

*Workshop on Best Practices for a Successful Undergraduate Student Recruitment Program, Bryan Hill, University of Arkansas*

Many engineering programs across the nation have tried to implement a recruiting program to stop the declining engineering enrollments. The recently expanded Office of Recruitment at the University of Arkansas' College of Engineering has stopped their decreased enrollment trend and steadily increased the number and quality of entering students through an aggressive organized undergraduate recruitment program using a team of undergraduate students supervised by one staff member.

This interactive workshop will look at the best practices to make a recruiting program successful. The workshop will also look at some of the common mistakes a new recruiting operation falls into. You will leave this workshop with many tools, including: how to hire a good recruitment team, how to find good prospective students, how to successfully work a career fair and increase your booth attendance, what prospective students want to hear in a presentation, how to make a successful recruitment phone call, what a tour should include, how to develop a successful correspondence plan, and how to keep track of the prospective student information and contacts.