

University of Texas at Austin
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Student Recruiting- Best Practices

Information Session: typically 45 minutes

- Sign in sheet (print your email)
- Provide free food especially
 - Approximately \$65 per session for pizza
- Plan around your students
 - Event location should be centrally located
 - Fridays generally not a good day
 - Plan event between classes
 - Plan event during lunch
- Provide as much detail as possible
 - Students seem to have anxiety around housing so be prepared
 - Provide course descriptions
- Have a former student speak
- Utilize photos if possible

Class Talks

- Research appropriate courses
- Confirm with professor
- 5-10 minute pitch at beginning or end of class
- Effective but labor intensive
- Sometimes professors do not want to give up class time

Student Group Talks

Flyers

- Mixed results from fliers
- Put up fliers a few days before event (info session)

- Program fliers typically get removed or covered up after a few days- not that effective for long term promotion (unless in a protected bulletin board)

E-Outreach

- Targeted emails are best
- Develop a relationship with Academic Coordinators
- Send the Academic Coordinators the information and have them send it to their students
 - Students read these
 - Instant credibility
- Send messages to targeted student groups
 - At least 3 emails
- Place on electronic calendars for all targeted schools
- Place on university home page

Generate Media

- Pitch idea to school newspaper and have them run a story
- Purchase advertising in school newspaper

General Tips:

- Start as early as possible
 - Students often need to plan over a year in advance
 - Students who attend a session may attend the program the following year
- Over recruit and create a waiting list
 - Common for students may commit then drop out
- Make the application process as easy as possible
 - UT –current resume and short essay and language test is all we require
 - Make selections based on this
 - Once students selected then they complete full application
- Give yourself extra time between internal deadline and your partner institutions deadline

- Students wait until the last second to apply so do not panic
- Tie the exchange program to existing programs within home university
 - Ex. Portfolio Program in Nonprofit Studies