

Undergraduate Admissions Recruitment



EAST TENNESSEE STATE
UNIVERSITY

Challenges

- Students unable to sit for national tests
- ETSU not able to get into high schools
- Inability or willingness to visit campus
- Lack of travel opportunities



Changes Implemented

- Orientation Invitations
- Decrease in Processing time
- Communication Flow
- Texting
- 5 Degrees Marketing
- Leveraged the CRM
- Dual Enrollment
- Transfer Recruitment



Recruitment Operations

- Live Chat
- Texting
- Tele-counseling
- Zoom Meetings
- Writing Campaigns
- Communication Flow
- Fire Engine Red
 - Email
 - Digital

Powerhouse Majors

ETSU's 11 colleges and schools house **150+ programs** including the arts, business, communications, education, engineering, health sciences, and technology—each with an emphasis on experiential learning.



Cutting-Edge Resources

We're always seeking ways to bring you the **newest technology and hands-on learning resources**. These include research facilities, simulation laboratories, performance halls, makerspaces, and more.



Bucky's ETSU Road Trip



Visiting 42 Cities in 6 States



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Recruitment Events

- In-Person Recruitment Events
 - Nashville
 - Knoxville
 - Chattanooga
 - Spartanburg
 - Asheville
- The ETSU Experience
- Virtual Recruitment Experiences
- Minority Recruitment Events
- Get Connected Series
- College App Week



Tours

- In-person tours
- Virtual Tours
- Audio Tours
- Walking Tours
- Academic Focus
- Top Scholars Tours



Events

- Open House
 - Live Virtual
 - Virtual
- High School Counselor Events
 - In-state
 - Out-of-State
- Top Scholars Virtual Events

