THE SOURCE

TN TECH RECRUITMENT & MARKETING NEWSLETTER

As we move further into the recruitment cycle, we're shifting our focus to **yield**—helping admitted students see Tennessee Tech as their best choice. Every touchpoint matters, from personalized communication to social media engagement, and we're here to ensure you have the resources and insights you need to make an impact.

Thank you for all you do to connect future Golden Eagles with our university! As always, we welcome your feedback—let us know what support or insights would be most helpful in future editions.

🔄 The Recruitment Cycle: Focus on Yield

As we enter the yield phase, every interaction counts in helping admitted students choose Tennessee Tech. While Admissions and OCM communicate broad university benefits, colleges have a key opportunity to highlight their unique strengths to interested students.

Colleges can submit email and text content for review, and while we can't guarantee every request will be sent, we're committed to supporting your outreach efforts. Let's work together to make sure students see all that your programs have to offer!

Admissions Communications Process

To maintain consistency and avoid overwhelming prospective students, all mass communications go through a structured review process:

1. **Request Submission** – Submit your request, including purpose, audience, and content to our online form.
2. **Initial Review** – Admissions Communications team evaluates alignment with university goals and primary yield plan.
3. **Content Refinement** – If more details are needed, requests are returned with guidance.
4. **Template Development** – Approved content is formatted into an email template, tested, and shared for additional approvals.
5. **Data & Distribution** – Approved communication is sent to the data team, who prepares the recipient list and schedules the send.

By following this structured process, we ensure communications are effective, well-timed, and aligned with Tennessee Tech's recruitment strategy. If you have questions about the approval process, feel free to reach out to Cody Bryant.

Golden Guidance

Help prospective students access more funding for their education!

The Admissions team offers a **Scholarship Resource Guide featuring 20 pages of non-Tennessee Tech scholarships** available to students.

Share this resource with your recruits to provide them with additional financial aid opportunities.

Access the Guide

Stay Connected to High Schools

Spring travel season is here! Our admissions counselors are hitting the road to visit high schools and college fairs across the region. If you'd like to know which schools we're visiting or want to join a college fair in your area, reach out to **Ted** for details.

Additionally, Admissions maintains an updated **list of high school counselor contacts.** If you have content you'd like shared with high school counselors, send it our way, and we'll help distribute it.

Reach Out Now

📢 Connect, Share, and Grow: Join Our Social Media Community!

Are you managing social media for Tennessee Tech? We have resources that can help you stay ahead of the curve!

🌟 **Newsletter**
Our monthly Social Source newsletter is for anyone on campus with an interest in social media and is filled with tips and trends to elevate your social media. You will also find invitations to our monthly gatherings to explore more!

📅 **Why Join the Gatherings?**
Network with fellow campus social media managers, share ideas, and discover best practices! Plus, we bring snacks, drinks and resources for you!

📥 **Sign Up Today**
Don't miss out—subscribe now to receive updates and event invitations straight to your inbox!

📸 Find Photos Faster: New AI Visual Search Feature

Need high-quality images for your marketing and recruitment materials? Tennessee Tech's Photo Services team has launched an exciting **AI Visual Search** feature on our stock photography site, making it easier than ever to find the right images.

🔍 **How It Works:**
In search bar on the stock photo site, you will see a "with AI" option that can be toggled on or off. When the AI feature is turned on, you can simply describe what you're looking for, and the AI-powered tool will generate accurate relevant results.

✅ **Benefits of AI Visual Search:**
✔ Eliminates the need for precise keywords
✔ Saves time with faster, more accurate searches
✔ Enhances accessibility to high-quality visual assets

📸 **Try it out today!** Explore the AI Visual Search Tool
For support or questions, contact photo@tntech.edu.

🚚 Vehicle Graphics Now Available!

Printing Services is proud to announce that we can now print and install custom vehicle graphics. Turn your vehicle into a moving billboard to promote your college, department or program!

Boost visibility and reach a larger audience with custom vehicle graphics. Drive your message further! Get in touch with us today @ 931.372.3212 or www.tntech.edu/printing