

# Ambassador Toolbox



## **Overview**

The Ambassador Toolbox is a campus-wide accessible Box folder for campus partners seeking to assist with outreach and recruitment efforts created by the Undergraduate Admissions and Recruitment (UGAR) office. The toolbox includes SFSU's messaging and resources, effective recruitment efforts, messaging highlights, and expected outcomes. Streamlined and efficient outreach and recruitment efforts, and a unified story will help shape SFSU's positioning in a landscape of many higher education choices.

## **Undergraduate Admissions & Recruitment**

The Office of Undergraduate Admissions & Recruitment (UGAR) serves prospective undergraduate students and their families, guiding them through the admissions process and supporting them as they transition into the SFSU community. UGAR responsibilities include:

- Coordinating the overall University recruitment program and offering pre-admission information
- Receiving and reviewing applications and supporting materials for admission
- Hosting tours, events, and programming for prospective and admitted undergraduate students
- Welcoming admitted students and communicating about next steps
- Evaluating transfer credit
- Determining residency for tuition purposes

UGAR evaluates undergraduate admission applications. Details on admission requirements can be found at [future.sfsu.edu/admissions](http://future.sfsu.edu/admissions)

The Undergraduate Recruitment Team within UGAR reaches out to prospective domestic students through college fairs, school visits, workshops and webinars, and pre-admission evaluations. Each Undergraduate Recruitment Specialist has a geographic territory and schedules college fairs and school visits months in advance. Website: [future.sfsu.edu/connect](http://future.sfsu.edu/connect)

The Admissions Welcome Center within UGAR hosts guided campus tours and group tours. The Welcome Center is located on the first floor of the Student Services Building. Website: [future.sfsu.edu/visit](http://future.sfsu.edu/visit)

## **Admission Events hosted by UGAR**

UGAR hosts a variety of events including but not limited to:

- **Discover SFSU**
  - Fall open house for all prospective undergraduate students and Spring admitted students. <https://future.sfsu.edu/discoverfsf>
- **Explore SFSU**
  - Admitted student day for Fall admitted students and their guests. <https://future.sfsu.edu/explore-sfsu>
- **Regional Receptions**
  - UGAR, in collaboration with Housing, hosts admitted student regional reception celebrations in the Spring throughout the state of California. The events include housing and financial aid presentations, a student panel, and tabling as a way to encourage students to accept their admission offer.
- **SFSU Admit Days**
  - UGAR collaborates with school counselors to process their students' applications quickly and then host an Admit Day on their campus to celebrate students and explain their next steps.
- **Workshops & Webinars**
  - UGAR hosts a variety of virtual workshops and webinars including Cal State Apply workshops, Transfer Success Pathways webinars, and joint Admissions and Financial Aid webinars. <https://future.sfsu.edu/connect>

## How can you help?

- Participate in admissions & recruitment events on campus like Discover SFSU (October) and Explore SFSU (April).
- Host discipline specific recruitment efforts in collaboration with or communicated to UGAR.
  - Department Chairs connect with chairs at local community colleges and create classroom collaborations.
  - Departments present to relevant student clubs at local high schools and community colleges.
  - Departments invite local community college classes to SFSU and collaborate with the Admissions Welcome Center to organize a campus tour.
- Highlight program talking points on webpage by indicating how program is unique compared to other CSUs.
- Participate in admitted student phone call campaigns.
- Attend an Undergraduate Recruitment Team meeting to discuss program talking points (email [outreach@sfsu.edu](mailto:outreach@sfsu.edu) to schedule).

## Helpful Links

**Request for Information Form** - A link to the digital request for information form all prospective students should fill out. This enters them into UGAR's customer relationship management system (CRM) so prospective students receive SFSU promotional emails, reminders of admission dates and deadlines, and invites to recruitment events.

**Campus Tour Sign-ups** - A link to [future.sfsu.edu/visit](https://future.sfsu.edu/visit) to share with prospective students and school counselors looking to register for a campus tour, including guided campus tours, group campus tours, and the virtual campus tour.

**Upcoming Events Qualtrics** - A Qualtrics link for campus partners to let UGAR know if they are hosting a tour/event at SFSU or attending a recruitment event off-campus. This form also allows campus partners to request assistance from UGAR.

## Office Contact List

Please direct prospective students to the following offices depending on their questions.

- **Undergraduate Recruitment Team**
  - Pre-admission questions including admission requirements and application assistance
  - outreach@sfsu.edu or (415) 338-2355
  - future.sfsu.edu/connect
  
- **Admissions Welcome Center**
  - Group tours
  - grptours@sfsu.edu or (415) 338-2355
  - future.sfsu.edu/visit
  
- **Undergraduate Admissions**
  - Questions from applicants
  - Domestic: ugamit@sfsu.edu or (415) 338-6486
  - International: ugintl@sfsu.edu or (415) 338-2382
  
- **Graduate Admissions**
  - Questions about graduate admissions and 2<sup>nd</sup> bachelors
  - gradstudies@sfsu.edu or (415) 338-2234
  
- **Division of International Education**
  - Questions from prospective international students who have not applied yet
  - world@sfsu.edu

## Questions?

Off-campus recruitment questions? Contact the Undergraduate Recruitment Team at [outreach@sfsu.edu](mailto:outreach@sfsu.edu) or Dayne Wahl (pictured below), Associate Director for Undergraduate Recruitment at [dwahl@sfsu.edu](mailto:dwahl@sfsu.edu)

On-campus tours and group visits questions? Contact the Admissions Welcome Center at [grptours@sfsu.edu](mailto:grptours@sfsu.edu) or Dr. Eurania Lopez (pictured below), Assistant Director of Undergraduate Admission at [eurania@sfsu.edu](mailto:eurania@sfsu.edu).



Dayne Wahl  
Associate Director for  
Undergraduate Recruitment



Dr. Eurania Lopez  
Assistant Director of  
Undergraduate Admission

**Thank you for your dedication to SFSU and our students, both future and current. We look forward to collaborating with you.**

