PTK CONNECT

RECRUITER FAQ

HOW DOES A COLLEGE RECRUITER USE PTK CONNECT?

Colleges use PTK Connect to search for, identify, and connect with high-achieving prospective transfer students across the country and abroad.

HOW DOES THIS HELP A FOUR-YEAR COLLEGE?

PTK Connect provides you with access to the best-fit transfer students that meet your unique recruitment needs and equips you to build a strong, stable, and continuous pipeline of prospective transfer student recruits. Cultivate relationships with high-achieving transfer students, promote your college's transfer pathways, and introduce scholarships to help them finance their education.

CAN A RECRUITER CREATE A PROFILE TO PROMOTE THEIR COLLEGE FOR FREE?

Yes. Colleges can build a transfer profile and opt-in to authorize the National Student Clearinghouse to release transfer data points to Phi Theta Kappa to include in your college's profile on PTK Connect, calculate your transfer-friendliness rating, and consider your college for PTK's Transfer Honor Roll at no cost.

The more transfer information you share, the more your college's transfer-friendliness rating increases. The higher you score, your chances of being named to PTK's Transfer Honor Roll increase.

HOW DO PTK CONNECT SUBSCRIPTIONS WORK?

Four-year colleges must purchase a subscription to access the database. Subscriptions are active for use within one calendar year from the day your college subscribes.

HOW DOES A COLLEGE GET STARTED?

To get started, click Login at the top of the site and enter your username and password. If you've never had an account with us, contact us at collegerelations@ptk.org to get started.

HOW DOES A COLLEGE SEARCH FOR TRANSFER STUDENT RECRUITS?

Identify ideal transfer recruits unique to your recruitment needs through fully customized, self-directed searches, complete with the capability to locate students who have demonstrated interest in your college. You can save searches, allowing you to rerun similar searches as needed.

Colleges must subscribe to PTK Connect to gain access to the database. Subscribe today to receive access for a year from the date you subscribe to identify recruits as your recruitment strategy demands. Visit PTKConnect.org or contact us at collegerelations@ptk.org for more information.

WHAT DATA DOES A RECRUITER RECEIVE IN THEIR DOWNLOADS

- Contact information - Email, Mailing Address, Phone (if provided)
- Academic - Current College, GPA, Major, Expected Grad Date, Dual-Enrolled Status
- Demographics - Citizenship Status, Ethnicity, Gender, Pell-Grant Recipients, Military Veterans
- Roles - PTK Member or Officer (Chapter, Regional, International)
- Interests - Online Learning, Graduate School, or Transfer Abroad
- Behavioral - Viewing or Favoriting your Institution or Scholarships

CAN FOUR-YEAR COLLEGES SHARE SCHOLARSHIPS IN PTK CONNECT?

Yes. Colleges can post their transfer scholarships and manage the award information for free. Don't see your college featured here? Contact us at collegerelations@ptk.org to get more information on the benefits available to your college for creating a scholarship exclusively for PTK members.

HOW IS INFORMATION ENTERED INTO STUDENT PROFILES?

PTK Connect profiles are entirely student-driven. Students enter all information on their own. No one else may enter information into a student's profile other than the student. To be searchable in PTK Connect by a four-year college, students must opt-in to receive communications from four-year colleges. If a student does not opt-in, they will not be searchable in PTK Connect.