps for College Prep for Seniors**

2) Update College Prep Videos for Juniors and Seniors in High School:  
<https://www.csuci.edu/admissions/freshman/prepare-for-college.htm>



**Communication Program at CI**

CI is known for its interdisciplinary approach to learning and our Communication program is no exception. You'll work in groups, make a variety of presentations, build your leadership skills and expand your knowledge about communication channels—from face-to-face to the Internet. You'll understand the importance of Communication in the workplace—and in your community. Find out more in Communication at CI video.



**MAY 1 Intent to Enroll Due May 1**

There is less than one month left to complete the three-step intent to enroll process. Review the [admitted student page](#) and find out what is required to reserve a space at CSU Channel Islands for Fall 2017. See you at CI!

**Reserve Your Space Today!**



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 1 University Dr., Camarillo CA, 93012  
 Tel: 805-437-8520



**Reminder: Submit Your Final Transcripts**

July 10, 2017

Dear {#First Name#}:

**If you have already sent in your transcripts, please disregard this message.**

Final transcript(s) with spring 2017 grades posted must be received by the Admissions Office at CSU Channel Islands **no later than 12:00 noon on Friday, July 14, 2017**. It is your responsibility to request official transcripts from all community colleges and/or universities attended and ensure that we receive them by the July 14 deadline.

Your transcript is considered "official" if it arrives in a sealed envelope, is hand-delivered in a sealed envelope, or electronically transmitted through a third party (e.g., Parchment, etc.). **Faxes and email are not accepted.**

**Your Admission Status**

Once CSU Channel Islands has received your final official transcript, your myCI "To Do" List for that item will disappear. Please allow 2 weeks for your "To Do" List to update.

Because we receive thousands of transcripts, we are unable to tell you by phone or email whether or not your transcript has been received. Please be patient and check your "To Do" List often.

Your admission status will appear as "Incomplete" until we have reviewed your final official transcript and verified that all admission requirements were met. Please allow 4-6 weeks for us to review your transcript. Admission requirements were outlined in your initial admission offer.

**Log into myCI**

The deadline for us to receive these documents is **Friday, July 14, 2017 at 12:00 noon**. Failure to receive your final documents will result in a hold on your account and possible enrollment cancellation.

**JULY 14** **Deadline for CI to Receive Transcripts**  
 Friday, July 14, 2017 at 12:00 noon.

3) New E-Communication Pieces

## 2017 WEB BANNERS



4) Monthly Webpage banners for csuci.edu

**Involvement Fair**



**CI Social Business Innovation Challenge**



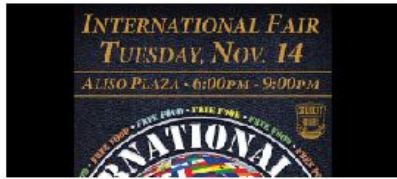
**Student Union Open Mic Nights**



**Walk a Mile in Her Shoes**



**International Fair**



5) Social media posts for on-campus events

Megan Norris 21' MVS Fellow

Devin Rodriguez 21' MVS Fellow

**CHANNEL YOUR POTENTIAL** Channel Islands CALIFORNIA STATE UNIVERSITY

Dear <studentfirstname>:

Congratulations on your admission to the Martin V. Smith School of Business and Economics at CSU Channel Islands (CSUCI). Upon review of your application, the faculty believes you would be a strong contributor to our community, and invite you to apply for the **Martin V. Smith Fellows Scholarship Program**.

The MVS Fellows is a full-tuition scholarship worth \$6,800, renewable for four years, for high-performing students majoring in business or economics. Fellows are required to maintain a 3.25 grade point average annually, and participate in the unique fellows-only learning experiences. MVS Fellows work with faculty and students in conducting research and represent the university at official events including the Business Advisory Council meetings and MVS Speaker Series.

The ideal MVS Fellow will value academic excellence and school involvement. Thus, in addition to the regular CI scholarship application, MVS Fellows applicants must complete a short essay (500 to 800 words) on what you want your college and post-collegiate years to involve. More details on the scholarship application (due by March 2, 2018) can be found at: [go.csuci.edu/MVSfellows](http://go.csuci.edu/MVSfellows). Additionally, a step by step application process is printed on the back of this letter.

I invite you to explore our university website and visit our beautiful campus. If you would like to attend a lecture while on campus, please email our Martin V. Smith Fellows coordinator, Dr. Susan Andrzejewski ([susan.andrzejewski@csuci.edu](mailto:susan.andrzejewski@csuci.edu)).

We look forward to hearing from you by the scholarship application deadline of March 2, 2018.

Sincerely,

William P. Cordeiro, PhD  
Dean  
Martin V. Smith School of Business & Economics  
California State University Channel Islands

PS: Don't delay! The deadline to complete the 3-step scholarship process is **March 2, 2018**.

The Martin V. Smith School of Business & Economics emphasizes a liberal arts education that provides a strong foundation in the functional areas of business and economics, while also encouraging students to think critically, collaborate and communicate. Studying at the Martin V. Smith School of Business & Economics will prepare you for a variety of careers through an education that is creative, innovative, and focused on you and your future success.

**MVS Fellows Scholarship Application Process**

**Step 1:** Submit online a FAFSA ([www.fafsa.ed.gov](http://www.fafsa.ed.gov)) or California Dream Act (<https://dream.csoc.ca.gov>) application.

**Step 2:** Submit your CSU Channel Islands Scholarship application online through your myCI portal under "My Links" click on the "CI Scholarships" link to apply.

**Step 3:** Complete the MVS Fellows Essay (500-800 words) within your myCI portal.

All steps must be completed by **Friday, March 2, 2018**.  
Visit our webpage for more info: [go.csuci.edu/MVSfellows](http://go.csuci.edu/MVSfellows)

Founded in 2002, California State University Channel Islands (CSUCI) offers an unparalleled student-centered learning experience. Students enjoy ocean breezes and small class sizes on one of California's most architecturally beautiful campuses. CSUCI is located within the "Ventura County Technology Corridor" and is in close proximity to top companies that provide vast career opportunities and internships to students. Channel Your Potential!

## 6) MVS Scholarship Opportunities Print Piece



**NOW HIRING  
PEER ADVISORS**

Provide advising to  
Freshman & Sophomore Students

Provide students with  
academic & campus resources

Assist students in  
interpreting CARR report

**Qualifications:**

- Have attended CI for at least two semesters
- Have a minimum 2.75 cumulative GPA

**How to Apply:**

-Visit [Dolphin CareerLink](#) via your myCI portal or Email applications directly to [claudia.sitlington@csuci.edu](mailto:claudia.sitlington@csuci.edu)

 **ACADEMIC ADVISING CHANNEL ISLANDS**  
California State University  
One University Drive  
Canby, California 92012  
Bell Tower Central, Room 1595  
Phone: (805) 437-8571

## 7) Peer Advisor Flyer

*Provide a brief summary of the status of your budget. Are you within budget? Will you expect to spend your entire allocation by end of FY?*

We currently have spent \$7,209.43 as of end of December 2017. We expect to spend our entire allocation by June 30, 2018.

*Additional Comments?*

**Thank you for the MSFT Funding!**