Office of Admissions
Lucas Administrative Center 400
Nunn Drive
Highland Heights, Kentucky 41099
859.572.5220 or 800.637.9948 | Fax 859.572.6665
nku.edu

**NORTHERN KENTUCKY UNIVERSITY**

TO:           Council for the Accreditation of Educator Preparation
FROM:     Melissa Gorbandt, Director of Admissions
DATE:       January 12, 2018

The Office of Undergraduate Admissions coordinates all recruitment strategies to include high school visits and college fair attendance, on campus visit and off campus programs, implementation of a comprehensive communication campaign to prospective students, creation of multiple marketing publications and implements a comprehensive yield campaign to admitted students.

The College of Education and Human Services serves as a partner with the Office of Undergraduate Admissions to support planned recruitment and yield efforts to showcase academic opportunities within the college. These efforts include participation with the following recruitment/yield strategies:

- On campus recruitment events (Norse Days, Black and Gold Days, Welcome Wednesdays)
- Off campus recruitment events (local and National College Fairs and receptions)
- On campus yield events (Academic Showcase)
- New Student Orientation and Registration events
- Direct communication to student admitted students to include: personal notes and phone calls by academic advisors, faculty, college administrators and members of the College of Education and Human Services Peer Advisors
- Serves as guest lecturers for on campus and off campus events

The College of Education and Human Services oversees the Recruitment and Retention Committee which outlines strategies to reach prospective multicultural students and parents. Regularly, leadership from the Office of Admissions will join the meeting to brainstorm and collaborate to plan opportunities to engage college personnel in targeted recruitment and yield efforts.

The College of Education and Human Services serves a strong partner and is committed to assisting NKU's Office of Undergraduate Admissions in achieving enrollment goals.