

# **Implementing a Mailing Campaign for Undergraduate Student Recruitment**

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## **ABSTRACT**

The process of recruiting a high school student to enroll into a university is a very intricate and intense process. Why is this complicated? You must read a 17 or 18 year olds mind in order to obtain this information, which is very tricky if not impossible sometimes. How do you keep the interest of a student? What button do you have to push for them to read the information you send them? How many times and when should you contact a prospective student?

This paper will help answer all of these questions and more. Research shows that a solid, cohesive, and repetitive approach is what will intrigue a student. An intrigued student is more likely to enroll in your institution. The presentation will include examples, group discussions, and ideas to try at your institution.