Opportunities to Engage in Recruitment

Participate in Wildcat Weekend to connect with prospective students and family members
- Suggest/develop/lead an interactive, engaging academic presentation
- Staff a table at the academic or information fair.

Dates: October 21, 2017 and March 17, 2018
Session time: 10–11:30 a.m.
Info fair time: 11–2
Academic fair time: 12:30–2

CONTACTS
Your department head
Alison Crowley (ADM) • alcrowle@nmu.edu
Nichole Viers (ADM) • nzarkows@nmu.edu

Interview candidates at the Presidential Scholars Competition

Dates:
October 30, 2017 (Monday morning)
November 13, 2017 (Monday morning)

Sign up: nmu.edu/psc-interview

CONTACT
Gina Lombardini (ADM) • glombard@nmu.edu

Meet with campus visitors
- Help represent your department to prospective students visiting campus
- Willing to have a campus visitor sit in on your class? Let us know!
- Send a personal note after the visit with a postcard (supplied by Admissions)

CONTACTS
Your department head or secretary
Gina Lombardini (ADM) • glombard@nmu.edu

Attend specialty fairs or connect with high school teachers for classroom presentations
- Process varies by situation, but Admissions is happy to discuss how to make this happen
- Possible funding for travel

CONTACTS
Gerri Daniels (ADM) • gdaniels@nmu.edu
Lisa Eckert (Grad Studies) • leckert@nmu.edu
Dale Kapla • dkapla@nmu.edu (funding)
Rob Winn • rwinn@nmu.edu (has done this)

Refer prospective students to the Admissions Office through nmu.edu/referral

Follow NMU on all of our social media channels and share our content on your personal or departmental pages
Though this may seem small, it helps increase Northern’s awareness with new audiences.

CONTACT
Emily Stulz (UMC) • estulz@nmu.edu

Send success stories of students or faculty to UMC; commark@nmu.edu
These stories are used in a variety of ways and help to reinforce all of the opportunities to prospective students if they were to attend Northern.

Contact your department head or secretary

Connect with an admissions counselor in their recruitment region
- Will you be traveling regionally with current NMU students?
- Have some time in your agenda for a classroom presentation or workshop at a high school nearby?

CONTACT
Gerri Daniels (ADM) • gdaniels@nmu.edu

Recommend a Student Ambassador
Who are your student stars? Who would represent your discipline and NMU well to prospective students and influencers? Suggest they become a student ambassador and recommend them to the Admissions Office. There are many options that can fit their interests and schedules.

CONTACT
Dan Freeborn (ADM) • dfreebor@nmu.edu

Add your departmental events to the NMU calendar (nmu.edu/calendar).
Prospective students and their families visit this when they are planning a trip to campus. It’s beneficial to give them a full picture of everything the university has to offer!

Contact your department head or secretary

Update your web page regularly.
Potential students—especially graduate students—can identify faculty and projects of interest.

Contact your department head or secretary
Opportunities to Engage in Recruitment

Offer an electronic field trip
Engage with prospective students and educators through videoconferencing. Highlight your programs and related careers or graduate school information.
- We can connect you with faculty who have done these to get ideas.
- You create the content, along with one or two of your students, and participate live.
- AV staff does all the set-up, including engaging with the participant sites.
- NMU admissions counselors advertise availability of this programming to high school educators.

nmu.edu/av/career-pathways

CONTACTS
Gerri Daniels (ADM) • gdaniels@nmu.edu
Max Graves (AV) • mgraves@nmu.edu
Shaun Thunell (Clinical Sciences) • Bitsy Wedin (Nursing)

Consider AP/CLEP/IB and college course equivalencies within your department and encourage consideration of your introductory courses meeting General Education Program requirements.

Prospective students are earning more college credit prior to their start at NMU than ever before. Part of their decision-making includes credit for their work and applicability toward their intended degree. Can your department do more in this regard?

CONTACT
Registrar’s Office
Tanya Savage • tsavage@nmu.edu

Consider articulation agreements with community colleges and career tech centers.

CONTACT
Dale Kapla • dkapla@nmu.edu

Be a designated contact person for your program.
Are you willing to respond quickly to prospective students who would contact you directly with questions about your program? Let us know you preferred method of contact.

CONTACT
Gerri Daniels (ADM) • gdaniels@nmu.edu

Call prospective students
Yes, it’s hard to reach them. They don’t answer their phones and they don’t usually have voicemail set up. BUT, in the instances where we do reach them (or a parent or an answering machine), they do note that NMU called and appreciate that. Some call back! We can provide lists, information and a place to call.

CONTACT
Gerri Daniels (ADM) • gdaniels@nmu.edu

Use NMU materials for your outreach efforts
Are you hosting a group on campus? Are you attending a regional conference or event where prospective students or influencers will be present? Please let us know. We can provide you with appropriate NMU materials, make staff aware, and discuss how best to obtain interested student information for entry into our systems for further follow-up.

We have a NMU table cover and table top banner for your department you can borrow.

CONTACTS
Claudia Mankee (ADM) • cmankee@nmu.edu
Kerry Hytinen (UMC) • kelucas@nmu.edu

Provide “intel” about potential markets or connections
Think students from Maine might be a natural market for our Fisheries and Wildlife Management program or there is a shortage of computer science programs to meet the demand in the Pacific Northwest? We probably can’t send someone there, but a discussion with you could help UMC and Admissions staff design an outreach plan.

CONTACTS
Gerri Daniels (ADM) • gdaniels@nmu.edu
Kelsey Potes (UMC) • kpotes@nmu.edu