

# Cougar Recruiting 101

What part can you play  
in recruiting  
Future Cougars?



# The Basics to Get a Student Started

1 REQUEST INFORMATION PAGE

2 SCHEDULE A CAMPUS VISIT

3 ATTEND JUNIOR/SENIOR DAYS

4 APPLY FOR ADMISSION





# Barton Perks

AKA Talking Points

1

Barton Bound Academic  
Scholarship

2

Free Tickets to Athletics & most  
Performance Activities

3

Fun & Free Student Activities  
*(mostly)*

4

Countless Free Resources

*Printing  
Parking  
Tutoring  
Mental Health Services  
etc...*

# Program Recruitment



## Have Program Specific Brochures?

Make sure Admissions has some on hand to hand out to students in case you aren't available on a visit day!



## Schedule a Meeting with Admissions Staff

Share talking points and what makes your Program **Unique** to help sell it.



## Plan to Visit Local High Schools?

Let Admissions know when/where you are going! Maybe someone is available to tag along or we can send Barton goodies and materials to help!

# How to Talk to Students About Your Program



1

Keep It Simple!

2

Focus on a few things that make your program UNIQUE

3

Give them their FIRST step (not their next 5)

4

Make sure the leave the conversation with a CALL TO ACTION

# Highlight Your Program at On-Campus Events



1

**Junior  
Day**

Wednesday,  
Feb. 16

2

**Senior  
Day**

Wednesday,  
Nov. 17

3

**Career  
Day**

4

**Jack Kilby  
Science Day**

5

**JAG-K  
Regional  
Conference**

# Recruitment Reports



For those interested, Admissions has recently run a new recruitment report for prospective students we have recently come in contact with at college fairs, high school visits, campus visits, etc.

Instead of having an overwhelming amount of information, we can custom make reports to match everyone's needs. If you are in charge of a major, sport, or activity, please view the lists in the folder located **T:\ Admissions Recruitment Reports**.

We will be running reports approximately every two weeks. **The most current report was ran on 06/15/2021.**

*\*If you find an incorrect address/information please contact the admissions office so we can research or correct the information.*

#### **Notes regarding recruit lists**

- 🐾 This list contains all prospective students who have contacted us to date. \*If you know of someone not on this list Barton should be recruiting, please let us know.
- 🐾 This list may contain information you may not need
- 🐾 To get a list of targeted students/information, utilize the data sort utility of Excel
- 🐾 The list ran every two weeks will not carry over students, only new. If you would like to keep a running total of a list, copy and paste each report together.
- 🐾 WTCE programs have been clustered together under the respected departmental secretaries. (If any advisor would like their own list created, please let me know.)

We have tried to limit the information on these reports to just the basic information. If you would like some other information added to this report, please e-mail me with details, and we can work together on providing a report that is suitable for your needs.

**Just remember to save your lists to your local directory and NOT to save/overwrite the copies on the T: drive.**

If you have any questions or need assistance with these lists, please feel free to contact the Admissions Office. We'll be glad to assist you with any need you may have.



**We're done!**

Any Questions?