



JMU ADMISSIONS
RECRUITMENT VOLUNTEERS

Training Manual
Academic Year 2024-2025

Table of Contents

Letter to ARV Volunteers	3
Expectations	4
What is a College Fair?	4
General Guidelines – Do’s and Don’ts	5
Application Statistics	6
JMU Fast Facts	6
Application Process	6
Explanation of the Admissions Factors	7-8
The Admissions Cycle & Scholarships at JMU	9
Honors College	10
Study Abroad	10
Campus Visitation	10
Frequently Asked Questions	11-13
What’s New at JMU?	14
Important Contacts Around JMU	15
Admissions Counselor Information	15

Dear Volunteer Dukes,

I want to thank you for your dedication and support of JMU and the Admissions Recruitment Volunteer program. By volunteering as an ARV, you help us reach out to a wide range of prospective students we may otherwise miss out on. Your dedication and support is invaluable and thank you in advance for your service!

As an ARV, you play a very important role in recruiting prospective students to JMU. Prospective students see you as a person that values the education and experiences of our institution. Your interactions with prospective students help to increase the number and quality of applicants to JMU, allowing us to maintain high standards and to provide an excellent learning environment for all students.

This volunteer guide outlines your role as an ARV representative when attending college fairs. This guide is designed to provide you with easy access to important information while talking to prospective students and families. We hope that volunteering for the Admissions Recruitment Volunteer program will be an enjoyable and rewarding experience. Please feel free to contact me at any time with questions or feedback; I welcome your ideas and suggestions and I look forward to working with you!

Sincerely,

John Pulley
ARV Coordinator
540.568.2898
arv@jmu.edu

JMU Mission Statement

We are a community committed to preparing students to be educated and enlightened citizens who will lead productive and meaningful lives.

ARV Mission Statement

JMU's Admissions Recruitment Volunteers are alumni and parents who serve the Office of Admissions by attending college fairs and assist us in recruiting students to our university.

ARV Vision Statement

We strive to maintain a global network of enthusiastic and knowledgeable volunteers to assist the Office of Admissions in our recruitment efforts.

Expectations of Volunteers

- Arrive early to the fair to allow for parking, set-up, etc. We suggest an hour if possible.
- Review the information in the training manual, travel piece, and other fair materials prior to the event.
- Be professional, honest, and straightforward at all times. You are representing JMU.
- Notify the Coordinator as soon as possible if your plans change and you cannot attend your scheduled fair.
- Suggest to students to visit our campus and attend a group information session. Our scheduled sessions and campus tours are available online through the JMU Admissions webpage.
- Encourage other alumni to become involved with the ARV program.
- Review mailings and emails from JMU, as well as visit jmu.edu to stay up-to-date with university changes.

Expectations of ARV Coordinator

- Assign volunteers to cover college fairs.
- Contact volunteers in a timely fashion.
- Provide a training manual to assist in preparation for the fair.
- Send an adequate supply of materials to volunteers in time for the event.
 - Please note: We try to get materials to you 10-14 days prior to the event. However, depending on the date you sign up and shipping delays, this may not be possible.
- Send information and details about the college fair to each volunteer.
- Maintain a directory of volunteers.
- Be available for questions, comments, and suggestions.

College Fair Description

A college fair is an event for prospective students to meet representatives from many colleges and universities in one location within a short period of time. These events are usually organized by high schools or school districts, and sponsored by school boards or professional associations. Most college fairs are held during the evenings, although some are held during school hours.

Usually, the host institution provides each college representative with an assigned table within a large area. This way, students and parents are free to roam and speak with many different college representatives. The impression JMU makes at a college fair is an important step in encouraging students to deepen their investigation of the university. Remember that you are representing all of JMU at these fairs. Your professionalism, friendliness and enthusiasm reflect upon the university.

Guidelines

Do:

- Have fun!
- Dress nicely (JMU polo or business casual is fine).
- Plan to arrive 30- 60 minutes early to setup.
- Check in at the registration table with fair officials.
- Review the information in this volunteer manual.
- Wear the nametag that we provide. Parent Council volunteers can wear their Parent Council name tag!
- Place the JMU banner on the table with the logo facing out. Display the rest of the recruitment materials.
- Be approachable by standing behind the JMU table.
- Smile; be friendly, professional, enthusiastic, and helpful.
- Encourage students to take our admissions publication (Travel Piece).
- Encourage students to fill out our information card or take it with them to fill out later.
- Be courteous to other college representatives at the fair.
- **Return the cloth JMU Banner and completed information cards using the pre-paid postage slip and box provided. It is not necessary to return leftover travel pieces or empty information cards.**

Don't:

- Do not speak negatively about another college or university.
- Do not encourage or allow students to complete their information card at the tables of other colleges (even if the JMU table is crowded!).
- Do not call students to your table at a college fair. Let the student choose the tables they would like to visit.
- **Do not decorate your booth or give away items. Pennants, streamers, candy, balloons, flowers, gifts etc. are not appropriate (this is in accordance with national guidelines). Display only the materials we provide you.**
- Do not stand in front of the table. Most fairs and national organizations have rules against standing in front of the table.
- Do not be afraid to say, "I don't know." Encourage the student and family to contact the Office of Admissions or forward those questions to us.
- **Do not make a statement of admissibility to a prospective student or family.** Even JMU admission professionals will not comment on a student's admissibility.

Application Statistics for Incoming Freshmen of 2024

- Undergraduate applications received: 39,776
- Applications accepted: 27,449
- Applicants enrolled (our freshman class): 4,750
- 2023-2024 First-Year Acceptance Rate: 69%
- Standardized tests are not required to submit, but 18% of applicants did:
 - SAT mid-50% range: 1210-1370
 - ACT mid-50% range: 26-31

Fast Facts

- Total university undergraduate enrollment: 21,006
- Total graduate student enrollment: 1,752
- Student to faculty ratio: 17:1
- Full-time professors: 1,046
- Part-time professors: 359
- Average class size: 24 students
 - 89% of all classes are under 50 students
- Classes taught by professors: 98%
- Male to Female ratio: 42% Male: 58% Female
- In-State population: 78%, Out-of-State population: 22%
 - Students from 52 states and territories and 100+ countries
- International students: 1%
- Students of color: 23%

Application Process

JMU offers **two** options to complete the application. The first is the application through the JMU website, the same application we've been using for years. The second option is through the **Common Application**. The questions are the same on all applications and there is no preference given to one application over the other. When a student clicks the "Apply Now" button on our website, they will be brought to a page that will explain how to choose.

Admission Factors

The purpose of this section is to help you understand what we do in the Admissions Office to make decisions. There is not a formula of “x percent for factor one, and y percent for factor two,” but this should help you answer questions students might ask along the lines of “which part is more important?” Of course, if a student asks a really tough question, don’t fake your way through an answer; refer them to the Office of Admissions. This explanation of the factors is generic, and does not in any way imply a guarantee of admission to any individual student. Please take care in speaking with students that they are aware of this fact.

One more thing before going further; the abbreviated terms below describe different types of courses students might take in high school for which college credit may be earned. JMU Admissions considers these types of courses to be equivalent.

AP—Advanced Placement

IB—International Baccalaureate

DE—Dual Enrollment

CIE — Cambridge International Examinations

We only require the online application, high school transcript, and senior year schedule for the application process. We are truly test-optional with respect to submitting standardized test scores. Students will not be at any disadvantage for majors, scholarships, or becoming part of our Honors College by not providing SAT/ACT scores.

The two most important parts that we consider during the application review are the program of study and academic achievement.

- **Five core academic areas: English, mathematics, lab science, social science, and foreign language**
- **Academic level (i.e. AP/IB/DE, honors, accelerated, etc.) of those courses**
- **Four years of English**
- **Four years of math—to include one year beyond Algebra II** such as Pre-Calculus, Trigonometry, Statistics, Discrete Math, etc.
- **Four years of lab science**
- **Four years of a Social Science**
- **Typically three years of the same Foreign Language or two years of two different languages**

Next, the committee evaluates how the student performed in his or her classes. We will see a cumulative GPA as well as individual grades for each course through 11th grade. We count A’s, B’s, C’s (and D’s and F’s if they have them) in the five core areas. **The most competitive applicants have achieved mostly A’s and B’s. We focus more on individual core academic grades, not the overall GPA; this method eliminates the effect of elective classes on GPA.**

A note—it is possible for the decisions on two students at the same school to be: Bob whose GPA is 3.8 is denied and Joe whose GPA is 3.4 is admitted. The reasoning would probably be that Bob did not take advanced courses, and Joe did.

The following are optional components* that may be submitted:

Extracurricular Activities and Awards/Recognitions

Students can list their involvement with clubs, organizations, part-time jobs, athletics, and volunteer opportunities. We will not accept supplementary resumes. Applicants may list their awards and recognitions on their application if they would like to highlight any of their achievements such as honor societies, placements in competitions, certifications, etc.

Letter of Recommendation

If an applicant wishes to have one included with their application, it must be requested by the applicant via our online recommendation system during the application process. JMU will contact the recommender with instructions for submitting the recommendation letter. Additional letters of recommendation will not be reviewed.

Personal Statement / Common App Essay

This is the space for students to tell us more about themselves. We encourage students to use this space to explain any circumstances that may have affected them and cannot be found on their high school transcript. The personal statement can be no more than 650 words.

Secondary School Report

A guidance counselor can complete the Secondary School Report Form to give us additional information. Many high schools have developed their own version of this form. Either is acceptable.

Standardized Tests

If a student opts to submit an SAT or ACT score, JMU requires that the official test result be sent to us electronically from the test agency and arrive by the application deadline. While it is not required, last year 18% of our applicants did submit a score. Students may end up choosing to send scores based on those averages from last year.

**These are 100% optional – students are at no advantage or disadvantage if they submit them.*

Admission Cycle

- **Year-Round:** Admission staff travels to high schools and college fairs. ARV help at college fairs. Students and parents visit campus for presentations and tours.
- **October 15:** Spring transfer application deadline
- **November 1:** Early Action application deadline
- **November- December:** Staff members read & evaluate Early Action applications
- **January 15:** Regular Decision application deadline
- **February 1:** Summer transfer application deadline
- **January- March:** Staff members read & evaluate Regular Decision applications
- **March 1:** Fall transfer application deadline
- **May 1:** First Year Student notification deadline with \$400 deposit

Scholarships

Students are considered automatically for the majority of our merit-based scholarships when they apply to JMU. There are some exceptions to this such as Dingleline-Bluestone and Second Century STEM. After a student has applied, we encourage students to check out the Madison Scholarship Hub in their MyMadison applicant portal.

- ***Dingleline-Bluestone Scholarship***
 - Merit-based scholarship that recognizes a student who has demonstrated excellence in academic achievement, leadership, and community service
 - Award amounts to 100% of in-state tuition and fees for four years
 - Students must apply to the JMU Honors College
 - Application deadline is November 15th
- ***Madison Award for Academic Excellence***
 - Merit-based awards which recognize a broad spectrum of accomplishment and potential
 - Award amounts are 75% of in-state tuition and fees for four years
 - Approximately 350 scholarships are awarded annually
 - Academic colleges and departments are responsible for selecting the recipients
 - No additional application needed – admitted students are automatically considered
- ***Second Century Scholarships***
 - Students interested in STEM (Science, Technology, Engineering, Math) fields
 - Award amounts are 100% of in-state tuition and fees for four years
 - Minimum GPA of 3.75 (performance in science, technology, and math courses will receive additional consideration)
 - Application deadlines are posted online

Honors College

Competitive Applicants Will Demonstrate:

- Strong academic performance in a rigorous course schedule
- Well-written essay that demonstrates the value added to the community
- Significant extracurricular and leadership experiences.
- SAT or ACT scores are not used for admission to the Honors College.

Benefits:

- Increased scholarship opportunities: the Honors College has the largest number of academic scholarships at JMU.
- Small honors classes with a maximum of 20 students.
- Priority registration for classes.
- A computer laboratory exclusively for honors students.
- Opportunity to join the Honors Residential Learning Community, a residential living and learning experience, each year they choose to stay on campus.
- Mentoring support for undergraduate research.
- Financial support to present your research at undergraduate conferences.
- Award of a gold medallion upon graduation.
- Designation of "Honors Scholar" and "graduation with distinction" on diploma and transcript.

Study Abroad

- About 30% of students take advantage of a study abroad opportunity (about 1,400 annually)
- Semester-long opportunities in Antwerp, London, Florence, Salamanca, and Edinburgh
- **Many** summer and short-term programs available
- Costs approximately \$5,000 more per semester, but some scholarships are available

Visiting Campus

We encourage students and families to come visit campus and see an official admissions information session. Our daily schedule is available on our website. A half hour information session is conducted by an admissions representative, which is followed up by an hour and a half campus walking tour with a Student Ambassador.

2024 Open Houses

Students and families are welcome to also attend one of our fall open houses. We highly encourage them to register online prior to the event. This year's **in-person dates** are **Saturday, October 5th & Saturday, November 16th**.

FAQ's

1. **When are the application deadlines?**

- Spring transfer: October 15th
- Freshman early action: November 1st
- Freshman regular decision: January 15th
- Summer transfer: February 1st
- Fall transfer: March 1st

2. **When are students notified of an admission decision?**

- Early action: mid-late January
- Regular decision: early to mid-March
- Fall & summer transfers: April
- Spring transfers: November

3. **Does JMU offer an early admission program for freshmen?**

We offer a non-binding Early Action program. Students are not required to commit to JMU until May 1st. Students not offered admission during Early Action will most likely have their application carried over to the Regular Decision pool (the deferral process). We have no preference between students applying for Early Action or Regular Decision – students are welcome to submit their application in either pool whenever they are ready, so long as they meet our application deadlines.

4. **Can an interview be a part of the admission process?**

We do not require nor grant personal interviews. However, if a student visits campus and would like questions answered by a counselor, we will have someone meet with them.

5. **What does it cost to apply to JMU?**

There is a \$70 application fee.

6. **Is there a deposit?**

There is a \$400 enrollment deposit due May 1st which is applied to their fall bill.

7. **Who is considered a transfer student?**

Any students that have taken college courses after graduating from high school are considered transfer students. Competitive transfer applicants will have at least a full year of college coursework (24+ credits) and a 3.0 college GPA or higher. We encourage transfer students to take general courses in English, Math, Lab Science, and Social Science.

8. **Does JMU require SAT II subject tests?**

JMU does not accept or require SAT II Subject tests.

9. Can I receive transfer credit for my Dual Enrollment/ Advanced Placement/ International Baccalaureate credits?

Our Registrar's office reviews college transcripts for possible credit at JMU. For AP and IB scores, our website has all of the necessary scores listed for possible credit.

10. How do I apply for financial aid?

To determine eligibility for assistance, complete the Free Application for Federal Student Aid (FAFSA) for priority consideration by March 1st of the student's senior year. There is a Net Price Calculator tool to estimate your amount of aid through our website.

11. How do I know who to contact within Admissions?

Your regional counselor's information is on our website, under "Contact Us" within the Undergraduate Admissions page. Follow the prompts under "Find Your Counselor" to determine the appropriate contact.

12. Do students have to declare a major upon attending JMU?

Not initially. Many students enter as exploratory/undeclared. The choice of major has no effect on the admission decision-making process as we admit to the university as a whole. A major must be declared by early sophomore year.

13. Is anything extra required for students applying to the music, dance, theatre and art programs?

Yes. Music, dance, theatre, and musical theatre students must do an audition. Architectural design, graphic design, industrial design and studio art students must submit a portfolio.

14. Does JMU offer any pre-professional programs?

Yes. We offer pre-professional programs in forensic studies, law, and theology which serve as advising tracks. Additionally, JMU offers pre-professional health minors that students can pair with a related major. These pre-professional health programs include athletic training, dentistry, medicine, occupational therapy, optometry, pharmacy, physical therapy, physician assistant, and veterinary medicine. These pre-professional courses serve to assist the student in preparation for graduate school.

15. What percentage of students return for sophomore year (retention rate)?

90% of our freshmen will return to JMU as sophomores.

16. How does housing work at JMU?

Freshmen are guaranteed housing and are required to live on campus their first year. Students submit a housing contract to Residence Life in March for the following year. However, most students at JMU tend to live off-campus by personal choice after their first or second year.

17. Can freshmen have cars on campus?

No. Students can have a car on campus starting their sophomore year. A student does not need a car to get around Harrisonburg. The Harrisonburg Transit bus system is convenient and free to students. Students do need to pay for a parking pass to park on campus.

18. Is JMU a Division I university?

Yes, there are 17 intercollegiate athletics teams.

19. If I'm an athlete, how can I play my sport at JMU?

There are three levels of sports at JMU: Division I, club sports, and intramural sports. If you would like to play at the DI level, you can complete a recruit questionnaire online. Club sports are competitive teams that travel and play against regional universities. Intramural sports are casual and only compete at JMU.

20. Should a student worry about safety at JMU?

Safety should be a concern everywhere, but we are confident in our belief that students do not need to worry about being safe in Harrisonburg. We have a strong public safety program that includes a police force, lighted pathways, campus cadets, emergency phones, and freshmen residence halls that are locked 24 hours a day.

21. Is Greek Life available?

Yes, approximately 20% of our students are in Greek Life. There are 17 national fraternities and 14 national sororities on campus. We also have 6 fraternities and 6 sororities housed in our Center for Multicultural Student Services. (Inter-cultural)

22. What is there to do on the weekends?

There are over 400 clubs and organizations that sponsor events on campus every day of the week. There is a movie theater available to students. Sporting events, intercollegiate, and intramural sports take place throughout the year. There is a recreation building (UREC) on campus with a variety of machines, a running track, and fitness classes. There is also a program available for students to attend community service events over the weekends and spring break.

New at JMU

New Village Hall

In May 2023, Ikenberry Hall was demolished in preparation for a new residence hall. The scheduled reopening is Fall 2025. This is the beginning of a years-long project to gradually update the residence halls in the Village. The new dorm will feature study spaces, recreation room/T.V. lounge, zen rooms throughout the dorm, a kitchen, a faculty in residence, laundry rooms on each floor, ice machines and vending, and pod style bathrooms. The new dorm will be a total of 113,294 sq ft. and will contain 459 total beds.

Charlie King Begins Role as Interim President

King began his term as interim president of JMU in July 2024. He previously retired from JMU in December 2021 after serving 25 years as the Chief Financial Officer and Senior Vice President of Administration and Finance. King has remarked that “JMU has a longstanding tradition in caring for one another and coming together to conquer challenges,” a culture that he says he will continue as he serves in his interim role.

[Read more.](#)

95% of 2023 JMU Grads Achieve Positive Career Outcomes

Over 2,500 JMU undergrads from the class of 2023 found work within 6 months of graduating and more than 1,500 of them found jobs in VA. JMU’s annual career outcomes report also stated that more than 200 graduates reported that they found jobs in the teaching profession in VA and another 167 were working in the field of nursing, both of which are fields that VA is experiencing shortages in. The College of Business had the highest percentage of graduates entering the workforce (87%), and the College of Integrated Science and Engineering had the second highest percentage of graduates at 81%. The full report can be found [here](#).

Carrier Library Renovations

James Madison University began construction for a newly renovated and expanded Carrier Library on campus. The renovation will ensure the library is universally accessible, easy to visit, environmentally responsible and welcoming for Dukes and the local community. The new building will include a 24-hour student study space, beautiful reading rooms, outdoor terraces, a café and consultation and group study rooms. Other features include a makerspace and experimental technology classroom, video and audio podcasting studios, new collections areas and Special Collections facilities, and a lab for the conservation of books and manuscripts. Construction began in summer of 2023 and will include the addition of 56,400 square feet and renovation of 121,200 square feet. Plans are to re-open the building for the fall semester of 2026.

Phone Numbers to Reference

Office of Admissions	540-568-5681
Office of Alumni Relations:	540-568-6234 888-JMU-ALUM
Office of Financial Aid:	540-568-7820
Office of Residence Life:	540-568-4663
Bookstore:	540-568-6164
Intercollegiate Athletics:	540-568-6164

Admissions website: www.jmu.edu/admissions

Admissions email: admissions@jmu.edu

Application questions: applicationprocessing@jmu.edu

Admission Counselor Contact Information

If you are at a college fair outside of Virginia, we will provide information cards for students to fill out. At the top of this card, there will be a counselor's photo, name, and contact information. This part of the card is designed to be torn off so the student can take it with them. This counselor is the one who will be reading their application, so if the student has specific questions, please encourage them to email the counselor directly.

If you are at a college fair in Virginia, you will most likely be working alongside the counselor who oversees that particular region/ high school. The information cards used in-state do not have counselor information attached to them.

Go Dukes!