



**Academic
Resource
Center**

**Advising • Retention • Career planning
College of Business & Technology**

CBT RECRUITMENT PLAN 2016 - 2017

The University of Texas at Tyler
College of Business and Technology
CBT Academic Resource Center

What is ARC?

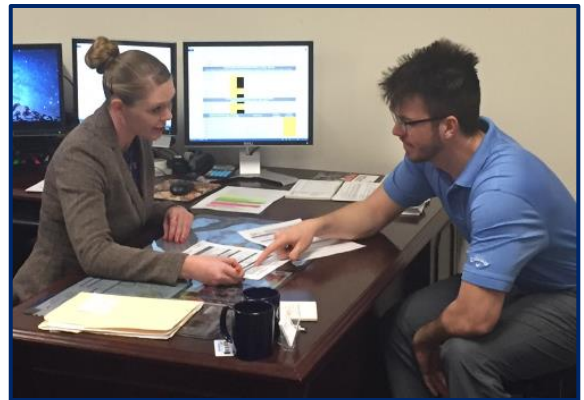
The Academic Resource Center (ARC) is the College of Business and Technology (CBT) student resource center for advising, retention, and career planning. The ARC offers CBT students a personalized level of advising with one of our advisors assigned specifically to each student's major. The ARC staff assists with each student's growth and development at UT Tyler by creating a degree plan that is compatible with the student's goals. The process is continuous throughout the student's education within the CBT and is based on frequent personal contact from the ARC advisor. Effective academic advising and career planning is essential to student success and the ARC exists to enhance that experience. The ARC provides the following services:

Academic Advising

- Scheduling
- Major exploration
- Declaration or change of major/minor
- Prospective students

Student Success

- Outreach to academically at-risk students
- Tutoring and study resource information
- College success coaching (Student Learning Communities)
- Freshmen peer mentoring
- Faculty freshmen mentoring



Career Planning

- Career exploration
- Internship opportunities
- Selecting the right degree

Recruiting

- Attend Recruiting fairs (high school and transfers)
- Informational tables with degree plans, to distribute CBT pamphlets and program information
- Travel with CBT faculty, staff, and current students representing the college on and off campus

Meet the ARC

- Adrienne Hampton, M.A. – Human Resource Development, Industrial Technology, and Computer Information Systems Advisor
- Rebecca Kling, B.B.A. – Accounting and Finance Advisor
- Leandra Phillips M.S. – Management and General Business Advisor
- Kay Pleasant, M.S. – Computer Science and Information Technology Advisor
- Roger Sims, Jr., M.S. – Marketing, Finance, and BAAS Advisor

ARC Location and Hours

- The CBT ARC is located in BUS 114 and is open Monday through Friday between 8:00 a.m. and 5:00 p.m. Advisors are also available for email advising at cbtadvising@uttyler.edu.



CBT RECRUITMENT PLAN

Mission Statement

The purpose of our recruitment plan is to design, implement, and evaluate methods of recruiting local freshmen and transfer students in Smith County and the surrounding East Texas counties for the greater goal of retaining them as students at UT Tyler, particularly within the College of Business and Technology.

OBJECTIVES

- To create a calendar for regular recruiting events.
- To expand our recruiting efforts to all of Smith county and the 10 surrounding counties.
- To increase our presence in community colleges and high schools through classroom visits and information tables.
- To increase outreach to out to private schools and the homeschool community.
- To foster a positive reputation of the CBT that will encourage high school seniors and transfer students to come to UT Tyler.

Advising at Tyler Junior College (TJC)

We currently advise and will continue to see students at the TJC Transfer Office, which is now located in the new Roger's Health Science Center on the first floor. During the summer semesters, we have pre-scheduled advising days to make it convenient for TJC students to get an advising appointment prior to official admission to UT Tyler.

Advising Prospective Students

Prospective students may schedule an advising appointment or visit the ARC as a walk-in. If a prospective student provides a transcript or schedule, we insert those classes into an unofficial degree plan which allows the students to see how their transfer credit will potentially be used.

Patriot Preview Days

The CBT Academic Resource Center will continue to participate in Patriot Preview Days hosted multiple times a year by the University. Academic breakout sessions are conducted by department chairs and faculty with each degree program represented. Students will be able to engage with faculty in regards to the program and what they can expect to learn as a student in the CBT. The ARC also manages a table at the Resource Fair. Students and parents will have the ability to find out about all CBT programs, organizations, and academic opportunities that are available.



Meet Your College (MYC)

Freshmen and Transfer Orientations

MYC presentations specifically target students that have already been admitted to UT Tyler either as a freshmen or transfer students. During these sessions, department chairs and faculty conduct presentations that offer insight into programs and tools to be successful. The ARC facilitates the sessions and then gives an overview of the CBT program and all opportunities available to students. After the presentation, students can connect with the Dean, department chairs, and faculty over lunch.



Email Communications

After visiting high schools and community college campuses for recruitment, the ARC collects prospective students' contact information. We combine these contacts with the lists of Admissions Office contacts. Using the Hobson's communication software, students receive an email communication within five to seven business days from the department chair of the discipline they listed on their information card. Once they are accepted, they receive a congratulatory email from the Dean.

Visiting High Schools

Our goal this year is to visit as many of the public high schools in Smith County and the surrounding 10 counties as possible. When there is no opportunity to make a classroom presentation, we set up an information table in the lunchroom or a common, high traffic area on campus. During the lunch period(s), an ARC representative is available at the information table to answer questions about the CBT. In addition to providing handouts, we have CBT giveaways including t-shirts, flash drives, pens, and other recruiting material. Our goal is to visit each school in Smith County at least once each fall and spring semester (if permitted by the school). We plan to have at least one advisor in the field each week, and we will expand our visits to include private schools and the homeschool community.



High School Recruitment Events

Date Attended	School or Event Name
September 9, 2015	Troup High School
September 22, 2015	John Tyler High School
October 28, 2015	Jefferson High School
November 16, 2015	Longview College Night
November 17, 2015	Chapel Hill High School
November 17, 2015	Bullard High School
November 18, 2015	Gilmer High School
November 18, 2015	Rusk County College Night
March 22, 2015	Longview Christian Home Educator's Cooperative (Home School Event)

Junior College and Community College Events

Date Attended	School or Event Name
October 14, 2015	Panola Transfer Event
March 29, 2016	Transfer Advising Workshop
June 20, 2016	TJC Advising Day
June 27, 2016	TJC Advising Day
July 5, 2016	TJC Advising Day
July 26, 2016	TJC Advising Day
November 19, 2016	TVCC College High School Prep Day

Other Recruitment Events

Date Attended	School or Event Name
September 28, 2015	Lindale High School Counselor Meeting
October 8, 2015	Lindale High School (Lunch N' Learn Event)
October 24, 2015	Fall Preview Day
January 28, 2016	Business to Business Expo
April 9, 2016	Spring Preview Day

Summary

The ARC has a designated representative to lead the recruiting initiatives of the CBT. In the fall of 2015, we began making high school visits on a weekly basis. We coordinated with the Office of Admissions department to have a CBT representative attend as many high school presentations and college fairs as possible. Comparing freshmen enrollment numbers from the fall of 2015 with the fall of 2016, we have seen a 32 percent increase in the number of freshmen enrolled in our business programs.