

4.6

Recruitment materials

Recruitment materials and presentations accurately represent the institution's practices and policies.

Judgment

Compliance Partial Compliance Non-Compliance Not Applicable

Narrative

The recruitment of students to Tennessee Technological University (TTU) is a campus-wide effort of administrators, faculty, staff, and students; however, the Office of Admissions [1] has the primary responsibility to oversee the undergraduate recruitment initiatives of the University while the College of Graduate Studies oversees the recruitment initiatives at the graduate level [2]. The Offices of Admissions and the Graduate College along with the Office of Communication and Marketing [3] assist academic departments in the development of recruiting plans and materials. The Graduate College [4] coordinates recruitment activities with each academic unit that offers graduate degree programs. The Office of International Education [5] is responsible for the recruitment of international undergraduates and works closely with the College of Graduate Studies in the recruitment of graduate level international students. The College of Interdisciplinary Studies [6] is responsible for the recruitment of undergraduate distance learners and works closely with the College of Graduate Studies in the recruitment of graduate level distance learners.

It is a high priority at TTU to provide prospective students with current, accurate, and complete information and materials to aid them in enrollment decisions. Such information and materials include but are not limited to costs of attendance, graduate employment opportunities, and requirements for admission. Admissions presentations, publications, and online material are continually monitored and updated when necessary. Departments, schools, and colleges also regularly review publications and the content of their units' Web pages for accuracy. University employees are well trained and monitored to ensure that they are equipped with current, accurate, and complete information and University volunteers are oriented to recruitment information on University Web pages.

Other than limited scholarship offers, the only incentive for enrollment at TTU is the opportunity to receive a TTU education.

Recruitment Materials

Recruitment materials are prepared and distributed both electronically and in print. Both the Admissions Office and the College of Graduate Studies work in conjunction with the Office of Communications and Marketing to develop materials that are both attractive and accurate for the target populations. The Admissions Office follows the recommendations of the National Association of College Admission Counseling (NACAC) [7] in the development of presentations and print/electronic publications. The Graduate College incorporates best practices in marketing and recruitment strategies to graduate level students as provided by the Council of Graduate Schools [8], the National Association of Graduate Admissions Professionals [9], and the South East Association of Graduate Admissions Professionals (SEAGAP) [10]. In addition to regional and national recommendations, Tennessee graduate school professionals (TCGS) [11] meet two times per year to discuss graduate best practices and current trends in graduate enrollment management.

All recruitment brochures [12] are given a comprehensive evaluation before each printing for thoroughness and accuracy; admissions and recruitment Web pages [1] are given a comprehensive review annually [13] in addition to being updated as changes occur; ad hoc presentations [14] are updated before each use. On-campus and off-campus information sessions and group presentations

have become an integral part of the graduate recruitment strategy [15].

All undergraduate and graduate admissions officers are well-qualified and receive ongoing training as specified in SACSCOC's "Advertising, Student Recruitment, and Representation of Accredited Status" document [16]. This training is comprised of change memoranda, departmental and unit sessions, professional development in admission counseling, and annual retreats. Each undergraduate counselor is given a performance review annually that includes a comprehensive evaluation of a full presentation to a live audience of prospective students and family members. Student representatives also receive comprehensive annual training sessions in addition to ad hoc training, both led by qualified admission officers, as necessary. Graduate level admissions and recruitment professionals are also reviewed regularly and on an annual basis. The college assigns enrollment goals to the admissions and recruitment team that support TTU's Flight Plan Priority Action #10, Enrollment [17].

Other Institutional membership to professional admission organizations is maintained in the Tennessee Association of Collegiate Registrar and Admission Officers (TACRAO) [18], the American Association of Collegiate Registrar and Admission Officers (AACRAO) [19], and the NACAC [20]. Recruitment regulations of the National Collegiate Athletic Association (NCAA) [21] are also followed by admission officers.




Website

The TTU website [22] is a comprehensive source of information (including but not limited to descriptive facts, contact information, comprehensive fee information, requirements, policies, and procedures) for prospective undergraduate students, parents, and college counselors. Through the "Admissions" [1] link on the home page, prospective undergraduate students can access information regarding admission [1], housing [23], financial aid [24], scholarships [25], fees [26], academic programs [27], and student life [28]. Prospective graduate students may access graduate admissions information directly through the "Academics" link on the homepage of the TTU website [29]. Each Web portal on the TTU website contains other online publications such as the University Catalog [30][31] and the schedule of courses [32], FAQ's, calendars, and instructions on how to apply [33]. At the graduate level, specialized website "landing pages" have been developed to match prospective student profiles to graduate programs [34]. Virtual campus tours are available via videos, photos, and webcams through both the Admissions website [35] and the College of Graduate Studies website. Responsibility for departmental Web pages is "owned" by various University staff, and information is linked directly to the respective departmental pages [27], not duplicated, whenever possible to ensure that all Web pages are consistently maintained by their respective owner and that necessary change requests are completed efficiently. The entire website is overseen by the University webmasters in the Office of Communications and Marketing [3]. These webmasters work in conjunction with other offices to ensure the accuracy of information on the TTU website.

Conclusion

TTU provides prospective students with current, accurate, and complete information and materials to aid them in enrollment decisions. Admissions presentations, publications, and online material are continually monitored and updated when necessary. The above stated goals, evaluation and training measures, and communication efforts demonstrate that University is in compliance with Federal Requirement 4.6.

Sources

-  [01] Admissions Undergraduates
-  [02] College of Graduate Studies
-  [03] Office of Communications and Marketing

-  [04] TTU Graduate School
-  [05] Office of International Education
-  [06] College of Interdisciplinary Studies
-  [07] NACAC Statement of Principles of Good Practice
-  [08] Home _ Council of Graduate Schools
-  [09] Welcome to NAGAP
-  [10] SEAGAP - Home
-  [11] Tennessee Conference of Graduate Schools
-  [12] Publications Samples
-  [13] Annual Fact Check
-  [14] Admissions Presentation Example
-  [15] Information Sessions
-  [16] SACSCOC Advertising
-  [17] Flight Plan_Overview_Priority Actions
-  [18] Tennessee Association of Collegiate Registrars and Admission Officers
-  [19] American Association of Collegiate Registrars and Admission Officers
-  [20] National Association for College Admission Counseling
-  [21] National Collegiate Athletic Association
-  [22] TTU Website
-  [23] TTU Housing Information
-  [24] TTU Financial Aid Information
-  [25] TTU Scholarship Information
-  [26] TTU Bursar Office
-  [27] TTU Academic Program Information
-  [28] TTU Student Life Information
-  [29] TTU Home Page
-  [30] 2014_2015 Undergraduate Catalog
-  [31] 2014_2015 Graduate Catalog
-  [32] Schedule of Courses
-  [33] Admission_How to Apply
-  [34] College of Graduate Studies
-  [35] Virtual Campus Tours