

Mississippi College
EPP Recruitment Plan for Initial Programs
2019-2020

University-Wide Recruitment Strategies	Licensure Area	Departmental Recruitment Strategies	Education Program-Specific Recruitment Strategies	Recruitment Strategies for Diverse Education Candidates
<p>1) Presidential Recruitment Initiative</p> <ul style="list-style-type: none"> Strong recruitment emphasis to be placed on metro areas outside of Mississippi (Dallas, Nashville, Birmingham, Atlanta, Houston, etc.) Strong recruitment emphasis to be placed on using alumni in these metro areas to provide informational sessions for potential students <p>2) Admissions Office—Recruiting Efforts</p> <ul style="list-style-type: none"> Purchase ACT listserv and send mailouts and emails to potential students Phone Calls to students who have indicated an interest in MC on the website Site visits to high schools across the state and in targeted metro areas outside of MS Campus visits for individuals or groups Preview Days: 2 dates in Fall and 1 in Spring for Saturday festivities on campus and visit departments Email Blasts to MS high school student rosters providing information about MC, Admissions, Degree Opportunities, Tuition Costs/Scholarships, etc. Social Media accounts to provide information and to use to follow potential students Scholarship Banquets hosted on campus for high achieving potential students Area Dinners with faculty and alumni attending venues with potential students and family members Advertising through billboards, radio, and television 	<p>Elementary Education (K-6)</p>	<p><u>Teacher Education & Leadership Recruiting Efforts for ALL Undergraduate Education programs</u></p> <ul style="list-style-type: none"> Faculty work in conjunction with the MDE Teacher Center to coordinate recruitment efforts to attract MS high school students to the teaching profession—<i>hosted meeting with MDE recruiters at MC</i> Faculty host Career Academies from Mississippi High Schools to tour the MC campus, gain admission and scholarship information, and audit EDU 300—Introduction to Education (Clinton Public School District, Rankin County Schools, etc.) Faculty attend community college recruiting fairs to meet with potential transfer students (i.e. NWMCC Education Recruiting Fair, etc.) Social Media is maintained for the Department through a dedicated student worker position and a graduate assistant for both Facebook and Instagram TEL Website is continually updated to provide specific programmatic information for all education degree programs Faculty from the TEL meet with potential education candidates and their family members during 	<p><u>Teacher Education & Leadership Recruiting Efforts for Elementary Education</u></p> <ul style="list-style-type: none"> Current Elementary Education candidates send personal postcards to potential students who have shown an interest in MC from the web site (provided by the Admissions Office) Provide Mock lessons in the TEL Department on Preview Day for potential elementary education students Collect personal contact information & social media contacts from Preview Day potential candidates Current Elementary Education candidates email potential students from Preview Day to answer education specific questions and to provide a contact Current Elementary Education candidates follow potential students on social media and add these students to the TEL social media accounts Program sheets, pamphlets, and flyers for specific programs are distributed to interested students on campus and off-campus and various recruiting events Scholarships and Monetary Awards specifically available for 	<p><u>Teacher Education & Leadership Recruiting Efforts for Diverse Education Candidates</u></p> <ul style="list-style-type: none"> TEL Partnership with Reclaim Project (Mississippi Delta) & Mission Schools (Africa) to provide specific teaching opportunities for education majors that attract high school students who are mission-minded and are seeking to work with diverse student populations in a learning community A strong effort in highlighting diversity in our existing programs with Education Ambassadors, recruitment materials, website, video, etc. Faculty working in conjunction with the Office of International Student Services traveling to China and Brazil to promote MC programs Providing Outreach to Metro Communities and Districts for opportunities to share MC's story with students to promote teacher candidates

<p>3) Other Recruiting Efforts</p> <ul style="list-style-type: none"> • Host cheer, dance, basketball, music, church groups, etc. for summer enrichment camps on campus and tour through facilities • Host academic competitions on campus throughout the year to bring groups of students on campus to tour facilities and spend the day at MC • Host the MS high school student government leadership conference each year and tour potential students from across the state who hold leadership positions in their high schools • Office of International Student Services sends university representatives to other countries: Brazil, China, Saudi Arabia, etc. to work with other universities and governments to identify programs and potential students to increase diversity in enrollment 		<p>campus Scholarship Banquet visits</p> <ul style="list-style-type: none"> • Faculty meet with potential education candidates and family members as they vis for campus tours • Faculty are serving on campus-wide graduate and undergraduate recruitment committees to develop a strategic plan for the departmental programs • Established the “Educational Foundations” minor as a way for non-education majors to enroll in coursework and field observation as a tool to promote education programs, recruit potential teachers, and to better prepare MC students from other majors for church or mission work abroad • Student Scholarship information is provided to all potential candidates (all 7-semester education majors receive \$2,500 during student teaching & all 3-semester transfer education majors receive \$1,500 for student teaching semester as incentive to teach) • Scholarships and Monetary Awards for Education majors: Education majors: <ul style="list-style-type: none"> • Eugene Farr Scholarship (Male Educator) • J.D. & Bertha McDonald Scholarship for Future Teaching • Jack Carmean Award for Special Education • J.D. Lassetter Award for Mathematics Education • Alan D. Lowe Secondary Education Monetary Award • MPE Outstanding Teacher Education 	<p>Elementary Education majors:</p> <ul style="list-style-type: none"> • Kappa Delta Pi Scholarship • Glenda Locke White Elementary Education Award • Faculty meet with “undeclared” majors to explore elementary education as a potential major working closely with the Office of Student Success • Highlight program completers and teacher candidates in the field by displaying photographs on the slide show in Lowrey Hall and across campus & working towards the creation of a video showing program completers in the field to promote teaching in the elementary setting 	
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University-Wide Recruitment Strategies	Licensure Area	Monetary Award Departmental Recruitment Strategies	Education Program-Specific Recruitment Strategies	Recruitment Strategies for Diverse Education Candidates
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<div>members</div> <div><ul style="list-style-type: none">Advertising through billboards, radio, and television</div> <div>3) Other Recruiting Efforts</div> <div><ul style="list-style-type: none">Host cheer, dance, basketball, music, church groups, etc. for summer enrichment camps on campus and tour through facilitiesHost academic competitions on campus throughout the year to bring groups of students on campus to tour facilities and spend the day at MCHost the MS high school student government leadership conference each year and tour potential students from across the state who hold leadership positions in their high schoolsOffice of International Student Services sends university representatives to other countries: Brazil, China, Saudi Arabia, etc. to work with other universities and governments to identify programs and potential students to increase diversity in enrollment</div>				
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<p>3) Other Recruiting Efforts</p> <ul style="list-style-type: none"> • Host cheer, dance, basketball, music, church groups, etc. for summer enrichment camps on campus and tour through facilities • Host academic competitions on campus throughout the year to bring groups of students on campus to tour facilities and spend the day at MC • Host the MS high school student government leadership conference each year and tour potential students from across the state who hold leadership positions in their high schools • Office of International Student Services sends university representatives to other countries: Brazil, China, Saudi Arabia, etc. to work with other universities and governments to identify programs and potential students to increase diversity in enrollment 		<p>to the brightest high school students in MS by showing a promotion video in every room before the morning tests, give campus tours throughout the day, have meetings with the teachers of those students highlighting what our majors in science majors are presently doing</p> <ul style="list-style-type: none"> • Biology and Chemistry faculty attend the Jackson reception at The South which is held in the Fall semester and interact with potential students and their parents • Biology and Chemistry faculty also attend the Presidential scholarship interview dinners where they interact with those who are interviewing for scholarships and their parents • Faculty meet with prospective students who are on campus for visits to discuss the possibility of majoring in Biology and Chemistry • Biology and Chemistry faculty participate other university recruiting events on and off campus 		
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<p>3) Other Recruiting Efforts</p> <ul style="list-style-type: none">• Host cheer, dance, basketball, music, church groups, etc. for summer enrichment camps on campus and tour through facilities• Host academic competitions on campus throughout the year to bring groups of students on campus to tour facilities and spend the day at MC• Host the MS high school student government leadership conference each year and tour potential students from across the state who hold leadership positions in their high schools• Office of International Student Services sends university representatives to other countries: Brazil, China, Saudi Arabia, etc. to work with other universities and governments to identify programs and potential students to increase diversity in enrollment				
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<p>camps on campus and tour through facilities</p> <ul style="list-style-type: none"> • Host academic competitions on campus throughout the year to bring groups of students on campus to tour facilities and spend the day at MC • Host the MS high school student government leadership conference each year and tour potential students from across the state who hold leadership positions in their high schools • Office of International Student Services sends university representatives to other countries: Brazil, China, Saudi Arabia, etc. to work with other universities and governments to identify programs and potential students to increase diversity in enrollment 		<p>Mathematics Tournament to promote the mathematics and science departments to the brightest high school students in MS by showing a promotion video in every room before the morning tests, give campus tours throughout the day, have meetings with the teachers of those students highlighting what majors in math/science are engaged in at MC</p> <ul style="list-style-type: none"> • Meet with prospective students who are on campus for visits to discuss the possibility of majoring in mathematics • Mathematics faculty participate in recruiting events off campus • Mathematics faculty interact with high school students in many capacities: One faculty member moderates the MC Quiz Bowl competition, another speaks at various high school events (such as National Honor Society inductions, mother/daughter banquets, etc.) • Mathematics department uses our webpage and social media to promote MC and MC mathematics to alumni and prospective students 		
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<p>camps on campus and tour through facilities</p> <ul style="list-style-type: none"> • Host academic competitions on campus throughout the year to bring groups of students on campus to tour facilities and spend the day at MC • Host the MS high school student government leadership conference each year and tour potential students from across the state who hold leadership positions in their high schools • Office of International Student Services sends university representatives to other countries: Brazil, China, Saudi Arabia, etc. to work with other universities and governments to identify programs and potential students to increase diversity in enrollment 		<p>and talk with potential undergraduate students who are actively involved in music in their high school programs</p> <ul style="list-style-type: none"> • Music Department chair and faculty meet with high school and transfer students individually who wish to tour the department and meet with an advisor at times that are convenient for the students and their families • Word-of-mouth, unofficial recruiting done by our current music students is one of our most effective recruiting tools. Most of our visiting students have a connection to someone in the music department at MC • Recruitment concerts given by MC Singers and the Symphonic Winds were among our most successful recruiting ventures—these ensembles travel throughout Mississippi, as well as neighboring states, and Texas, giving concerts for high school students in their schools 		
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<p>camps on campus and tour through facilities</p> <ul style="list-style-type: none"> • Host academic competitions on campus throughout the year to bring groups of students on campus to tour facilities and spend the day at MC • Host the MS high school student government leadership conference each year and tour potential students from across the state who hold leadership positions in their high schools • Office of International Student Services sends university representatives to other countries: Brazil, China, Saudi Arabia, etc. to work with other universities and governments to identify programs and potential students to increase diversity in enrollment 		<p>organize visits with the Chair and faculty in the Department of Kinesiology</p> <ul style="list-style-type: none"> • The Department Chair and faculty attend Preview Day and present mock lessons as well as information meetings to discuss the degree programs in kinesiology • After obtaining the list of students from Preview Day, the department chair sends out follow-up emails to the students who have attended 		
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<p>camps on campus and tour through facilities</p> <ul style="list-style-type: none"> • Host academic competitions on campus throughout the year to bring groups of students on campus to tour facilities and spend the day at MC • Host the MS high school student government leadership conference each year and tour potential students from across the state who hold leadership positions in their high schools • Office of International Student Services sends university representatives to other countries: Brazil, China, Saudi Arabia, etc. to work with other universities and governments to identify programs and potential students to increase diversity in enrollment 		<p>Education</p> <ul style="list-style-type: none"> • The Department of History and Political Science works closely with the Mississippi Council for the Social Studies and our students often present research from their lesson plans created during HIST 435 (Social Studies Methods) at the annual conference 		
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University-Wide Recruitment Strategies	Licensure Area	Departmental Recruitment Strategies	Education Program-Specific Recruitment Strategies	Recruitment Strategies for Diverse Education Candidates
<p>1) Presidential Recruitment Initiative</p> <ul style="list-style-type: none"> Strong recruitment emphasis to be placed on metro areas outside of Mississippi (Dallas, Nashville, Birmingham, Atlanta, Houston, etc.) Strong recruitment emphasis to be placed on using alumni in these metro areas to provide informational sessions for potential students <p>2) Admissions Office—Recruiting Efforts</p> <ul style="list-style-type: none"> Purchase ACT listserv and send mailouts and emails to potential students Phone Calls to students who have indicated an interest in MC on the website Site visits to high schools across the state and in targeted metro areas outside of MS Campus visits for individuals or groups Preview Days: 2 dates in Fall and 1 in Spring for Saturday festivities on campus and visit departments Email Blasts to MS high school student rosters providing information about MC, Admissions, Degree Opportunities, Tuition Costs/Scholarships, etc. Social Media accounts to provide information and to use to follow potential students Scholarship Banquets hosted on campus for high achieving potential students Area Dinners with faculty and alumni attending venues with potential students and family members Advertising through billboards, radio, and television <p>3) Other Recruiting Efforts</p> <ul style="list-style-type: none"> Host cheer, dance, basketball, music, church groups, etc. for summer enrichment camps on campus and tour through 	<p>M.Ed. in Teaching Arts—Alternate Route Program (K-6, 7-12, & K-12)</p>	<p><u>Teacher Education & Leadership Recruiting Efforts for ALL Education programs</u></p> <ul style="list-style-type: none"> Social Media is maintained for the Department through a dedicated student worker position and a graduate assistant for both Facebook and Instagram TEL Website is continually updated to provide specific programmatic information for all education degree programs Faculty meet with potential education candidates and family members as they visit for campus tours Graduate Admissions Representatives for Education programs travel throughout the state of Mississippi promoting graduate education programs 	<p><u>Teacher Education & Leadership Recruiting Efforts for Alternate Route programs</u></p> <ul style="list-style-type: none"> Current Elementary Education candidates send personal postcards to potential students who have shown an interest in MC from the web site (provided by Admissions Office) Current Elementary Education candidates follow potential students on social media and add students to the TEL social media accounts Program sheets, pamphlets, and flyers for specific programs are distributed to interested students on campus and off-campus and various recruiting events Scholarships and Monetary Awards specifically available for Elementary Education majors: <ul style="list-style-type: none"> Professional Development Grant (PDG) is available to all Alternate Route candidates once they enter the internship phase and reduce tuition costs by 1/3 as they teach in MS schools Highlight program completers and teacher candidates in the field by displaying photographs on the slide show in Lowrey Hall and across campus & working towards the creation of a video showing program completers in the field to promote teaching 	<p><u>Teacher Education & Leadership Recruiting Efforts for Diverse Education Candidates</u></p> <ul style="list-style-type: none"> Districts from around MS recommend candidates to enter the Alternate Route program (hybrid or face-to-face) to provide teaching needs leading to diverse candidates TEL partnership with school districts from around the state to provide supervision and guidance from TEL faculty as interns are working in diverse school settings from across the entire state A strong effort in highlighting diversity in our existing programs with recruitment materials, website, video, etc. Providing Outreach to Metro Communities and Districts for opportunities to share MC's story with students to promote teacher candidates

<p>facilities</p> <ul style="list-style-type: none">• Host academic competitions on campus throughout the year to bring groups of students on campus to tour facilities and spend the day at MC• Host the MS high school student government leadership conference each year and tour potential students from across the state who hold leadership positions in their high schools• Office of International Student Services sends university representatives to other countries: Brazil, China, Saudi Arabia, etc. to work with other universities and governments to identify programs and potential students to increase diversity in enrollment				
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