

Pioneer Partners Recruitment Enhancement Project

- Purpose:** To offer matching funds for department- and program-based recruitment activities
- Rationale:** Individual components frequently have opportunities to recruit students to their programs, but lack the funds to do so. The Office of Marketing and Communication wishes to support this initiative by partnering with the components to make possible targeted recruitment activities.
- Administration:** Office of Marketing and Communication
- Application:** Requests should be submitted using the application found on the Marketing and Communication website (www.twu.edu/twunews). Requests must be approved by the appropriate dean before being forwarded to Marketing and Communication.
- Awards:** Efforts will be made to make awards to as many components as possible. Awards will not be made for faculty travel or faculty conference registration.
- Criteria:** The criteria for the awards are:
- ▶ The activity must have a clear recruitment element
 - ▶ The activity must present the opportunity to reach a number of prospective students
 - ▶ Assurance that the component will make every effort to inform the Office of Marketing and Communication of all inquiries from prospective students resulting from the activity
 - ▶ Assurance that the component will ask prospective students reached through the activity to complete prospect cards that will be submitted to the Office of Admissions within one week of the activity
- Contact:** Carolyn Barnes, Office of Marketing and Communication
cbarnes@twu.edu, 81-3456

Pioneer Partners Recruitment Enhancement Project Application

Instructions: Complete this form and submit to Carolyn Barnes, Associate Vice President for Marketing and Communication, Denton Campus or fax 8-1-3463.

Submit one form for each request.

Academic Component: _____

Campus: Dallas Denton Houston

Contact Person: _____

E-mail: _____ Phone: _____

Briefly describe the activity for which funding is sought, including dates:

Describe the estimated circulation/attendance/distribution for this activity:

Estimate the number of prospective students this activity will generate:

Amount of funding requested: _____

Amount of funding component will contribute: _____

How component funds will be spent:

How matching funds will be spent:

_____	_____
_____	_____
_____	_____

Explain how prospective students generated by this activity will be determined and how the information will be submitted to the Office of Marketing and Communication.

Dean's Approval _____

_____ Date