

Role of Colleges and Departments in Undergraduate Recruitment

Office of Enrollment Management and Services

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Involvement of the colleges and departments is essential to the successful implementation of this recruitment plan. Research consistently shows that the primary reasons students give for choosing a particular college or university are the availability and quality of the academic programs in which they are interested. Therefore, the academic units must play a primary role in promoting the strength and uniqueness of their programs.

To facilitate the involvement of colleges and departments in the recruitment effort, each college has a designated recruitment coordinator. The college recruitment coordinators, along with the Assistant Vice President for Enrollment Services, Associate Director of Admissions, Director of Publications, Coordinator of Graduate Admission and Recruitment, and Assistant Coordinator of Minority Student Services, will serve on the Recruitment and Marketing Committee. In addition, the role of college recruitment coordinators will include (but not be limited to) the following.

- Provide input to the development of undergraduate recruitment plan.
- Assist with the development of college recruitment plans.
- Serve as a liaison between the college and the Admissions Office in matters related to student recruitment.
- Coordinate the efforts of the departmental recruitment coordinators within the college.
- Participate in (or arrange for college representation in) receptions for admitted and prospective students, special visit programs and other recruitment programs such as the Showcase, the Springfield College Fair, and major recruitment fairs in St. Louis and Kansas City.
- Assist with the development of college and departmental recruitment publications and letters.

Many departments also have recruitment coordinators whose roles may include (but not be limited to) the following.

- Acquire a working knowledge of the recruitment plan.
- Serve as a liaison between the department and the college recruitment coordinator and between the department and the Admissions Office.
- Coordinate with the department head in administering the departmental recruitment effort, including development of publications, letters and websites and the coordination of telephone calls to prospective and admitted students.

- Ensure effective participation in the campus visit program by the departments.

Other programs and activities which departments and colleges can implement to support the recruitment effort include the following.

- Plan and conduct special programs which bring high school students to campus.
- Arrange for faculty to write, call or e-mail prospective and admitted students, especially those in target populations (e.g., high ability, minority).
- Offer guest lectures and special programs for high schools in southwest Missouri and throughout the state to gain exposure for MSU and our programs.
- Identify prospective students through alumni and other sources and refer information on those students to the Admissions Office.
- Conduct program-specific recruitment efforts.
- Maintain effective departmental websites.
- Develop program-specific articulation agreements with major feeder community colleges.
- Promote department or program specific scholarship programs (e.g., the Missouri Teacher Education Scholarship).
- Identify and coordinate with college and departmental student organizations that can assist with recruitment activities.