

William Carey University
Winters School of Music

RECRUITING STRATEGIES

- Every faculty member in the School of Music is a recruiter. It is a responsibility not an option. Each faculty member has specific strategies based on their teaching area.
- Potential students are everywhere. Common sources are:
 - Schools and churches where our ensembles perform are critical-Tours, local, regional, national (we not only recruit music students, but students for ALL programs offered by the university-it would be helpful to have print material from the other schools)
 - Civic and communities where our ensembles perform
 - Music events that we host in Thomas Fine Arts
 - Carey musical performances in Thomas Fine Arts
- Music Related Trade Shows
 - Music Florida-a national music publishing trade show for church music
 - Mississippi and Regional Baptist Music Events
 - Audio and lighting show-a great networking event
 - Band professional meetings and competitions-Regional
 - Chorale professional meetings and competitions-Regional
 - Music therapy meetings and practicum visits
 - Community service opportunities
- Faculty performances and leadership opportunities
 - We lead in churches, schools, conferences, and professional workshops in our respective areas
 - By attending these events we develop networks of people who will help identify potential students for us
- Communication
 - Print materials are still effective
 - We have a unified “look” for our print materials; we sell more than one possibility to a potential student
 - We use media sources to communicate with potential students; email, Facebook, Twitter, Instagram, *We are considering adding SnapChat
 - We put sample “products” into potential student’s hands
 - We market the success of our current and past students
 - We market the prospective student’s potential for success
 - Our communication process for 2013-2014 once we have the name of a potential student:
 - I send an email to the student
 - I forward the name to an appropriate faculty member for a follow-up email
 - A Carey music major will contact the student via social media. They will post something like, “Hey I heard you are considering coming to Carey. If

you have any questions or want to come for a visit, I will be glad to show you around.”

- Each student that expresses interest is assigned an electronic email folder
- Each student that applies is assigned an electronic email folder
- We then monitor the folders. That folder then becomes the student’s portfolio when they enroll at Carey.

➤ Early Enrollment and Advising

- This step is critical for us. We encourage potential students to come at any time, not just special recruiting days. While the student is here, we spend about an hour with the student and parents. The dialogue here is critical. We encourage and answer questions. We will often give the campus tour. We begin introducing them to students. Our process includes:
 - The audition-this gives us a tremendous amount of information. We can tell them on the spot what Talent Scholarships and Ensemble Awards will be available to them. It also relieves the “stress” of the audition process.
 - We PRE-ADVISE. This step is a concrete step that allows us to give the student direction. **This year, we have developed a PRE-ADVISING FORM. While not an official document of the university, the potential students (and more importantly their parents) appreciate concrete information. Of course it is then a simple matter to transfer the information at formal advising. Then for those students who cannot register in person, we do our best to accomplish that for the student.
 - We do our best to offer customer service. For example, we walk a student to the Financial Aid office to begin that process. We encourage parents to pay a housing deposit early.
 - If a prospective student has not applied, our goal is for the student to either apply while on campus or within twenty-four hours.

➤ Our areas of weakness and our ideas for the future:

- We need to gather more names. We are attempting to gather the names of all high school students who come through our building each year. We want to create a communication stream with those students.
- We want digital photos of every prospective student
- We want to create social media pages strictly for our potential students
- We want to encourage potential students to follow our current social media pages



**COOPER SCHOOL OF MISSIONS AND BIBLICAL STUDIES
RECRUITMENT PROCESS**

The following is a brief description of the recruitment process for the Cooper School of Missions and Biblical Studies.

Prospective Student Recruitment Venues

In addition to the general recruitment of students at high schools, home school associations, community college recruitment fairs, and other venues visited by the office of admissions, the following venues are attended by various university personnel which provide prospects for recruitment:

- Annual Mississippi Baptist Convention
- Annual Southern Baptist Convention
- Churches extending invitations to university personnel and students for revival emphases, Disciple Now weekends, Winter Bible Study previews, pulpit supply, interims, and other speaking/teaching opportunities
- Community College Baptist Student Union Noondays and evening worship services
- Mississippi Baptist associations hosting annual association meetings and weekly/monthly ministers meetings

Recruitment Resources

In addition to the general recruitment materials utilized by the university, the following items are used in prospective student recruitment:

- Brochure outlining the religion major, the intercultural studies major, the biblical languages minor, the missions minor, the religion minor, scholarship information, and contact information
- Mississippi community college course transfer sheet for the religion and intercultural studies majors detailing community college courses by academic prefix and course number for a B.A. core at William Carey University
- General letters, post cards, emails, and holiday greetings for the purpose of promoting various university events and maintaining continuous contact with the student

Recruitment Procedures

Prospective Students:

- Names collected via the office of admissions and from other recruitment venues are keyed into an Access database and tracked to application and hopeful registration (notations are kept on student correspondence/contact)
- Sent information about majors, minors, and scholarship opportunities
- Contacted throughout the year to maintain continuous communication and to inform them of opportunities to visit the campus, to make application as soon as possible, scholarship opportunities, and other materials as requested or needed

Applicant Students:

- Are updated (change of status from prospect to applicant) or added to the Access database and tracked to the registration process
- Immediately receive an email expressing appreciation and a welcome to the Cooper School of Missions and Biblical Studies, contact information, and encouragement to visit the campus
- Receive follow-up email a few weeks later with information about majors, minors, and scholarship information
- Receive periodic correspondence regarding:
 - early registration dates
 - encouragement to complete all items needed for full admission to the university (ACT score reports, academic transcripts, immunization records, etc.)
 - financial aid paperwork (FAFSA, MTAG, public commitment verification, etc.) needed to process Pell Grants, loans, and disbursement of university scholarships
 - contact information for the support offices alluded to above
- Called to schedule a time to register in the office
- Once registered the student is assigned an advisor and provided contact information

Retention

Current students are tracked for advisement and completion of the registration process for the following term and are encouraged to register online. Students are contacted initially by email to register. Students failing to register are called to make an appointment with their advisors.