

Tech Snacks: Meet the Recruiting Team

Many universities across the state have seen a relative downturn in enrollment over the last couple of years—MSU-Northern included. Amid state spending cuts, rising tuition, and public scrutiny of higher ed, competition for prospective college students is high. How can we sustain interest in Northern's programs and continue attracting students?

A Collaborative Approach to Recruiting at MSUN

Everyone on campus plays a vital role in attracting and retaining students at MSUN. By joining forces, we can have a significant positive impact on our recruitment initiatives.

- **Recruiters** promote MSUN and attract prospective students
- **Faculty** provide valuable insights into academic programs and career pathways
- **Deans** showcase the strengths of their departments
- **Administrators and staff** offer guidance and support during the enrollment process
- **Coaches** highlight the benefits of student-athlete opportunities

By combining our efforts, we can provide a comprehensive picture of MSU-Northern to prospective students and their families. All faculty have been added to the *Collaborative Recruiting MSUN* Microsoft Team, where you can access the current [Recruiting Schedule](#).

Faculty can work with the Recruiting Team by:

- Sharing recruiting strategies or ideas and providing the Recruiting team with feedback about current strategies
- Sharing information with us about prospective students
- Joining the recruiters on school visits (this might simply include informal classroom visits, but you might also have the chance to do a fun teaching demo)
- Attending college fairs, expos, and transfer fairs
- Scheduling a tour with us for any prospective students you invite in
 - Tours are conducted by Student Ambassadors Monday-Friday at 9am and 1pm
 - We request tours be scheduled in advance to better prepare for the students
- Providing program overviews to prospective students during campus visits
- Sharing success stories of current students and alumni by highlighting achievements, career trajectories, and the impact MSUN had on them
- Sending social media content ideas to the social media team
 - Our goal is to highlight a different program/track each week on social media
- Creating a short promotional video for your program (through University Relations)
- Drafting bullet points for a press release about something exciting in your area (for UR)
- Helping us find industry partners to join us on recruiting trips
- Facilitating articulation agreements to help transfer students transition smoothly into a program at Northern. (Two-year college advisors might also nudge their students toward universities who have drawn up articulation agreements with their college.)

Check in often – Admissions has an ever-evolving schedule of upcoming student tours, recruiting trips, road teams, special initiatives, etc. They love it when faculty drop in to chat once in a while and to see how they can help out.

Respond promptly – Along with the other faculty in your program, work out a system for responding to emails from Admissions about student tours and meeting with students.

Inform us of any recruiting – Please do inform Jessica if you plan to recruit on your own (both for coordination purposes and so that she can get you materials).

Tips for talking to prospective students

- Don't forget that students are intimidated by you! Use humor to make them comfortable. Chat about their interests. Don't expect them to know much about what they want to do.
- Rather than reiterating the academic guide, tell them what's exciting about your field, why it's relevant to their home region, what other students have done with the degree, etc.
- Don't forget to mention pre-professional pathways that dovetail well with your program (pre-law, pre-med, pre-PA, pre-PT).
- Share images of your students in action with hands-on work, research projects, conference trips, etc.
- Give them your card and any swag you might have! Help them feel special.
- Emphasize Northern's small class sizes, excellent career pathways, and employer relationships that align with Montana's economy and key industries.

MSUN Recruiting Team

MSUN has almost an entirely new Recruiting staff for the 2023-2024 academic year. For questions about recruiting and how you can get involved, you can contact:

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