Recruitment Initiatives
2007-2008

Student Recruitment

Current recruitment initiatives conducted by the Office of Admissions and Records, Office of New Student Programs, Office of Financial Assistance, Academic Advising and Transition Center and Enrollment Management Communication Center in regards to undergraduate student recruitment and it relation to the Texas A&M University-Corpus Christi Momentum 2015 Imperatives associated with recruitment and retention.

Current Recruitment Structure:

Office of Admissions and Records
- **Three** local admissions counselors focused on Coastal Bend Recruitment and Outreach
- Rio Grande Valley Outreach Counselor (2005 – present)
- San Antonio Outreach Counselor (2001 – present)
- Houston Outreach Counselor (2006 – present)
- Dallas Outreach Counselor (2007 – present)
- Transfer Counselor/International Specialist

Office of Financial Assistance
- Financial Assistance Outreach Advisor (2006 – present)

Academic Advising Transition Center
- Transfer Counselor focused on Del Mar College and Coastal Bend College
- Director of AATC assists with recruitment and with additional community colleges to build articulation agreements and 2+2 programs

Office of New Student Programs
- Assistant Director of Admission and Records that oversees the programming for prospective and admitted freshmen and transfer students
  - Coordinates College Preview Days (Island Day, Saturday with Honors)
  - Coordinates Campus Tours (Individual Student & Group Tours)
  - Oversees Island Ambassador Program/Orientation Leader program to maintain trained student representatives that can be used in recruitment efforts
  - Island Ambassadors (30 – 40 per academic year)
  - Orientation Leaders (10 per summer term)

Communication Center
- Coordinator for Recruitment Communications (oversees communication efforts with prospective students via direct mail, electronic communications, and phone calls)
- Communication Center Student Call Staff (8-10 per academic year)

Additional Staff:
- System Support Specialist for Enrollment Management (maintains EM websites, communication media specialist)
- Admissions and Records staff to provide representation at University recruitment events
- Individual college faculty and staff representation at University recruitment events
- Camden Miramar representation at University recruitment events
Recruitment Imperatives and related Initiatives conducted (2007)

*Connect with Students
Communications: (Major communications listed only)

  Financial Assistance
  FAFSA in the Mall Invitation (Email)
  TAMU-CC: Tomorrow Begins by Planning Today (Email)
  TAMU-CC: Misconceptions about Financial Aid (Email)

  New Student Programs
  Island Day (Brochure, Email Promo, Hard Copy Confirmation, Email Confirmation, Email Reminder)

  New Student Orientation (Brochure, Email Promo, Hard Copy Confirmation, Email Confirmation, Email Reminder)

  Transfer Transition Workshops (Letter, Email Promo, Hard Copy Confirmation, Email Confirmation, Email Reminder)

Communication Center
President Killebrew’s Welcome Letter
A&M Referral Letter
College of Business Communications (4 Email Communications)
Fall 2007 Push to Enroll (Email)
Inquiry Letter by Recruiter
Have you applied to the Island University? (Email)
Texas A&M-Corpus Christi is trying to contact you (Email)
Transfer Inquiry Letter

Campus Preview Days and Campus Tours

*Establish additional outreach offices to recruit more students
-Houston (established 2006)
  TG Scholarship Grant
-Dallas (established 2007)

Expand the university’s marketing efforts and strategies for high achieving students
Promotion of Honors program in viewbook and other recruitment materials

Expand the Creating Opportunities to Achieve Success Tomorrow (COAST) Program to other area high schools

Name change to Academic Rising Scholars with collaboration with West Oso, Miller, Moody, Alice, Robstown, and H.M. King (30 students total)

Extend existing youth education, outreach, and recruitment initiatives to mentor, recruit and facilitate students’ graduation from high school and transition into higher education

-Academic Rising Scholars Program
-Completing the Pipeline Program
-Retention Services through the Tutoring and Learning Center and Academic Advising
-Transition Center for Alternatively Admitted Students
-Establishment of Dual Credit Program with Flour Bluff High School
-Establishment of Early High School Program with Flour Bluff High School
- Café y Colegio with Robstown High School
Increase the university's collaborative efforts with community-based organizations (CBO’s), the private sector, and state and federal programs;

- Collaboration with Black Chamber of Commerce, NAACP, Hispanic Chamber of Commerce and Texas A&M University-Corpus Christi to recruit students at Miller High School and other targeted areas

- Collaboration with Buccaneer Commission and Flint Hills to conduct Buccaneer Queens Interviews on campus

- Collaboration with College Board and ACT to conduct workshop with high school counselors

- Collaboration with Texas Higher Education Coordinating Board on local P-16 initiatives for Closing the Gaps, Go Centers

Partner with other institutions to implement programs such as the Colleges Connecting with Students Program and the South Texas Initiative;

Continued participation in Colleges Connecting with Students: Currently involving A&M International-University, Texas A&M University, Texas State University, Texas A&M University-Kingsville, and UT-Pan American. This program is in place in the Rio Grande Valley and in San Antonio. In both places, our Outreach Admission Counselors coordinate the programming.

Accountability (2007)

1. Recruitment Trip Reports
2. Master Calendar of Recruitment Activities (Monthly report submitted to Associate VP-Enrollment Management)
3. Missing Requirement Call/Orientation Call Reports
4. Incomplete File/Applicant/Review/Admitted Student Reports sent to each counselor weekly for follow up – Monthly action report required in order to determine level of completion from students (Began in Spring)
5. Surveys conducted at Island Day, New Student Orientation, Transfer Transition Workshops, Campus Tours
6. ARS Applicant Status Reports (Academic Rising Scholar Program)
Recruitment Imperatives and related Initiatives conducted (2008)

*Connect with Students

Creation or Revamp of Enrollment Management website to better attract and serve students, parents and guest that visit the sites

Communications: (Major communications listed only)

April & May
-SAT and ACT names were purchased. Search pieces were sent to these students.

July-August
-Inquiry Phone Calls conducted by Ruffalo Cody and Communication Center.
-ACT names were purchased. Search pieces were sent to these students

August – September
Most Important Factor
- Follow-up e-mail (via Talisma) to students acknowledging their “Most Important Factor”
- Follow-up letter to students who did not have an e-mail address
- Collaboration with academic colleges to contact students
  o Sent lists of students who indicated that their Most Important Factor was Major Quality, Major Availability, or Academic Reputation to faculty department heads; several departments have already followed-up with the students
- Letter to students from Financial Assistance
  o Sent lists of students who indicated that their Most Important Factor was Cost or Financial Aid to Financial Aid Director Assistant Director Joseph Ruiz; Joseph followed-up with a personalized letter to all students.

- Army ROTC Mailout - brochures were sent to Texas high schools with Army ROTC programs. Included in the packet, along with the brochures, was a letter encouraging these high school JROTC programs to visit the campus, and learn more about our ROTC program.
- Financial Aid Newsletter
- General University Postcards were sent to students, who were contacted over the summer to participate in the Student Inquiry Survey.
- TACRAO E-mails
  o E-mails were sent (via Talisma) to students in the Dallas, Rio Grande Valley, Coastal Bend, and Austin (Central Texas) areas reminding them to attend the TACRAO programs.
- Scholarships Mailouts
  o The scholarship postcard will be mailed out on Friday (Sept 28th) to 6,000 students. This number included Freshmen and Transfer inquiries, and Freshmen and Transfer who have applied and/or have been admitted.

Continued Year-Round Communications
Financial Assistance
FAFSA in the Mall Invitation (Email)
TAMU-CC: Tomorrow Begins by Planning Today (Email)
TAMU-CC: Misconceptions about Financial Aid (Email)

New Student Programs
Island Day (Brochure, Email Promo, Hard Copy Confirmation, Email Confirmation, Email Reminder)
New Student Orientation (Brochure, Email Promo, Hard Copy Confirmation, Email Confirmation, Email Reminder)

Transfer Transition Workshops (Letter, Email Promo, Hard Copy Confirmation, Email Confirmation, Email Reminder)

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Transfer Inquiry Letter

In-Progress Projects
- Apply for Admission E-mail and Letter (via Talisma)
- TACRAO Program Reminder E-mail for San Antonio, Houston, and Galveston (via Talisma)
- Scholarship E-mail (via Talisma)

Upcoming Projects
- “Our Experiences and Biggest Lessons Learned”
  - A special e-mail and/or letter sent by the students from the Communication Center and/or Island Ambassadors to students from their hometown; the content will be about their experiences here at the university.
- Orientation Information

On-going/Continuing Initiatives
- Sending inquiry packets
- Freshmen Admission Counselors contacting inquiries after each TACRAO program
- Inquiry Phone Calls
- Campus Preview Days and Campus Tours

Note: TACRAO Counselor Materials
Re-vamped High School Counselor Packet for TACRAO programs. Last year’s was an envelope of materials, and this year we are using a durable box that allows for easy transportation and for more information to be sent.

*Establish additional outreach offices to recruit more students
-Dallas (established 2007)

Expand the university’s marketing efforts and strategies for high achieving students
Promotion of Honors program in viewbook and other recruitment materials
Saturday with Honors Program – October 13, 2007

Expand the Academic Rising Scholars Program

Academic Rising Scholars Program now works in conjunction with the GO Centers at various high schools throughout South Texas. GForce members can apply for the Academic Rising Scholars Scholarship.

Extend existing youth education, outreach, and recruitment initiatives to mentor, recruit and facilitate students’ graduation from high school and transition into higher education
Increase the university’s collaborative efforts with community-based organizations (CBO’s), the private sector, and state and federal programs;

- Collaboration with Buccaneer Commission and Flint Hills to conduct Buccaneer Queens Interviews on campus
- Collaboration with College Board and ACT to conduct workshop with high school counselors
- Collaboration with Texas Higher Education Coordinating Board on local P-16 initiatives for Closing the Gaps, Go Centers

Partner with other institutions to implement programs such as the Colleges Connecting with Students Program and the South Texas Initiative;

Continued participation in Colleges Connecting with Students: Currently involving A&M International-University, Texas A&M University, Texas State University, Texas A&M University-Kingsville, and UT-Pan American. This program is in place in the Rio Grande Valley and in San Antonio, hopeful expansion into other recruitment areas

Accountability (2008)

1. Monthly Recruitment Accountability and Assessment Report (Submitted to Associate VP-Enrollment Management)
2. Recruitment Trip Reports maintained in TALISMA
3. Master Calendar maintained in TALISMA
4. Copies of large scale communications to students, parents or counselors must be submitted as part of monthly recruitment report (report must include communication list and electronic copy of letter or email)
5. Supervisor visits to Outreach Areas during Fall & Spring Semesters
6. Review of Target goals and monthly progress
7. Target area evaluations conducted with high school and community college counselors to evaluate services of admission counselor/outreach counselor
8. Missing Requirement Call/Orientation Call Reports
9. Incomplete File/Applicant/Review/Admitted Student Reports sent to each counselor weekly for follow up – Monthly action report required in order to determine level of completion from students
10. Surveys conducted at Island Day, New Student Orientation, Transfer Transition Workshops, Campus Tours
11. ARS Applicant Status Reports (Academic Rising Scholar Program)