Welcome to CollegeFish.org, Phi Theta Kappa’s comprehensive, online recruitment site. This site allows four year institutions to actively recruit transfer students by searching for and exporting results of self directed searches of Phi Theta Kappa’s student database. CollegeFish matches students to four year colleges that are a good fit for them based on the profile information that they enter. CollegeFish then provides students with a 22+ transfer step guide to help ease the transition from the two year college to a good fit four year college. With your college’s subscription to CollegeFish, you have the opportunity to actively recruit the best fit transfer student for your college by selecting the specific search criteria that you are looking for in a transfer student.

You may run as many searches as you desire – only when you are satisfied with the number of recruits that your search results yield, do you select “recruit”. Then, the number of names that you recruit will be deducted from the total number of names that you purchased. Currently, there are over 250,000 Phi Theta Kappa members in our system and gradually; we will open CollegeFish up to non-Phi Theta Kappa members at two year partner colleges around the country as well. Soon you be able to recruit both Phi Theta Kappa members and non-Phi Theta Kappa community college students.

As a subscriber, feel free to contact us at any time with questions or concerns. We are available from 8:30-5pm CST, Monday through Friday. You can reach us at collegerelations@collegefish.org or at 866.286.8453.

Let’s get started! To log in, please enter your username and password. If you don’t remember your username and password, feel free to call us at the number above.
To begin your search for the best fit transfer student for your college, simply click the “Search for Students” button located in the left hand navigation menu.

Welcome to your TransferFish home page! CollegeFish.org is the only program bringing together students, advisors, two year administrators and four year administrators to help community college students successfully transfer. Of course, a successful transfer occurs when students are aware of the opportunities offered to them at four year institutions. Being able to connect with an admission counselor helps to ensure they are on track to transfer to a “best fit” school.

Students are looking; help them find you.

Below is your college calendar - deadlines you place in your calendar will appear in a student’s calendar if the student has put your school in his/her fallbowl. The menu on the left provides recruiting tools and ways to update your information. Keeping your information up to date is one of the best ways you can market your school to thousands of transfer students.

If you are not a TransferFish subscriber, please view our Help Guide to Recruiting Students in the menu on the left hand side for more information on how we can help you meet your recruitment goals.
Once you have clicked “Search for Students”, the search options page shown below will appear.

You will first want to search for students based on one of three Residence Location options:

1. **Zip Code**- This is the zip code associated with the primary address of the student. You may search on one zip code or multiple zip codes. You may separate multiple zip codes by leaving a space between them or include a grouping of zip codes by inserting a hyphen.
2. **Geographic Region**- This is the geographic region that matches the primary address of the student.
3. **State/Province**- If you do not desire to search a geographic region, you may select the individual state to search. Each state includes students that list that state as their primary address.

### Geographic Region Definitions

<table>
<thead>
<tr>
<th>Region</th>
<th>States Included</th>
</tr>
</thead>
<tbody>
<tr>
<td>US-New England</td>
<td>CT, ME, MA, NH, RI, VT</td>
</tr>
<tr>
<td>US-Mid East</td>
<td>DE, DC, MD, NJ, NY, PA</td>
</tr>
<tr>
<td>US-Great Lakes</td>
<td>IL, IN, MI, OH, WI</td>
</tr>
<tr>
<td>US-Plains</td>
<td>IA, KS, MN, MO, NE, ND, SD</td>
</tr>
<tr>
<td>US-Southeast</td>
<td>AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV</td>
</tr>
<tr>
<td>US-Southwest</td>
<td>AZ, NM, OK, TX</td>
</tr>
<tr>
<td>US-Rocky Mountains</td>
<td>CO, ID, MT, UT, WY</td>
</tr>
<tr>
<td>US-Far West</td>
<td>AK, CA, HI, NV, OR, WA</td>
</tr>
</tbody>
</table>
Students are asked to report their transfer preferences in their student profiles. The transfer region refers to the student's regional preference where he or she would like to attend school. This preference may be in a different geographic region from where their primary address is located. Keep in mind that not all transfer students report a transfer preference. However, this criteria can be a useful tool in helping you set realistic recruiting goals.

If you would like to search for students at one or more specific community colleges, you can do so by entering your preferences in the Current School section. Here, you will select a state where you would like to search community colleges. Once you select a state, the box below titled “Community College” will populate a list of community colleges located in that particular state. If you would like to select more than one state, you can do so by holding down the Ctrl key while at the same time selecting the state with your cursor. Multiple community colleges can also be selected in the “Community College” box by also holding down the Ctrl key while selecting community colleges with your cursor.
The Academics section allows you to enter preferences such as GPA, Major and Honors Program participation at the community college level.

When searching by major, your search results will include students that either list your selected major as their current two year major or their anticipated four year major. In these results, only the four year major will appear. If it appears that it doesn't match here, it means that your major has matched to the student's current two year major. Students may change their minds, so it was determined to provide you with both.
The expanded Academics section below shows you how to drill down on specific majors. If you are not quite sure where to look for a specific major within the major tree, you can search for the major in the “Search majors” field. After entering a major in the search filed, simply click the magnifying icon to the right of the search field. If your major of choice is listed, it will be highlighted in blue. You will then notice green up & down arrows beside the highlighted major. These arrows can be used to navigate through the list of majors to see if the related major is located in an additional area within the major tree.
Next, you will be able to search for students based on demographic information such as ethnicity, gender, age, military participation, income level, federal financial aid eligibility, international students, first generation students, religion, housing, and full or part time attendance preferences.

<table>
<thead>
<tr>
<th>Demographics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethnic background</td>
</tr>
<tr>
<td>□ African American</td>
</tr>
<tr>
<td>□ Caucasian</td>
</tr>
<tr>
<td>□ American Indian</td>
</tr>
<tr>
<td>□ Hispanic</td>
</tr>
<tr>
<td>□ Asian Pacific</td>
</tr>
<tr>
<td>□ Other</td>
</tr>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>□ Male</td>
</tr>
<tr>
<td>□ Female</td>
</tr>
<tr>
<td>□ Both</td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td>□ No Preference</td>
</tr>
<tr>
<td>□ and</td>
</tr>
<tr>
<td>Student has served in military</td>
</tr>
<tr>
<td>□ Yes</td>
</tr>
<tr>
<td>Only search students with a family income level of</td>
</tr>
<tr>
<td>□ Yes</td>
</tr>
<tr>
<td>Only search students eligible for federal financial aid</td>
</tr>
<tr>
<td>□ Yes</td>
</tr>
<tr>
<td>Only search students who are not U.S. citizens</td>
</tr>
<tr>
<td>□ Yes</td>
</tr>
<tr>
<td>Only search students who are first generation college students</td>
</tr>
<tr>
<td>□ Yes</td>
</tr>
<tr>
<td>Only search students who want to attend a school with these religious backgrounds</td>
</tr>
<tr>
<td>□ African Methodist Episcopal</td>
</tr>
<tr>
<td>□ African Methodist Episcopal Zion Church</td>
</tr>
<tr>
<td>□ American Baptist</td>
</tr>
<tr>
<td>□ American Evangelical Lutheran Church</td>
</tr>
<tr>
<td>□ American Lutheran</td>
</tr>
<tr>
<td>□ Assemblies of God Church</td>
</tr>
<tr>
<td>□ Baptist</td>
</tr>
</tbody>
</table>

This section is great for colleges looking to diversify their recruitment class. Bypassing this section or leaving these choices blank will ensure that all students regardless of a certain demographic preference will be included in your search results.
Here, the Activities and Athletic sections allow you the opportunity to search for students who are interested in participating in listed extracurricular activities or athletic programs. If you select any activities or programs here, your search results will only yield students who are interested in participating in the specified activities or programs that you select.

### Activities

Only search students interested in these extracurricular activities

- [ ] Chess
- [ ] Community Service Organization
- [ ] Environmental Club
- [ ] Instrumental Music
- [ ] Sorority
- [ ] Student Run Radio
- [ ] Choral Group
- [ ] Debate
- [ ] Fraternity
- [ ] Marching Band
- [ ] Student Government
- [ ] College Bowl
- [ ] Drama / Theatre
- [ ] Honors Society
- [ ] Religious Affiliation
- [ ] Student Run Newspaper

### Athletics

Only search students interested in these athletic programs

- [ ] Archery
- [ ] Basketball
- [ ] Crew
- [ ] Fencing
- [ ] Golf
- [ ] Lacrosse
- [ ] Rock Climbing
- [ ] Skiing (Cross-Country)
- [ ] Softball
- [ ] Table Tennis
- [ ] Ultimate Frisbee
- [ ] Weight Lifting
- [ ] Badminton
- [ ] Bowling
- [ ] Cross-Country Running
- [ ] Field Hockey
- [ ] Gymnastics
- [ ] Racquetball
- [ ] Rugby
- [ ] Skiing (Downhill)
- [ ] Squash
- [ ] Tennis
- [ ] Volleyball
- [ ] Wrestling
- [ ] Baseball
- [ ] Cheerleading
- [ ] Equestrian Sports
- [ ] Football
- [ ] Ice Hockey
- [ ] Judo
- [ ] Sailing
- [ ] Soccer
- [ ] Swimming And Diving
- [ ] Track And Field
- [ ] Water Polo

Students are asked to select extracurricular or athletic activities that they either currently participate in or plan to participate in when they attend a four-year institution. You may check multiple boxes to select more than one activity.
Lastly, after selecting the combination of search criteria that fits your institution’s needs, please place one or more of the following parameters on your search.

1. Selecting “Exclude students that are already in Recruit List” prevents you from pulling duplicate names from the database.

2. Selecting “Search only students who have put you in their Fish Bowl” will allow you to pull a list of students that have shown an interest in your college. Upon researching colleges in CollegeFish, students have the option to place up to 6 colleges in their Fish Bowl.

3. Selecting “Search only Phi Theta Kappa members” ensures that the students that you are searching for are all Phi Theta Kappa members. Currently, CollegeFish is open to all Phi Theta Kappa members and non-Phi Theta Kappa members in the state of Mississippi. It is our goal to roll CollegeFish out to an additional 5 states within the next year. Gradually, you will see more and more non-Phi Theta Kappa members utilizing CollegeFish, which will exponentially expand your recruitment pool!
After clicking the “Search” button, a wait page will appear and within seconds, your search results will generated.

Please wait while we process your search
Do NOT hit the BACK button

If you experience a wait time in excess of 10 minutes or have any other general service questions please contact the CollegeFish.org service team at 866-266-8455 or collegerelations@collegefish.org.

Here, the search results page will indicate how many students match the criteria you entered, and this page can also be used to show you additional details about these students. From here, you can also modify your search to reduce or expand the number of names your search results yield. Please remember that the narrower the search, the fewer names that will result. If you run a search and few names are yielded, modify your search and make the search broader for better results.
Once you are happy with the number of names your search results yield, you will then be able to recruit these students and save them in an Excel or CSV file.

Only when you are satisfied with the number of recruits that your search results yield, do you select “Recruit to”. Then, the number of names that you recruit will be deducted from the total number of names that you purchased. Clicking “Recruit to” allows you to name your recruit list. Naming your lists will help you differentiate between the various lists you pull from the database.
You may access your recruits at any time. Once recruited, you may export the information via an Excel spreadsheet.

Your My Recruits folder is the central location where your saved search results will be stored.
Once you select a file to export from your My Recruits folder, a pop up screen will appear that asks you how you would like to open the file. You can open the file in Excel or CSV to then save directly to your computer or server to begin recruiting.

As you know, one of the key benefits of utilizing CollegeFish is that you receive much more than a mailing list. You will receive more in-depth information about each student beyond that of their primary contact information. A sample Excel spreadsheet that you will receive from your CollegeFish export is shown below.
Some of the fields that will be included in your export file are:

- Student ID
- First, Middle, Last Name
- Address 1, Address 2, Address 3
- City, State, Country, Zip code
- Email
- Phi Theta Kappa Member
- Ethnicity
- Date of Birth
- Gender
- Military Service
- Citizenship
- Eligible for US Federal Financial Aid
- Credits Completed
- Unit of Credit
- GPA
- Current Major Description
- Current College and Campus
- Expected Four-Year Major
- Expected Transfer Date
- Enrollment Level (Full or Part-time)
- Date Recruited

We appreciate your interest in recruiting the nation’s top community college transfer students. If you have any questions or if our team can be of any assistance to you in your search efforts, please feel free to contact us at any time. We are available from 8:30-5pm CST, Monday through Friday. You can also reach us via email at collegerelations@collegefish.org or at 866.286.8453.

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