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PTK Direct Admission:

A Fast Track for Transfer Success

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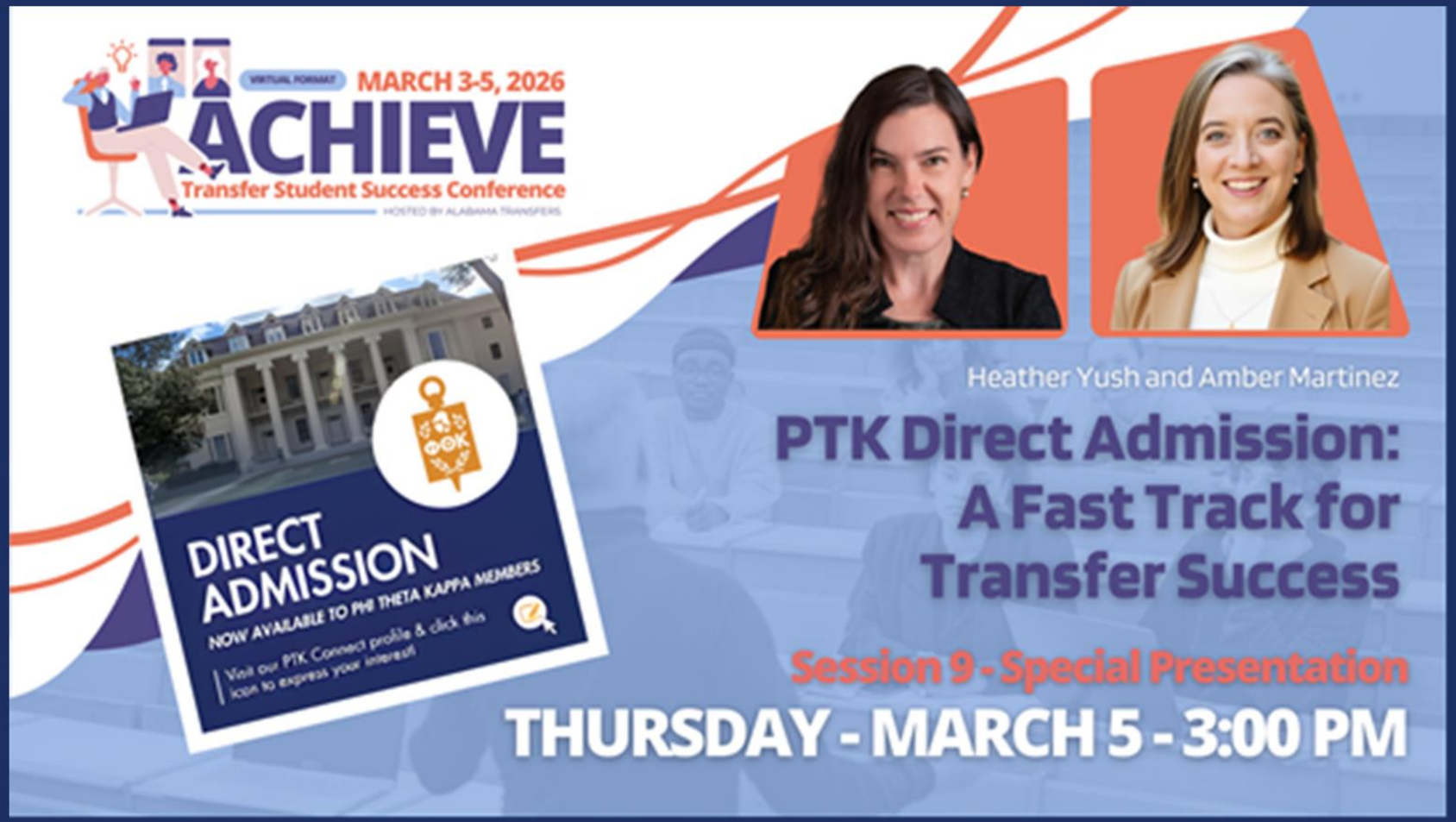
Speaker Introductions:



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Agenda:

- PTK & PTK Connect Overview
- Why Direct Admission?
- Commentary from Athens State University
- Success Metrics
- Q&A

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Sharing the PTK Mission

The mission of Phi Theta Kappa is to recognize academic achievement of college students and to provide opportunities for them to grow as scholars and leaders.

Our work involves providing support for the continued success of the nation's top community college students, while also working to support and strengthen the nation's community colleges through the following three commitments: Caring for Students, Caring for Student Success, and Caring for Community Colleges.

PTK CONNECT

PHI THETA KAPPA CATALYST 2026 CHART YOUR COURSE

PTK EDGE Transfer

PHI THETA KAPPA HONOR SOCIETY TRANSFER HONOR ROLL

GOLDEN OPPORTUNITY SCHOLARSHIP

Phi Theta Kappa at a Glance:

Phi Theta Kappa is the first honor society recognizing the academic achievement of community college students and helping them grow as scholars and leaders.

230,000
active members & annually

100 years
of honoring high achievers

4.3M
total members & growing

91%
student success rate (completion or transfer)

3.6
average GPA

71%
of PTK members transfer successfully

38%
first-generation students

27
average age

41%
Pell Grant recipients

1,187
PTK campus-based chapters

28
regions of PTK

11
countries

50
U.S. states

813
transfer scholarships exclusively for PTK members

789
four-year college and university partners

benefitting
56.2K
students in 2025 (estimated)

16
new PTK transfer scholarships in 2025

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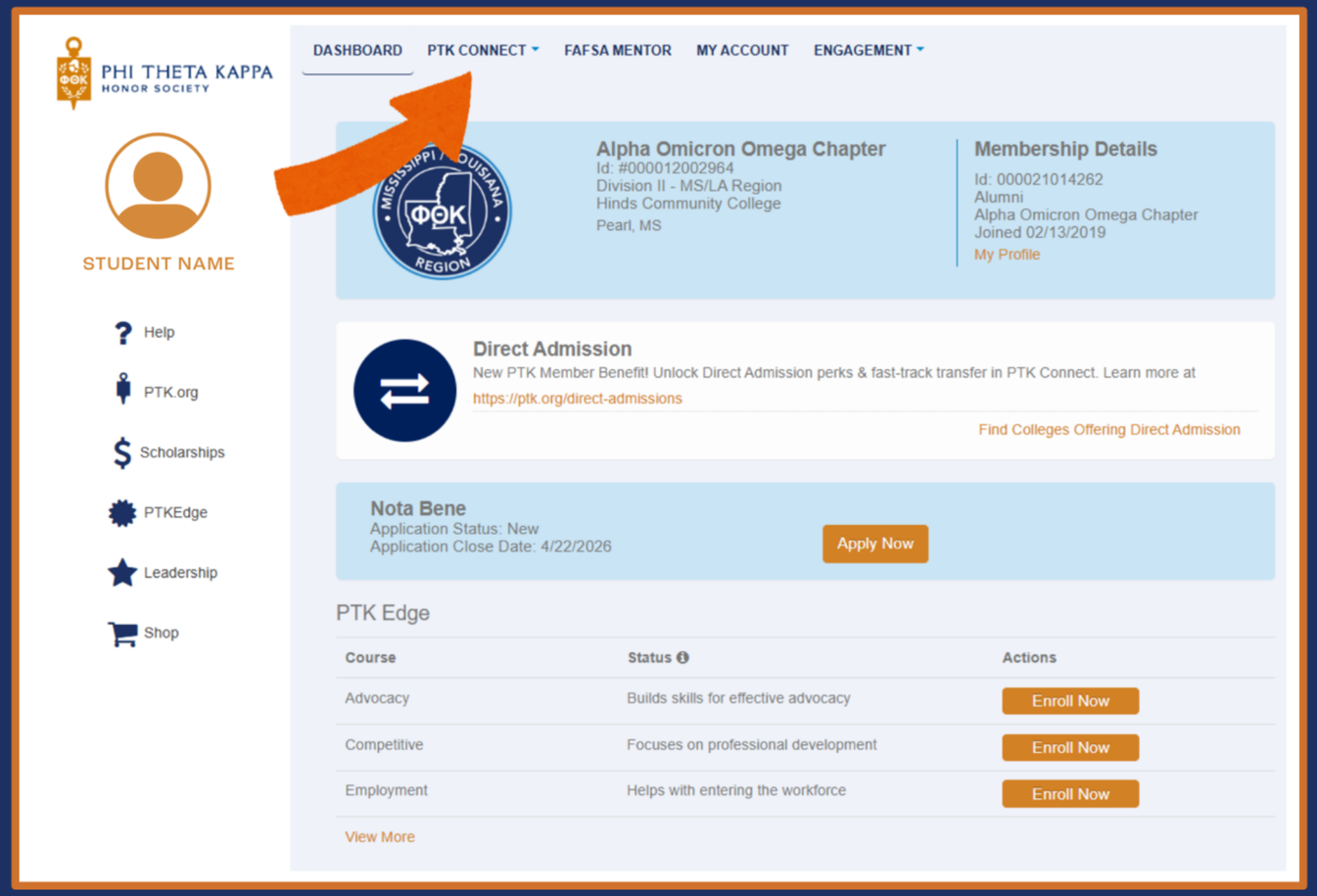
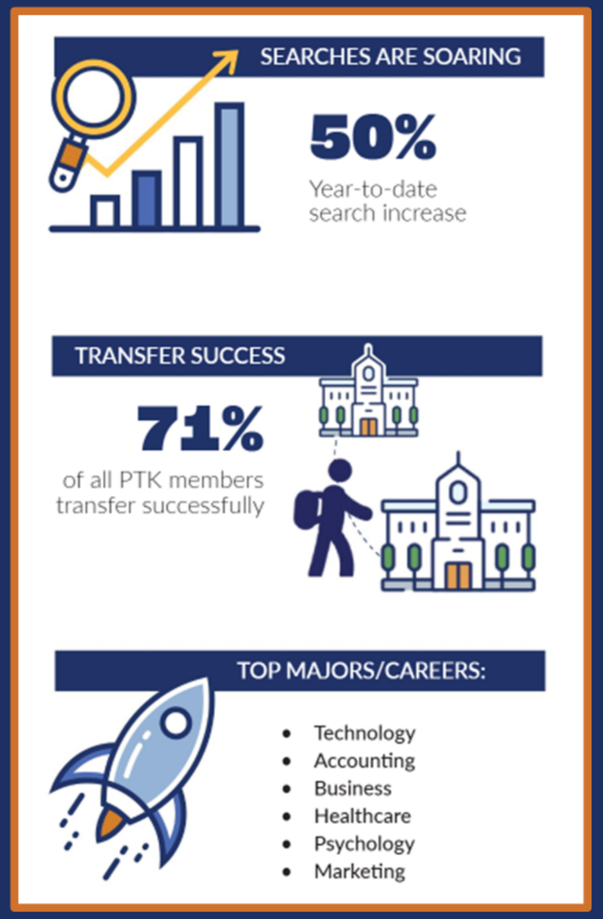
PTK Connect – Student View





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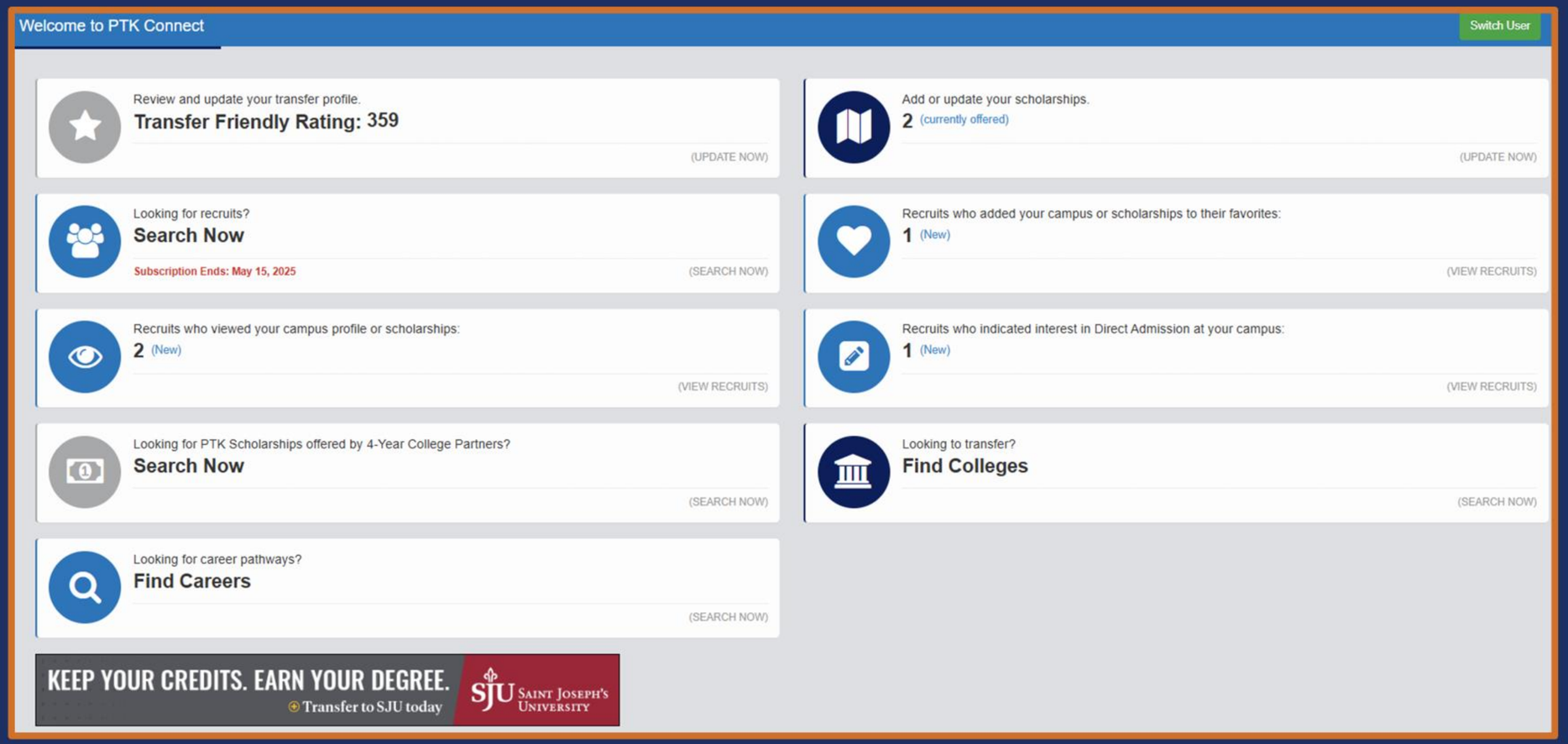
PTK Connect – Recruiter View



PTK Connect Basic Features:

- Self-direct searches to find ideal prospects
- Identify students showing interest in your institution
- Customize queries using robust search filters (e.g. academic major, demographics, expected graduation date)
- Employ Georecruiting to locate students within custom radius (0-200 miles)
- Instantly obtain export files, including reliable contact information
- Discover prospects seeking online, graduate school, or transfer abroad
- Manage data efficiently using save search and exclude duplicates functionality
- Promote transfer benefits, opportunities, & scholarships

Why Direct Admission?

- **Access:** Removes potential barrier, expanding access to opportunities at four-year institutions
- **Student Success:** Bolster likelihood of successful transfer and degree attainment
- **Convenience:** Streamline the process for academically qualified, extremely busy students
- **Improve Well-Being:** Reduce stress/anxiety through eliminating fear of rejection & increase confidence with easy-to-navigate process
- **Value Alignment:** PTK members value recognition! Direct Admission celebrates and validates student efforts
- **Diversify & Widen Transfer Pool:** Build early affinity through proactive outreach to students who may not otherwise consider your institution
- **Return on Investment:** Both PTK members and PTK four-year partners seek ROI for engaging with PTK

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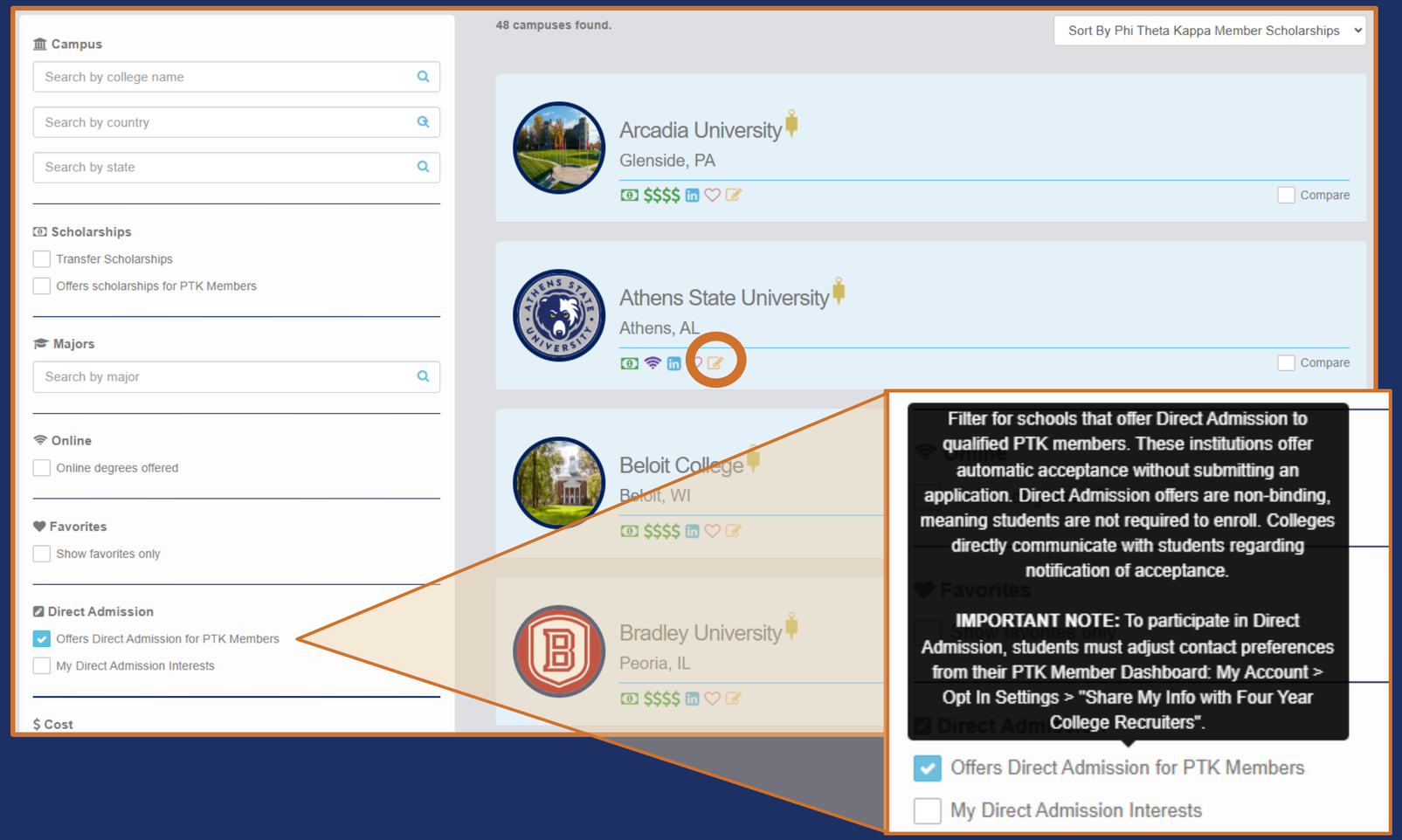
How Does it Work? – Student View

- Direct Admission search filter and tool tips added to PTK Connect
- Clickable icon appears only next to institutions that are Direct Admit enabled
- Students click pencil icon to indicate interest (similar to clicking heart to favorite)
- Students may view “My Direct Admission Interests” from their dashboard



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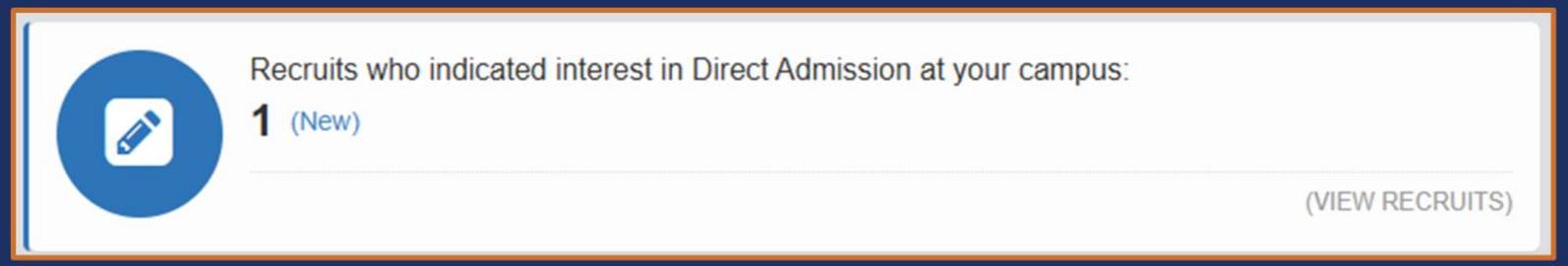
How Does it Work? – Recruiter View

- Unlimited level PTK Connect subscribers may access prospects as they appear on the dashboard



- Export file displays column with Y, N flag to denote students indicating interest in Direct Admission

- Reach out to students directly using contact info obtained via PTK Connect

Weekly Summary

PTK CONNECT

Current Subscription Level: PTK Connect 2,000 Names

Remaining to Download: 441

Subscription Lapse Date: Sep 30, 2025

Click to Renew or Upgrade

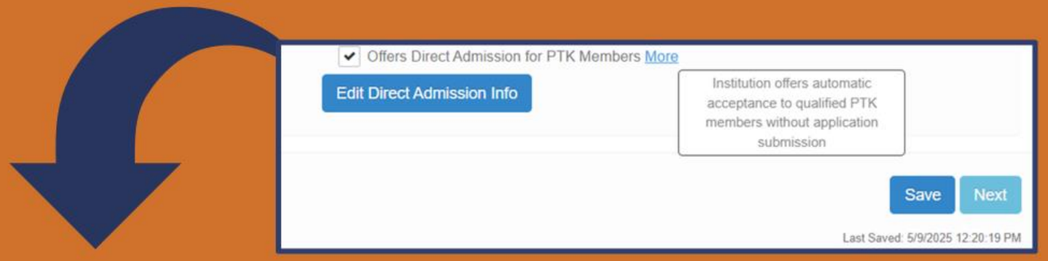
Recruits who added your campus or scholarships to their favorites:
3 (New)

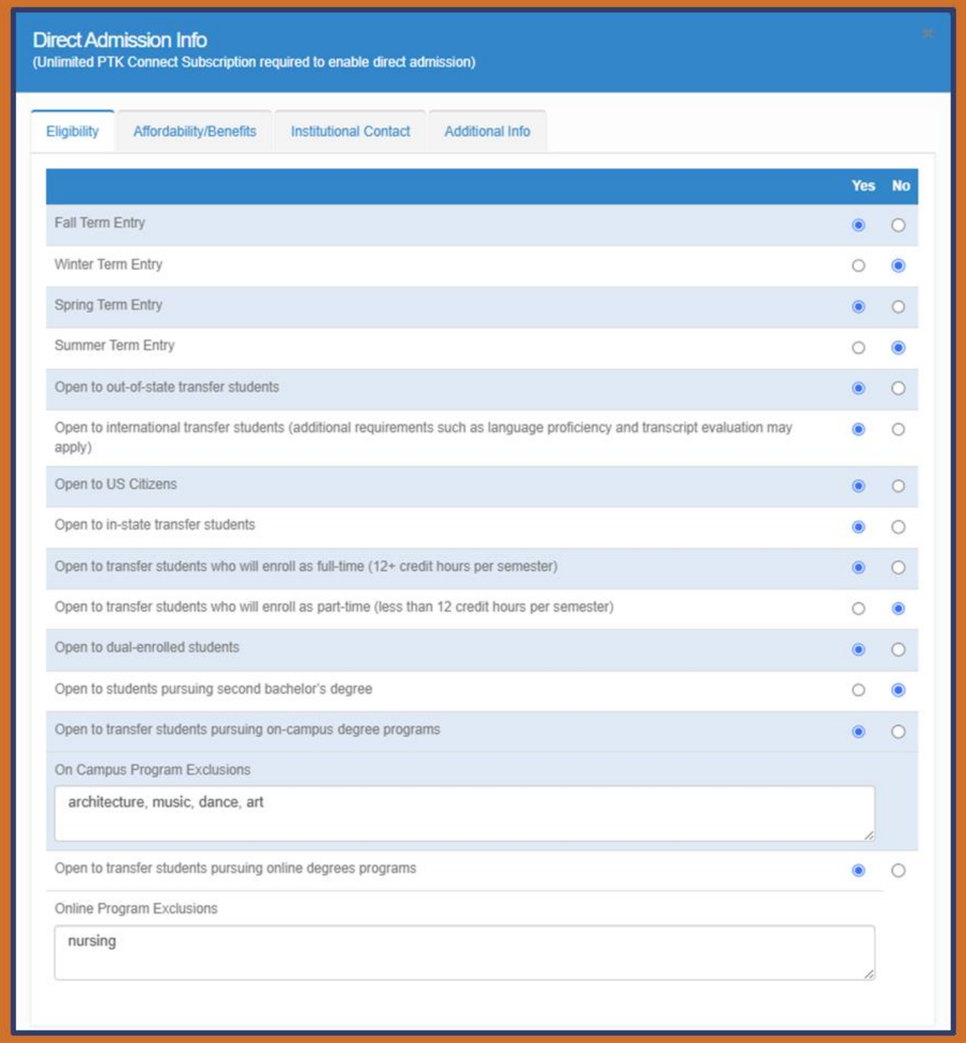
Recruits who viewed your campus profile or scholarships:
2 (New)

Recruits who indicated interest in Direct Admission at your campus:
3 (New)

Next Steps?

- **Login to PTK Connect (or contact collegerelations@ptk.org to request free login)**
  - Click Transfer Profile on dashboard
  - Click Admissions tab and scroll down to final question
  - Checkmark “Offers Direct Admission for PTK Members” to expand
  - Respond to all questions across 4 tabs and SAVE
  - PTK College Relations will receive notification of your submission and follow up





Direct Admission Info
(Unlimited PTK Connect Subscription required to enable direct admission)

Eligibility | Affordability/Benefits | Institutional Contact | Additional Info

	Yes	No
Fall Term Entry	●	○
Winter Term Entry	○	●
Spring Term Entry	●	○
Summer Term Entry	○	●
Open to out-of-state transfer students	●	○
Open to international transfer students (additional requirements such as language proficiency and transcript evaluation may apply)	●	○
Open to US Citizens	●	○
Open to in-state transfer students	●	○
Open to transfer students who will enroll as full-time (12+ credit hours per semester)	●	○
Open to transfer students who will enroll as part-time (less than 12 credit hours per semester)	○	●
Open to dual-enrolled students	●	○
Open to students pursuing second bachelor's degree	○	●
Open to transfer students pursuing on-campus degree programs	●	○
On Campus Program Exclusions: architecture, music, dance, art		
Open to transfer students pursuing online degrees programs	●	○
Online Program Exclusions: nursing		

Next Steps? Cont.

- **Set up internal process for intake**
  - Inform and educate campus partners to ensure success/growth
  - Mechanics of processing (onboarding form, CRM sourcing/tagging)
    - Fast (speed to contact crucial)
    - Flexible (roll to future semester if requested, move to freshman funnel, opportunity to alter major if selecting excluded program)
  - Marketing & communication (custom comm flow, awareness campaigns, travel/promo pieces)
  - Scholarships & special opportunities (elevate/create scholarships, open houses, premium swag)
  - Centralized POC (concierge-level treatment, highly responsive & consistent answers)

- **Listen carefully to Amber's perspective from Athens State during the rest of this presentation!**

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Direct Admission – ENABLED! Student View

Information

300 N Beaty St
Athens, AL 35611-1999

Visit Our Website
Admissions
Financial Aid
Apply Online!

Information provided by IPEDS

Direct Admission Details

Eligibility:

Fall Term Entry:	✔
Winter Term Entry:	✖
Spring Term Entry:	✔
Summer Term Entry:	✔
Open to out-of-state transfer students:	✔
Open to international transfer students (additional requirements such as language proficiency and transcript evaluation may apply):	✔
Open to US Citizens:	✔
Open to in-state transfer students:	✔
Open to transfer students who will enroll as full-time (12+ credit hours per semester):	✔
Open to transfer students who will enroll as part-time (less than 12 credit hours per semester):	✔
Open to dual-enrolled students (high school students simultaneously enrolled in college courses):	✔
Open to students pursuing second bachelor's degree:	✔
Open to transfer students pursuing on-campus degree programs:	✔
Open to transfer students pursuing online degrees programs:	✔

Affordability/Benefits:

Guaranteed admission for eligible degree programs (additional requirements such as portfolio or audition may apply):	✔
Admission application fee waived:	✔
Essay requirement waived:	✔
Priority course registration:	✖
Dedicated transfer advising:	✔
Automatic consideration for Honors College/Program:	✖
Automatic consideration for institutional scholarships:	✔
Exclusive scholarship for PTK members available from institution:	✖

Institutional Contact:

Direct Admission Contact Name:	Amber Martinez
Direct Admission Contact Email:	amber.martinez@athens.edu
Direct Admission Contact Phone:	(256)233-8130
Direct Admission URL:	Link (www.athens.edu)

ATHENS STATE UNIVERSITY

Transfer Institution/Upper-Division

Located in Athens, AL

Founded in 1822

Approximately 3,000 students

15:1 Student to Faculty Ratio

Why Athens State Leverages PTK Connect

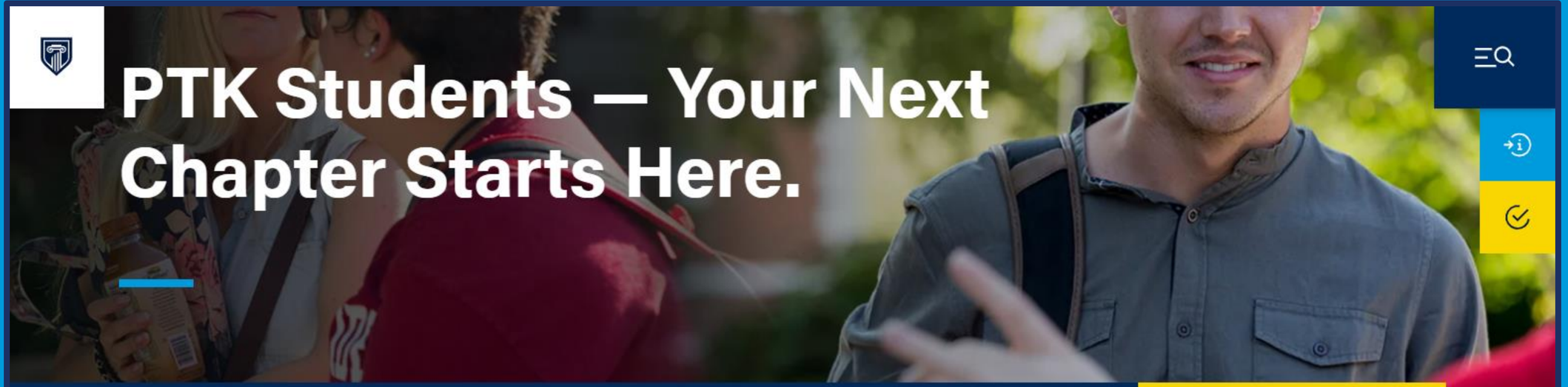
ATHENS STATE UNIVERSITY

- Identifying strong transfer prospects can be challenging
- Difficult to determine which students are actively interested in transferring
- PTK Connect provides prequalified transfer leads
- Students visible in PTK Connect have already expressed interest in transferring
- Enables more targeted, efficient recruitment efforts

Why Athens State Launched PTK Direct Admission

ATHENS STATE UNIVERSITY

- No additional cost (already a PTK Connect Unlimited subscriber)
- Transferring can be intimidating — removing barriers is critical
- High-achieving PTK students deserve a seamless, supportive pathway
- Direct admission creates clarity, confidence, and momentum
- With autonomy to design our process, we quickly built a landing page, launched outreach, and streamlined the application
- Minimal staff involvement
- Fast activation: Launched on 10/31/25, just 3 weeks after initial inquiry



PTK Students — Your Next Chapter Starts Here.

DIRECT ADMIT APPLICATION

Welcome PTK Scholars!

Congratulations on your academic achievements and membership in Phi Theta Kappa! As a PTK member, you've already demonstrated the excellence, leadership, and commitment to learning that we value at Athens State University. We're honored to offer you a ***Direct Admission*** pathway designed exclusively for PTK students—making your transfer experience simple, seamless, and rewarding.

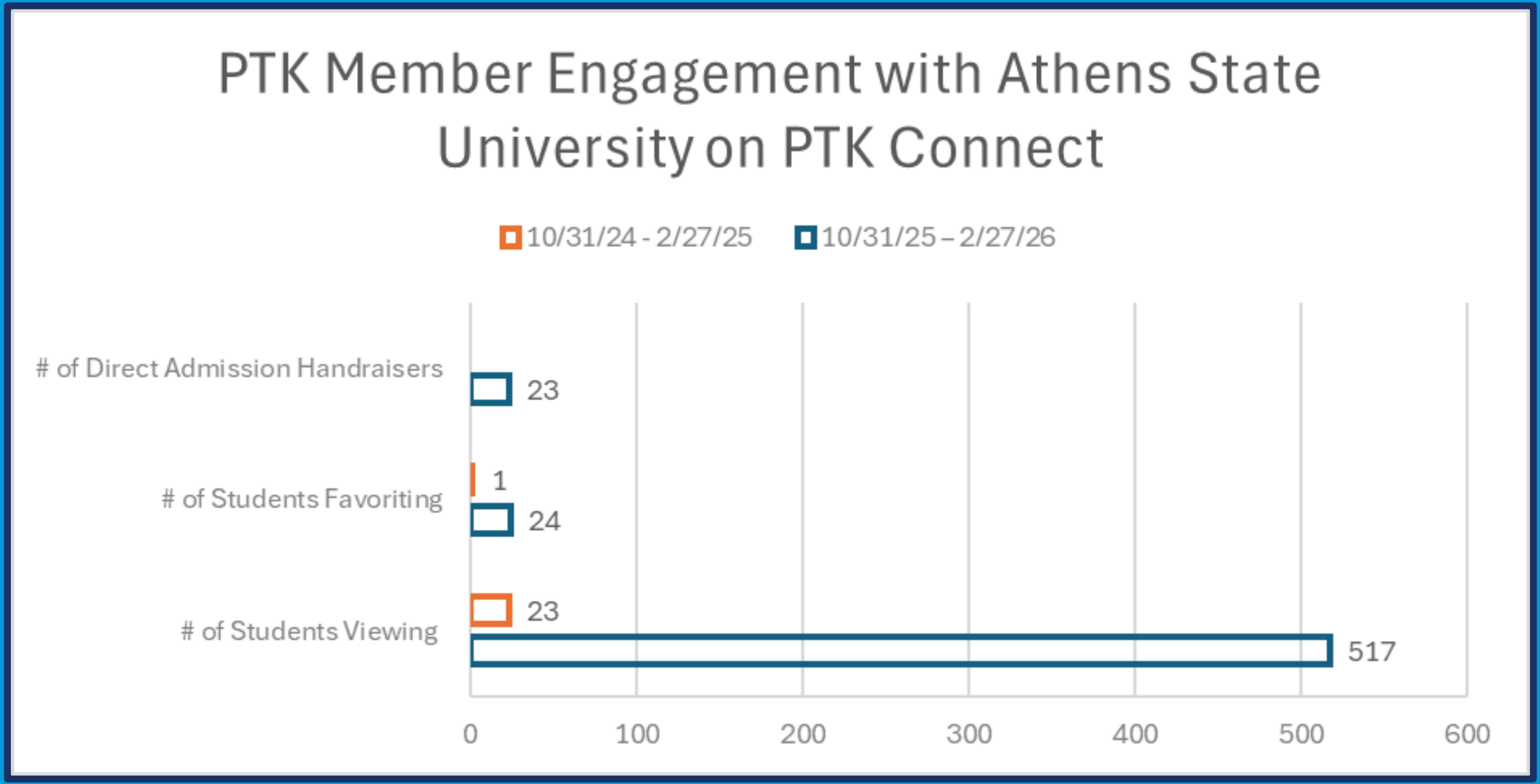
Student Testimonial

ATHENS STATE UNIVERSITY

- PTK Connect significantly streamlined my scholarship search process by allowing me to efficiently locate and apply for opportunities tailored specifically to me as a Phi Theta Kappa member. It also made it easier to identify transfer institutions that actively recognize and value the academic dedication and achievement required of a PTK member. My favorite feature of the PTK website is the interactive scholarship map, which allows me to quickly identify colleges that offer scholarships to Phi Theta Kappa members as well as to clearly understand the eligibility requirements for each scholarship.

- PTK's new Direct Admission feature saved me considerable time by simplifying the college application process. The expedited system allowed me to apply to multiple institutions more efficiently, without the need to fill out very long, tedious applications. I deeply appreciate that participating colleges acknowledge the academic excellence of PTK members by offering direct admission opportunities, reinforcing the value of our hard work and commitment to our education as Phi Theta Kappa members.

Athens State Success Metrics



PTK Direct Admission Success Metrics: Student Profile

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- 263 students representing 37 states clicked Direct Admission 800 times
- Average age 25; mean GPA 3.83
- 52% Pell recipients; 58% non-white (reported); 82% US Citizens
- 88% full-time; 76% interested in graduate school
- Nearly 75% graduating by mid-2026
- 66% select only one institution

PTK Direct Admission Success Metrics: Institutional Profile

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- **Wide Reach** – 48 colleges in 21 states (70% private, 30% public)
- **Term Availability** – Fall (100%) & Spring (97%) dominate
- **Strong Eligibility** –U.S. citizens, out-of-state, in-state, and full-time transfers; moderate gaps for part-time (62%), dual-enrolled (36%), and second BA (64%)
- **International Access** – 79% of colleges open to international students
- **Modality Access** – On-campus programs: 100% (60% with some exclusions); Online programs: 45% (17% with some exclusions)
- **Admissions Benefits** – Application fee waived (98%), essay waived (90%), dedicated advising (95%), priority registration (36%)
- **Scholarships & Honors** – Institutional scholarship consideration: 98%; PTK scholarships: 86% (97% renewable & stackable); Automatic Honors College consideration: 43%
- **Information Visibility** – 100% provide Direct Admission contact; 67% share a URL in the Direct Admission Details section of profile

“From Nazareth’s perspective, PTK Direct Admission has meaningfully increased engagement from prospective transfer students, reflected in a significant uptick in onboarding form submissions. The initiative signals our commitment to honoring PTK students’ achievements and easing their transition, which has resonated strongly with both students and our community college partners.”

Chelsea Barclay

Director of Graduate & Transfer Admissions
Nazareth University

Questions?

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ATHENS STATE
UNIVERSITY

Thank you for your interest in PTK Direct Admission!

Heather Yush
heather.yush@ptk.org

Amber Martinez
amber.martinez@athens.edu

As a non-profit organization, we directly reinvest revenue from our four-year partners into programs that support student success.