

# Recruiting Students to your Living-Learning Community

Current and incoming students have a variety of options and opportunities available to them at UMBC and being able to connect your LLC and program to students is essential. Recruiting students to your LLC should be a priority through the academic year, and here are a few suggestions on how to effectively recruit current and incoming UMBC students to your LLC.

## Current and Returning Students (who currently live on-campus)

- Contact students from the LLC's academic program, department, or division and promote the LLC to them and any leadership (mentoring) experiences that would come from being a part of the LLC as an upperclass student.
- Forwarding LLC and application information to program, department or division newsletters or list-servs
- Create a MyUMBC posting about your LLC and how to apply.
- Request to present information about the LLC and the application process to academic classes with students who may be interested in the LLC.
- Work with Residential Life to target-market/promote your LLC to specific students currently living on campus (academic majors, minors, etc.).
- It is essential that all returning students who are recruited meet the general Housing Application Deadline. Students who submit applications after the deadline will be waitlisted for housing and not illegible for an LLC unless approved by the Director of Residential Life.

## First-Year Matriculating Students

- Attend Admission Prospective Student and Newly Admitted Student Events during the academic year to promote the LLC.
- Distribute LLC and application information to prospective students associated academic programs and departments
- Contact students (via email, mailing, etc) who showed interest in LLCs or LLC-specific programming and services via their UMBC application.
- Work with Residential Life to target-market/promote your LLC to specific incoming students (academic major, minor, etc.).

## Transfer and Commuting Students

- Presently, our LLCs cannot accept transfer or commuting students who apply for housing or a LLC. It is recommended that limited marketing and promotion is directed to our transfer and commuter student populations.

