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Introduction

The Office of Undergraduate Admissions is responsible for the majority of recruitment efforts for Texas Tech University. Although individual colleges and departments also engage in recruiting activities, Undergraduate Admissions is the main point of contact for anyone seeking information about becoming an undergraduate student at Texas Tech. International or graduate students interested in attending Texas Tech should contact the Graduate School or the Office of International Affairs.

In following the Strategic Enrollment Plan to enroll a qualified and diverse class of freshmen and transfer students, the admissions staff strives to provide personalized service throughout the recruitment and admissions process. A network of volunteer recruiters is a vital part of this process. The willingness of enthusiastic volunteers to participate at these programs and help reach as many prospective students as possible, is very important. Please use this and other Texas Tech publications such as the view book, catalog and website as supplemental resources for information.

Role of the Volunteer Recruiter
There are numerous ways to get involved as a volunteer. College fairs, prospective student receptions and college information sessions are just a few ways to help recruit prospective students in your area. You can serve Undergraduate Admissions by volunteering time, resources and sharing your knowledge of your local community. Volunteers can also assist by identifying and maintaining contact with prospective students from their geographic area and community. Visit our website for more information. www.gototexastech.com

Recommended Responsibilities
• Stay informed of basic admissions information
• Participate in student recruitment events and programs
• Provide support at special events
• Provide feedback to Undergraduate Admissions regarding recruitment materials and activities
• Refer prospective students to Undergraduate Admissions

Training
We recognize the importance of providing training and resource materials to volunteers. We will provide volunteers with a copy of this guide, view books, brochures, and other materials as needed. Please use this guide as a resource to guide you in all efforts to direct future Red Raiders to us.

Ethical Standards
As a member of the National Association for College Admissions Counseling (NACAC), Texas Tech University is committed to the Principles of Good Practice. To view this document, visit www.nacac.org.

Thank you for being a part of our recruitment team!
Volunteers provide a valuable service by assisting the Undergraduate Admissions representatives at college fairs when more than one representative is needed or representing Texas Tech at college fairs when a professional representative cannot attend. Volunteers must be open, honest and positive about Texas Tech and its programs. The ideal volunteer also enjoys spending time with young people and finds it easy to communicate with them.

Representing Texas Tech at a College Fair
If you are representing Texas Tech at a college fair without an admissions representative, it is important to remember that your responsibility is to distribute recruitment materials and obtain inquiry cards from interested students. Recruitment materials, a table drape (if available) and inquiry cards will be sent to you prior to the college program. Any inquiry cards or student data that are obtained during the program, should be returned to the admissions office as soon as possible. As soon as the inquiry cards are received, the student’s contact information is entered in our recruitment system where they will receive follow-up from their admissions counselor and additional information about Texas Tech.

Assisting a Texas Tech Representative at a College Fair
Many colleges and universities typically attend the college fairs coordinated by the Texas Association of Collegiate Registrars and Admissions Officers (TACRAO). TACRAO is the professional association for the collegiate admissions and records industry and serves as the coordinating body for Texas college fairs. A committee within the organization works with high schools throughout the state to create an efficient and effective schedule. These events are usually two hours in length and are held at a high school, civic center, or community college. Attendance at a fair can vary from less than 100 people to over 1,000 people. College representatives are assigned to tables in a large, open area such as the cafeteria or gym and students and parents browse from table to table. This format allows students to ask brief questions and pick up information about our university. Volunteers are asked to stand behind the Texas Tech table with the admissions representative and make conversation, distribute materials and answer questions. We abide by the TACRAO Guidelines for College Programs during all recruitment activity.
The Admissions/Recruitment Office is responsible to see that ALL representatives from their institution 1) receive a copy of these guidelines, 2) are appropriately trained and 3) are able to answer knowledgeably the specific questions asked by students and parents. The highest level of personal and professional conduct needs to be maintained.

Institutions are responsible for all the actions of the persons acting on their behalf. Alumni must be trained and MUST be identified as alumni on their name badge.

The following materials are NOT to be distributed at TACRAO sponsored programs: bumper stickers, buttons, pennants, posters, rulers, candy, t-shirts, or other gimmicks. Appropriate items include brochures describing an institution and its programs, catalogs and other items containing factual information. Pens and pencils with your institutions name are allowed. Demonstrations such as food preparation, drawing caricatures, hair cutting or other similar activities are not permitted.

Representatives are expected to remain at the program until the time period expires or host indicates the program is over.

Displays must be confined to the tabletop provided. Audiovisual equipment is not allowed in browsing or common areas. Only those schools with individual rooms can use this type of equipment. Call ahead of time if you want permission to use the host school’s equipment. Billboards or displays used in the browsing area are limited to 36 inches above the table. Do not, at any time, block the view of another representative.

Each institution must register for the college fair by designated deadlines and notify the host of any cancellations. Representatives must remain behind or beside the table during the shopping portions of the college programs. Aisles in front of the booth must be kept completely clear of promotional display materials.

Limit students, cadets or other non-professionals to two in addition to the institutions’ primary representative.

Institutions may solicit an invitation to a particular program. The host of the program does have the right of refusal.
Preparing for a College Fair
Review information provided in this guide including official Texas Tech publications.

Dress professionally but remember to wear comfortable shoes as you will spend most of the time standing. Business casual attire is appropriate and red and black is always encouraged.

Be friendly, straightforward and helpful.

Arrival and Set-Up
Plan to arrive at least 30 minutes before the program starts.
Locate the assigned Texas Tech table.

Most college fairs are set up in a “browse” format. Tables are set up in a large area and students and parents move from table to table to obtain brochures and ask questions.

During a College Fair
Offer to answer questions. Remember that many students are just beginning their college search and will have few questions at this point.
Remain behind the table.

Students looking to receive additional information or get on our mailing list should fill out an inquiry card or be referred to our website www.gototexastech.com. At some college fairs, an admissions counselor may have a handheld scanner used to obtain contact information from students who registered for the fair.

Obtain the students information and follow up at a later time if there are specific questions you cannot answer.

Encourage students to apply online at www.applytexas.org and to visit the Undergraduate Admissions web page at www.gototexastech.com for deadlines and new information.

Conversations are usually short and concern very basic information.

Do’s and Don’ts for Volunteers at a College Fair
Do...
Be friendly, attentive and smile. The best thing you can do is to convey your enthusiasm for Texas Tech with those who talk to you.

Enjoy the fact that you are sharing your alma mater or experiences of your children with prospective students and their families. Stress your feelings about the University and the preparation it provided for you in your career.

Understand that Texas Tech is not for everyone.

Know basic information on admissions, cost of attending and the history and traditions of Texas Tech.

Arrive early so that you may visit with other Texas Tech representatives/volunteers and receive additional instructions for the event.
Refer specific questions (admissions, housing, financial aid etc.) to campus representatives when possible.

Dress professionally when representing Texas Tech. Business casual attire is appropriate and red and black is always encouraged.

Don’t…
“Steal” students from other tables.

Be afraid to say you don’t know the answer to a question. Have the student contact Undergraduate Admissions or the specific department/school directly.

Say negative things about other institutions. Only discuss Texas Tech’s strengths.

Guarantee admission or speak to specific possibilities of a student being admitted.

Interacting with Prospective Students and Their Families
It is important to remember that the impression a student or family gets when speaking with you is often their first impression of the University. It is our goal to provide the most accurate information possible so that the students and their families will be able to make an informed decision about which college or university to attend.

Texas Tech University has an abundance of opportunities for students, but may not be right for everyone. For this reason, it is best to not appear aggressive, but rather answer questions to those who are already interested or seek out additional information from you. Keep in mind that we seek well-qualified students with proper preparation to succeed at Texas Tech.

Visiting the campus should be strongly encouraged.

Tips for Interacting with Families
Answer their questions. Stay focused on their interests.

Be approachable. A smile and a handshake may help them feel more comfortable.

Establish eye contact. Make students and their family members feel like you are talking to them, not a large group.

Be honest. Do not tell a student or parent what you think they want to hear. Accuracy is a must.

Have fun!

Questions you can ask prospective students
Occasionally students are hesitant in asking questions. Ask the following questions to help initiate a dialogue.

• Do you have any questions about Texas Tech?
• What made you consider Texas Tech?
• What are you interested in studying?
• Have you ever visited the campus?
• What extra-curricular activities are you currently involved in at high school or community college?
**Frequently Asked Questions**

**Do you have my major?**
With nearly 150 programs within 10 academic colleges, it is highly likely that Texas Tech has the major of choice for most students. Oftentimes, the names of academic programs will vary between institutions but are essentially the same. It is important that you are familiar with our academic offerings.

**How many students attend Texas Tech?**
Total Enrollment is 37,010 (fall 2017).

**What is the student-to-faculty ratio?**
22:1

**How can I visit Texas Tech?**
Campus Tours - Campus tours are given Monday through Friday and select Saturdays. In addition to campus tours, the office of Undergraduate Admissions offers many different special events for students to see the campus. Please encourage students to visit our website: www.visit.ttu.edu

Texas Tech Preview – Preview is a large open house with academic information sessions, campus tours, and student service/organization fairs. It is a fun-filled with a lot of Texas Tech spirit and tradition! Texas Tech Preview will be held Sunday October 7 & Monday, October 8, 2018. www.admissions.ttu.edu/preview

**How can I be placed on a mailing list?**
To request information, students should visit inquire.ttu.edu or set up a Raider Connect account.

**What kind of high school grades do I have to have to go to Texas Tech?**
The admissions process is holistic for freshman students who do not meet assured admissions. Undergraduate Admissions will look at everything in a student’s application to determine if the student could be successful at Texas Tech. Students should visit our website for specific admission requirements.

**When can I apply?**
Applications are accepted for Fall 2019 beginning July 1, 2018. Students use the Texas Common Application to apply at www.applytexas.org.

**When will I find out if I am accepted?**
Once a student’s application is complete, they will receive notification of their admission decision within 2 – 4 weeks. Decisions for fall admission generally begin in October.

**What is the acceptance rate?**
66% of the students that applied for admission for the fall of 2017 were admitted.

**How can I check my status?**
Students should establish their Raider Connect account through the admissions website. Once students apply, students can check their admission status on this portal. If admitted, students will establish an eRaider username and password that they will use later for other official university business (housing, orientation/class registration etc).

**Do I have to write the essays?**
Essays are optional. However, they are strongly encouraged when a student does not meet the assured-admission criteria and will be reviewed holistically. Additionally, essays that are submitted are considered in the scholarship selection process.
How much does it cost to attend Texas Tech?
The cost of attendance for a 30 hour academic year is $26,438 for residents in Texas and New Mexico and Oklahoma bordering counties. Residents of New Mexico and Oklahoma that do not reside in bordering counties pay $27,338. The cost of attendance for non-Texas Residents is $38,888.

What percentage of students receive some type of financial aid (merit or need-based)?
65% of the student body receives some type of financial assistance.

Does Texas Tech offer Scholarships?
General Scholarships - Texas Tech awards almost $15 million in scholarship awards each year. Scholarship awards are given for grades, community service, leadership, and many other factors. Prospective students should apply at applytexas.org.

Do I have to live on campus?
Yes, Texas Tech is a residential college campus and students with less than 30 credit hours must live on campus. Students are exempt from on-campus living when they have 30 credit hours beyond high school.

What athletic conference does Texas Tech belong to?
Texas Tech is an NCAA Division 1 school and a member of the Big 12 Athletic Conference.
Admission Requirements

The following items are required for admission consideration:

• ApplyTexas application at www.applytexas.org
• $75 application fee or fee waiver
• Official transcripts (high school and/or college)
• Official SAT and/or ACT scores
  SAT code: 6827   ACT code: 4220

International applicants have additional requirements. Visit: www.international.ttu.edu

FRESHMAN REQUIREMENTS

View the recommended high school program form at www.admissions.ttu.edu/recommended for detailed information regarding the curriculum requirements for the recommended high school program in the state of Texas.

Assured Admission

Required for all business and engineering majors. Engineering applicants who do not meet the assured admission requirement will be placed in pre-engineering.

<table>
<thead>
<tr>
<th>High School Rank</th>
<th>ACT</th>
<th>SAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOP 10%</td>
<td>No Minimum</td>
<td></td>
</tr>
<tr>
<td>First Quarter</td>
<td>24</td>
<td>1180</td>
</tr>
<tr>
<td>Second Quarter</td>
<td>26</td>
<td>1260</td>
</tr>
<tr>
<td>Third Quarter</td>
<td>27</td>
<td>1290</td>
</tr>
<tr>
<td>Fourth Quarter</td>
<td></td>
<td>Application Review</td>
</tr>
</tbody>
</table>

*ACT composite score; SAT reflects evidence-based reading and writing, and math; The highest section scores from multiple tests on the ACT and SAT will be used to maximize score. Assured admission is granted to all students who hold competitive scholarships awarded by an official Texas Tech University scholarship committee.

Application Review

Students who do not meet assured admission are evaluated holistically based on the following:

  - Academic course selection (Honors, AP, Dual Credit, IB)
  - Extracurricular activities
  - Leadership experiences
  - Civic or other service activities
  - Socioeconomic background
  - Family educational background
  - Special talents or awards
  - Diversity of experience and background

We strongly encourage essay topics A or B from the ApplyTexas application and up to three letters of recommendation for students entering the review process.
**Assured Admission**
Earn guaranteed admission based on completed transferable credit hours and cumulative GPA. If you present the required combination below, you will receive assured admission.

<table>
<thead>
<tr>
<th>Transferable Hours</th>
<th>GPA Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-23 hours</td>
<td>2.50 cumulative</td>
</tr>
<tr>
<td>24 or more hours</td>
<td>2.25 cumulative</td>
</tr>
</tbody>
</table>

GPA is cumulative for all transferable courses from all schools attended, and courses taken for grade replacement are used for GPA calculation only if the same course is repeated at the same institution where it was originally taken.

Learn about specific requirements for each of our colleges.
www.admissions.ttu.edu/transfers

**Application Review**
If you do not meet assured admission requirements but have at least a 2.0 cumulative GPA, an admissions committee will evaluate your potential based on other criteria:

- **Academics** – types of courses taken and pattern of progress, as well as coursework taken leading toward major
- **Student-submitted essay** – explanation of the decision to transfer to Texas Tech, reasons for past academic performance and plans to ensure future academic success
- **Extracurricular activities, employment, leadership and work experience, special talents or awards and other information relevant to the admission decision**

We strongly encourage students with a cumulative GPA or transferable credit hours below requirements or who haven’t taken college coursework in the past two or more semesters to submit an essay explaining circumstances that have impacted their past academic performance.

**Important Dates**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Priority Application Date</td>
<td>11.01.18</td>
</tr>
<tr>
<td>FAFSA Available</td>
<td>10.01.18</td>
</tr>
<tr>
<td>Fall Priority Application Date</td>
<td>12.01.18</td>
</tr>
<tr>
<td>Scholarship Date</td>
<td>12.01.18</td>
</tr>
<tr>
<td>FAFSA Priority Date</td>
<td>03.01.19</td>
</tr>
</tbody>
</table>
Financial Aid & Scholarships

Student Financial Aid programs provide assistance to students who, without such assistance, would not be able to pursue higher education. The Office of Student Financial also handles need-based scholarships as well as college and departmental scholarships.

To apply for state, federal and privately funded programs, student must complete the Free Application for Federal Student Aid (FAFSA) found at www.fafsa.ed.gov. Preference is given to applications completed by March 1, 2019.

General Scholarship Deadline: December 1, 2018

At Texas Tech University, scholarships are awarded on the basis of academic achievement and/or financial need. Financial need is rarely the primary factor considered, but it is often used to make a decision among equally qualified finalists. Student should apply online at www.applytexas.org no later than February 1. Many scholarships have additional qualifications such as high school attending, major, county or extracurricular activities etc.

Texas Tech Scholarships
Texas Tech University distributes over $15 million in scholarship money every year. These scholarships are from both institutional and private sources.

Institutional Scholarships
Institutional scholarships are general scholarships awarded by university colleges, academic departments and the financial aid department at Texas Tech. Institutional scholarships are provided by scholarship donors.

Presidential Scholarships
Presidential Scholarships are awarded to entering first-time freshmen who show exceptional academic ability through superior test scores and class ranking and are guaranteed provided that the student is admitted prior to April 15, 2019. Non-resident qualifying for a Presidential Scholarship may qualify for in-state tuition. Complete admissions requirements early as Presidential Scholarship awards will be limited after April 15, 2019!
Non-resident Students
Non-resident students could qualify for in-state resident tuition when awarded at least $1,000 in combined Presidential and/or competitive scholarships from Texas Tech University.

Transfer Scholarships
Texas Tech awards more than $500,000 annually in scholarships for community college transfer students. Scholarships are awarded based on completion of the General Scholarship Application due March 1 for fall transfer students or November 15 for spring transfer students. Some students may qualify for assured scholarships outlined below.

<table>
<thead>
<tr>
<th>Scholarship Name</th>
<th>Minimum Academic Requirements</th>
<th>Award Amount</th>
<th>Renewal Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proven Achievers Scholarship</td>
<td>60 transferable hours + 3.5 GPA from a community college</td>
<td>$13,000 (@6,500 yr/2 yrs)</td>
<td>3.25 GPA and 12 earned hours per semester</td>
</tr>
<tr>
<td>* Presidential Transfer Scholarship</td>
<td>30 transferable hours + 3.0 GPA all from a community college, and financial need as evidenced by the FAFSA</td>
<td>$9,000 (@4,500 yr/2 yrs)</td>
<td>3.0 GPA and 12 earned hours per semester, financial need as evidenced by the FAFSA</td>
</tr>
</tbody>
</table>

*Texas Residents Only  ** Qualified students compete for a limited number of scholarships. Awards and criteria are subject to change.

Private Scholarships
Private scholarships – are scholarships that are not controlled or awarded by the university, but by the donors themselves. The money is awarded by third party donors and then sent to Texas Tech to be disbursed.

Red Raider Guarantee
This program guarantees tuition and mandatory fees up to 15 credit hours per semester to new entering freshmen who are Texas residents, enrolled full-time with family adjusted gross incomes that do not exceed $40,000. Eligible students must apply, be accepted for admission and have a complete financial aid file before May 1 to be considered for Red Raider Guarantee.

Estimated Cost of Attendance
2018-2019 Academic Year
The following estimates are based on a semester class credit hour academic schedule of 30 semester hours per year (15 hours per semester).

<table>
<thead>
<tr>
<th></th>
<th>TX &amp; Border counties in NM/OK</th>
<th>Residents of NM/OK (not in counties bordering Texas)</th>
<th>Non-Resident</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition / Fees</td>
<td>$11,046</td>
<td>$11,946</td>
<td>$23,496</td>
</tr>
<tr>
<td>Room &amp; Board</td>
<td>$9,772</td>
<td>$9,772</td>
<td>$9,772</td>
</tr>
<tr>
<td>Books / Supplies*</td>
<td>$1,200</td>
<td>$1,200</td>
<td>$1,200</td>
</tr>
<tr>
<td>Transportation*</td>
<td>$2,300</td>
<td>$2,300</td>
<td>$2,300</td>
</tr>
<tr>
<td>Personal/misc.*</td>
<td>$2,120</td>
<td>$2,120</td>
<td>$2,120</td>
</tr>
<tr>
<td>Year Total:</td>
<td>$26,438</td>
<td>$27,338</td>
<td>$38,888</td>
</tr>
</tbody>
</table>

*Indirect costs are estimates for expenses not paid directly to the university. They will vary by individual need.
Academic Colleges

Honors College
Agricultural Sciences & Natural Resources
Architecture
Arts & Sciences
Jerry S. Rawls College of Business Administration
Education
Edward E. Whitacre College of Engineering
Human Sciences
Media & Communication
J.T. & Margaret Talkington College of Visual & Performing Arts

Important Contacts

Office of Undergraduate Admissions
Box 45005
Lubbock, TX 79409
(806) 742-1480
(806) 742-0062 fax
Website: www.gototexastech.com

Dallas/Ft. Worth Recruitment Center
8704 Cypress Waters Blvd. Suite 150
Irving, Texas 75063
(214) 630-8324

Houston Recruitment Center
(713) 467-5100

Central/South Texas Recruitment Center
10000 Research Blvd. Suite 250
Austin, Texas 78759
(512) 345-4888

Visitors Center & West Texas
www.visit.ttu.edu
(806) 742-1299

Center for Campus Life
www.campuslife.ttu.edu
(806) 742-5433

Financial Aid & Scholarships
www.financialaid.ttu.edu
(806) 742-3681

Housing & Hospitality Services
www.housing.ttu.edu
(806) 742-2661

Red Raider Orientation
www.redraiderorientation.ttu.edu
(806) 742-5433

Military & Veteran Programs (MVP)
www.mvp.ttu.edu
(806) 742-6877

Graduate Admissions
www.gradschool.ttu.edu
(806) 742-2787
20 Things volunteers can do for Texas Tech University

1. Serve as a recruitment volunteer.
2. Meet with a prospective student at your place of business or take them to lunch and speak about Texas Tech!
3. Mention Texas Tech to a local honor student.
4. Connect a prospective student with a student on campus.
5. Share your Texas Tech experiences with parents of prospective students.
6. Refer a student to Texas Tech. [www.admissions.ttu.edu/refer](http://www.admissions.ttu.edu/refer)
7. Help a student connect with the Office of Undergraduate Admissions.
8. Offer to host a local recruitment event in your home or community.
9. Speak about your job and how Texas Tech prepared you.
10. Attend a college fair on behalf of Texas Tech.
11. Help organize a college fair in your area.
12. Offer to drive students to Texas Tech athletic events.
13. Offer to drive students to admissions recruitment events.
15. Help with calling campaigns.
16. Sponsor a job shadow day.
17. Deliver materials about Texas Tech to high schools.
18. Fund a scholarship.
19. Encourage all teenagers you meet through work, church or community to consider Texas Tech.
20. Have knowledge about Texas Tech admissions, deadlines and things going on at the campus.