Texas Tech University

Section 4: FEDERAL REQUIREMENTS

Federal Requirement 4.6 – Recruitment Materials

Recruitment materials and presentations accurately represent the institution’s practices and policies. (SACSCOC Principles of Accreditation: Foundation for Quality Enhancement, 2012, Federal Requirement 4.6)

Compliance Judgment: In Compliance

Narrative

Texas Tech University (TTU) is in compliance with Federal Requirement 4.6 – Recruitment Materials. TTU produces and distributes materials and presentations to prospective students and their families, which accurately represent the institution’s practices and policies. Additionally, the materials presented will demonstrate that TTU is in compliance with the SACSCOC Advertising, Student Recruitment, and Representation of Accreditation Status Policy Statement issued in July 2014. The Office of Undergraduate Admissions primarily provides materials and presentations for undergraduate student recruitment, while the Graduate School produces international and graduate student recruitment materials and presentations. The Office of the Provost is primarily responsible for recruitment materials targeting distance and off-campus students.

I. Undergraduate Recruitment

Prospective undergraduate students eligible for and inquiring about admission to Texas Tech University receive marketing information from the institution through print media, electronic media, the interactive Undergraduate Admissions website, and presentations and programs produced by the Undergraduate Admissions personnel. Texas Tech University Undergraduate Admissions retains a marketing staff which has primary responsibility for producing recruitment and admission media materials [1] [2] [3].
Printed Recruitment Materials [1]

The Office of Undergraduate Admission expects to facilitate the enrollment of college-ready students throughout each academic year. Building a pool of well-qualified prospective students requires purposeful and accurate marketing of the academic potential and campus community provided by Texas Tech University. To ensure this accuracy in all recruitment materials and presentations, the marketing staff of Undergraduate Admissions works collaboratively with other staff in the Undergraduate Admission Office, including recruiters and admissions counselors, as well as with the university’s Office of Communications and Marketing, to develop and review all admission-related publications [1]. All of the marketing materials and presentations are reviewed, updated, and/or revised annually prior to their distribution during each recruitment cycle, and adhere to university policies and practices. Additionally, representatives of the academic colleges across the university comprehensively review the materials to verify the accuracy of information produced by Undergraduate Admissions regarding academic programs and/or disciplines.

Electronic versions of materials complement the print media produced by the Office of Undergraduate Admissions [1]. Print and e-mail communications sent to new freshmen and undergraduate transfer students are designed to facilitate these students’ actions toward the completion of the application process and encourage the next steps of preparation for enrollment at the institution. This material is comprehensive and successive from prospective students through admitted students prior to matriculation [1].

Website [2]

The Office of Undergraduate Admissions administers and supports the design and development of the Undergraduate Admissions website [2]. This site operates in a dynamic environment, which includes real-time updates to the webpage, which keep information current regarding university policies and practices for the admission and enrollment of students to the institution [2]. Wherever possible, the admission’s webpage provides links directly to the
appropriate websites within the Texas Tech University web environment for programs and services outside of the administration of admission to the university. These linked pages provide the student with instant access to the custodial websites for policy, programs, and/or information about specific academic programs or student services of the university.

The staff members of Undergraduate Admissions review the webpage weekly for accuracy and accountability of the materials presented online. Additionally, the academic and student services communities of TTU are invited to participate in the development and redirection to websites within the Undergraduate Admissions online suite, and to verify commentary on the materials presented to prospective and admitted students to the institution. The Undergraduate Admissions website adheres to the publications guidelines of the university.

Data Management Systems

The Office of Undergraduate Admissions manages student records, student contact information, and communications through the Ellucian software suite, Recruiter. This system serves as the Undergraduate Admissions Client Relationship Management (CRM) program, and manages student contact records and application processing to Texas Tech University. The software comprehensively maintains contact information, records communication, and administers the application processing for prospective to admitted students throughout their pre-matriculation. Additionally, Ellucian provides feedback on efficacy and implementation of marketing outreach to the prospective student constituents.

Presentations [3]

The Office of Undergraduate Admissions conducts a comprehensive annual training session on the Texas Tech University campus every summer [3]. This training and professional development process is designed to provide continued education for admissions counselors regarding the policies and practices of Texas Tech University, the State of Texas, and the federal government [3]. This training additionally serves to further the education of personnel.
who are engaged in the recruitment of prospective students to the institution, and to strategically plan activities for the upcoming recruitment cycle. As a part of this educational activity, the recruitment staff of Undergraduate Admissions also trains in the presentation of the annual recruitment message [3].

The annual presentation portfolio is developed by the recruitment staff of Undergraduate Admissions, with cooperation and collaboration from Enrollment Management representatives, Student Affairs representatives, and the academic community representatives who validate the information provided in the presentations. Presentation materials serve to educate and augment the consistent recruitment message across the recruitment cycle of prospective students, and the recruitment staff receives these materials for standardized delivery throughout the recruitment cycle of the academic year [3]. Presentations are delivered during individual student meetings, hosted events, or other presentation opportunities throughout the recruitment territory.

II. Graduate Student Recruitment [4]

The Graduate School collaborates with the recruitment efforts of the departments and colleges to promote Texas Tech University’s graduate programs and to help prospective students with the application process. The Graduate School recruitment staff is comprised of the coordinator for graduate student recruitment and two part-time graduate assistants. Information about Texas Tech’s graduate programs is provided through print publications, the Graduate School website, and presentations by Graduate School recruitment staff. Graduate program materials are revised annually to ensure accuracy [4].

Print Publications

The print publications provided to prospective graduate students include a gatefold viewbook, showcasing the Graduate School and current research, a one-page document detailing the master’s and doctoral programs offered by the university, a one-page document detailing the graduate certificate programs offered by the university, a one-page document
detailing domestic application processes, a one-page document detailing international application processes (available in ten different languages in PDF format), and a half-page postcard describing the application process for domestic students [4].

In addition to this information, departments also produce their own flyers and brochures to promote their respective graduate programs, and maintain their own departmental websites. The Graduate School, in collaboration with the academic departments, recently debuted a directory of programs offered, which is intended as a one-stop shop for both Graduate School requirements and program/department application requirements. This directory is searchable by either program/college name or initial, and it is sortable by program or college. A description of the university application process, programs available, scholarship information, and services provided by the Graduate School are available through the Graduate School website.

**Website**

The Graduate School has an interactive website where prospective graduate students can obtain information about admissions processes, degrees offered, internal and external scholarship opportunities, course descriptions, and other resources. The website is maintained by the Graduate School webmaster, and the Coordinator for Graduate Student Recruitment provides the webmaster with updates to materials and presentations annually.

**Presentations**

The coordinator for graduate student recruitment and part-time graduate assistants conduct presentations in a variety of venues both on- and off-campus. The Graduate School’s recruiting staff attend more than 45 recruiting fairs throughout the United States during the fall semester and typically one international-based recruiting tour per year. Additionally, the Coordinator for Graduate Student Recruitment provides information sessions and conducts campus tours throughout the spring semester for department-arranged campus visits and department recruitment weekend visits.

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The Director of Graduate Admissions provides similar presentations for visiting delegations, with most occurring on campus, as well as around the United States, typically during national conferences. Such presentations are conducted in English, but handouts are generally professionally translated into the guests’ language. The Coordinator for Graduate Student Recruitment create presentations, and part-time graduate assistants are trained before they make presentations. All information in presentations is reviewed for accuracy and consistency each semester.

III. International Recruitment

Texas Tech University’s International Student Development staff members, with the collaboration of the Office of Graduate and International Admissions and the undergraduate and graduate recruiting staff, recruit international undergraduate, transfer, and graduate students [5]. The International Student Development staff is comprised of the Lead Advisor for International Student Development and a part-time student assistant. Offices are located in the Office of International Affairs’ sub-department, International Student and Scholar Services (ISSS).

Print Publications

Print publications provided to prospective students include the International Flyer, the International Transfer Flyer, and the Graduate School Flyer, which consist of Graduate School Application Procedures paired with a listing of graduate degrees. Each of these publications, which are reviewed and updated every semester to ensure their accuracy, has both print and electronic versions. To verify accuracy, the Office of Graduate and International Admissions and the Director of International Student and Scholar Services review drafts of revisions. The staff also consults with the Scholarship Office and the undergraduate marketing staff to assure that changes in scholarships and fields of study are reflected in updated publications.

Website

The Graduate Admissions portion of the Graduate School website provides information that both domestic and international students need to apply for admission to the university; the
Graduate School will maintain the international undergraduate admissions webpages until September 1st, 2014. These pages also provide detailed information on the application process for both international freshman applicants and international transfer applicants.

The Admissions staff is charged with reviewing and updating the website on an ongoing basis. Annual reviews of information on acceptable credentials for both undergraduate and graduate admission occur every summer. Updates to the graduate admissions application requirements and acceptable credentials for graduate admission consideration are then disseminated to the graduate program faculty and staff advisors. This information is distributed by email and in person at semi-annual information sessions so that the graduate programs are aware of changes in a timely manner. Updates to the international undergraduate admissions requirements and acceptable credentials are shared with the International Student Recruiter at the Office of International Education and Enrollment Management and with the Office of Undergraduate Admissions as updates are made.

Presentations

The International Student Recruiter typically provides information to prospective students and guidance counselors in one-on-one discussions and on overseas university fairs and school visits. The Director of Graduate and International Admissions also provides information to prospective students and placement counselors on international recruiting trips. Similarly, both the International Student Recruiter and the staff of Graduate and International Admissions provide advising via e-mail correspondence in response to inquiries from prospective students.

The staff receives training every August at the Recruiter Training workshop to assure that information provided to students reflects up-to-date practices and policies of the university; they review the current undergraduate and graduate catalog for policies, procedures, and program requirements. In addition, the staff receives training from the NAFSA: Association of International Educators regarding best practices in recruitment and application of student visa regulations. The International Student Recruiter frequently confers with the ISSS Director.
concerning unusual student inquiries that may affect the students’ visa status and studies at the university. The Director of Graduate and International Admissions and two Lead Admissions Evaluators are Designated School Officials for the university and issue initial attendance I-20s for incoming undergraduate and graduate international students. They also answer inquiries related to visa and immigration status.

IV. Distance and Off-campus Students

Texas Tech’s colleges and schools offer a variety of online and off-campus degrees, as well as certificate and certification preparation programs, to undergraduate and graduate students. Host colleges and schools include these programs on their websites; however, the comprehensive listing of available online degree and certificate programs is produced and maintained by the Office of Online Compliance and Regulation, which is part of the Office of the Provost, functioning within the new (2014) TTU Worldwide eLearning initiative.

The Office of the Provost requires that all internal and external approvals (i.e., Texas Higher Education Coordinating Board (THECB), Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), discipline-based accreditation) are completed prior to marketing degree and/or certificate programs. In addition, the TTU Distance Learning Council meets regularly to review content of the TTU eLearning website regarding degree and certificate offerings, faculty contact information, degree requirements, and all other related details. Updates are made by the Office of Online Compliance and Regulation as soon as possible to ensure the accuracy of all online materials.

Website

The primary mechanism for recruiting online and off-campus students is the TTU eLearning website. This website serves Texas Tech and is vetted by program coordinators, associate deans, and other personnel who represent host colleges and schools, as well as Office of the Provost representatives. The Office of the Provost has final approval of all degree program material, prior to submission to the Texas Higher Education Coordinating Board and
Conclusion

Overall, the evidence presented for FR 4.6 demonstrates that Texas Tech’s recruitment materials and presentations accurately represent the institution’s practices and policies. The materials offered in this narrative illustrate Texas Tech’s commitment to ensuring that its recruitment media accurately reflect academic programs and policies, TTU student life, tuition costs, and admissions criteria [1], [2], [3], [4].

Supporting Documentation and Evidence:

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<tr>
<th>Sources of Documentation</th>
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