

Overview of Annual Key Recruiting Elements *Faculty Participation Areas are Bolded & Italicized*

Summer

- Major publications finalized (June)
View book and ICP
- Purchase names (HS grads from next June); (July)
- ***Early Registration Fridays (July)***
- ***Summer youth visitors to campus (± 300), 8-10 grade***
ICP and presentation
- OR Counselor Packets (late Aug-early Sept)
- E-mail out to purchased names and those in BANNER Prospect (3-4 total); drives to VIP website; name into Banner electronically; other mailings/e-mails) (late Aug and on-going as names are added to BANNER)
- PSAT Postcard to those purchased names without email address (late August)
- Fall Strategic Planning Retreat (late Aug./early Sept)

Fall

- WUE Counselor packets out (early Sept)
- All other Counselor packets (late Sept)
- 2nd attempt e-mail from PSAT/BANNER Prospects (Sept.)
- Preview Postcard (Sept initial mailing & on-going as names added to BANNER)
- Fall OUS Recruitment Trips (late Sept-mid Nov)
- Return OR HS Visits (Oct-mid Dec)
- Out of State Recruitment Trips (Sept-Dec)

Washington	N. northern Calif.	Nevada
Idaho	Bay Area	Arizona
Hawaii	Sacramento Area	Colorado
Alaska	S. California	

- ***Local HS counselors on campus (October – OUS-related/College Board on alternate years)***
 - a. Faculty
 - b. student panel
 - c. tour
 - d. president
 - e. Fin. Aid
 - f. U. Seminar
- Alumni Outreach to Out of State College Fairs (Sept-Nov)
- Email to Community College prospects thru liaisons (early Oct)
- Targeted WUE state emails (Oct. generic, mid Dec by admissions counselors)
- ***Fall RAIDER publication (mid Oct)***
- ***SOU Comes to You (Portland)—Faculty and students (Nov)***
 - a. Day – counselors
 - b. evening – students and parents
- Parent mailing (to parents of all prospects) – financial aid (Nov)
- ***Preview Day (mid Nov)***
- Scholarship postcards (on-line application available) (mid Nov)
- Preview Weekend (Jan. 19/20 and Feb. 9/10 in 2007) tabloid mailed (late Nov)
- ***Transfer Day (early Dec)***
- ***MiCASA (1st gen./local primarily)- (early Dec)***
- Outreach Reachout (5-6 local HS) – (mid Dec)
- ***Targeted academic theme e-mails to student VIPs, includes messages from students (early Dec)***
- Phone campaign to all prospects/admits by admissions counselors (late Dec)
- Winter/Spring Strategic Planning Retreat (Dec)
- FAFSA (Dec. 1 availability)

Winter

- *Preview Weekends – Jan. 19/20 and Feb. 9/10*
- Student to Student letters by geographic location – (Jan)
- *Freshman academies (Jan)*
- Admissions on the Spot (Jackson and Josephine Co. high schools) (Jan)
- Financial Aid Day (on-campus, Ashland, Medford, Grants Pass) – do workshops on how to complete the FAFSA
- Resend scholarship postcard (late Jan)
- OR Community College Tour (Feb)
- *2nd SOU Comes to You-Portland (early Feb)*
- *Deans' letters to admits about academic programs/majors (Feb.)*
- *Faculty phone-calling to admitted students (Feb. and April)*
- Return OR HS Visits (Jan – Mar)

Spring

- Raider Receptions (team up with alumni throughout Oregon – invite students and parents) (March)
- Early Registration Student Leader training (Mar-June)
- Return OR HS Visits (April-May)
- *Spring RAIDER mailed (early March)*
- Spring Parent letter (to parents of admits) (mid March)
- Top 10 Postcard – not too late to apply (goes to prospects) (late March)
- *Preview Day (early April)*
- Gear-Up Visits (April/May)
- Begin mailing Fin. Aid Award notifications to 1st time freshmen (mid March)

- Return Out of State Visits

Washington	S. California
Hawaii	Bay Area
Alaska (as needed)	N. northern Calif.
Idaho	Sacramento
- Early Reg. Tabloid to admits (initial mailing in April, ongoing to new admits)
- Hawaii Early Registration (late April)

Summer

- *Transfer Day/Early Reg. (early June)*
- *July – Early Reg.*
- Top 6 Postcard (time to register) (late July)
- Resend Top 10 postcard

On-Going

- Web – cyclical messages (emails)
- Advertising in conjunction with Marketing
- Processing Applications
- Tele-counseling (each Monday night)
- Letters to Counselors/Students of upcoming visits (each week)
- Calls to admitted students (each week) – approximately 2,500 each year
- Campus Tours (Campus Ambassador Program)
 - M-F 10AM and 2PM
 - Vacations and summer: M-F 11AM
 - Selected Saturdays
- *Stories/profiles for view book/web*
- *Faculty Speakers Bureau (local hs)*