



# Opportunities to Engage in Recruitment

*Undergraduate, Domestic and On-Campus*

## **Wildcat Weekend (October and March)**

Twice a year, the Admissions Office hosts an open house program for prospective students and their families. Participate in your department's academic session. Represent your student life/student service area in the information fair.

## **Presidential Scholars Competition (November)**

Academically talented high school seniors are invited to compete for a variety of scholarships. You can assist by interviewing competitors, facilitating small groups or participating in the information fair.

## **Campus Visitors**

We host prospective students, parents and a variety of groups through the Campus Visit Program. You are able to share information about your academic programs, student support, and opportunities

## **Outreach Efforts — In-person**

Hosting a group on campus, presenting in a high school or community college classroom, or attending a conference or event where you may interact with potential students or influencers? We will supply you with current materials and discuss collaboration and follow-up.

## **Outreach Efforts — Virtual**

Be the expert via Zoom. Interested in engaging with high school or community college students and instructors in their classrooms on a topic of interest as a way to feature NMU talent and student opportunities? Let's talk about possibilities!

## **Transfer Pathways and Articulation Agreements**

Consider collaborating with community colleges or career tech centers to build a pipeline of transfer students.

## **Connect with Prospective Students**

Respond to e-mail and phone inquiries about your programs.

## **Refer Prospective Students**

Refer prospective students to the Admissions Office through [nmu.edu/referral](https://nmu.edu/referral).

## **Recommend Your Current Students**

Recommend your current student stars to get involved in recruitment efforts. There are volunteer and paid opportunities, short-term and long-term.

## **Follow NMU on Social Media**

Follow NMU on social media channels and share NMU content on your personal or departmental pages.

## **Share Your Success Stories**

Send success stories of your students and faculty to University Marketing and Communications. They can coordinate interviews, photos and other promotional materials. Email them at [commark@nmu.edu](mailto:commark@nmu.edu).

## **Add Your Events to the NMU Calendar**

Having a robust calendar with up-to-date events gives visitors and prospective students a feel for academic and student life activity on campus. Submit your event at [nmu.edu/calendar](https://nmu.edu/calendar).

## **Review and Update Your Departmental Web Pages**

A university's website is the number one resource for students doing research during their college search process. Reading about faculty interests, research, and student engagement and support connects potential students to NMU departments and programs.

**Please reach out! Let's discuss strategy, new market ideas, ways to collaborate, publications and communications, reports, events, campus visits, articulation agreements...and more!**

**Gerri Daniels • 227-1464 • [gdaniels@nmu.edu](mailto:gdaniels@nmu.edu)**