

## **Recruiting Students from Underrepresented Groups**

On a day-to-day basis the Office of Admissions interacts with prospective students and their families online, by phone, by e-mail, by mail, and through face-to-face contact. Through all of these venues, admissions counselors provide information, answer questions, and guide students through the sometimes complicated process of applying for admission, accepting admission, and enrolling at the university.

By providing access to information and making one-on-one communication possible, the Office of Admissions helps all students while reaching out to under-represented students in an effort to clarify the admissions process for those who may not have the same knowledge about and access to information about going to college that other prospective students have.

Here are some of the ways in which the university's Office of Admissions works to recruit freshman applicants.

### **Freshman Admissions Centers**

The Office of Admissions maintains a Freshman Admissions Center (<http://bealonghorn.utexas.edu/meetus/locations/fac/index.html>) on the campus of the University of Texas at Austin in John Hargis Hall.

- The admissions center serves as a visitor center for prospective students and their families as well as for groups of visitors from high schools across the state.
- Admissions staff offer daily information sessions for prospective students and coordinate visitor registration for information sessions in academic and student affairs departments across campus.
- The center is also home to admissions counselors and other freshman admissions staff people who direct and administer the university's freshman recruiting programs.

The Office of Admissions also maintains four admissions centers across the state of Texas in Dallas, Harlingen, Houston, and San Antonio. Admissions representatives in the centers provide information, attend regional recruiting events, visit area schools, and help area students complete their applications. These centers are located in areas of the state that provide easy access for many of the state's under-represented populations.

### **College and School Relations**

Office of Admissions representatives participate in a number of activities and events throughout the state and nation to establish relationships between our campus and high schools.

- Freshman admissions recruiters participate in hundreds of college day and college night programs that reach tens of thousands of students each year.
- Admissions counselors visit high schools throughout the state each fall and spring to interact directly with tens of thousands of prospective applicants, applicants, and recently admitted students.
- The university's regional admissions centers sponsor events designed to make completing the application process easier, such as application round-ups and

open houses during which students can work on their applications with the guidance of admissions counselors; many of these activities target students from under-represented schools and under-represented populations.

- The Office of Admissions also coordinates visits to admissions centers and high schools throughout the state by the university's president and administrators. In addition, admissions staff work closely with academic departments, honors programs, financial aid representatives, and other offices across campus to facilitate activities that put students in touch with campus representatives who can help them through the college transition process.
- The Office of Admissions sponsors a Counselor Colloquium and Counselor Updates each summer and fall to keep high school counselors up to date on admissions policy and processes. In addition, the university publishes and distributes the *Campus to Counselor* newsletter each fall and spring to provide written updates to high school counselors across Texas.

### **On-Campus Events**

The Freshman Admissions Center sponsors a variety of on-campus events designed to provide prospective students and their families with an opportunity to get to know the campus and with information about the admissions and related processes. Included in these events (<http://bealonghorn.utexas.edu/meetus/events/index.html>) are Longhorn Saturdays, Rise & Shine, Longhorn Lock-Ins, Longhorn for-a-Day, Discover UT, and Admitted Longhorn Round Ups.

### **Alumni/Volunteer Recruitment Support**

The Office of Admissions interacts with current students and alumni volunteers across the country to provide prospective students with the opportunity to find out what it's like to be a Longhorn from those who have directly experienced a UT Austin education for themselves. Hundreds of alumni support freshman recruiting efforts through Exes for Texas and other opportunities. SHARE ambassadors, paid student workers, and hundreds of student volunteers help prospective students and visitors learn about campus and admissions.

### **Scholarship Programs**

Many qualified students from under-represented populations put a great deal of emphasis on the amount of financial aid they are offered when making their final decisions about which college or university to attend. Throughout the recruiting process, the Office of Admissions at UT Austin works closely with the Office of Student Financial Services to promote the scholarship programs available to such qualified students. The scholarship programs designed to help under-represented programs at UT Austin cover the cost of attending the university include the Longhorn Opportunity Scholarship and the President's Achievement Scholarship.