

Routine for Recruitment Events at Preston Center

(revised 10/17/2018)

1. Touch base with colleagues who will staff the table with you a week or before the event. Decide who will pick up the materials. Follow up a day or two before the event. Review the information on majors and minors to refresh yourself about our programs.
2. Collect the materials at the English Department office. There are usually 1-2 boxes and a portable sign to retrieve. The box will include tablecloth, flyers, advising sheets, stands for the flyers, copies of *Zephyrus* and *Ashen Egg*, buttons, stickers, two photo albums, and bookmarks.
3. When you arrive at Preston, one of the workers will direct you to the English table. Set-up the tablecloth, flyer stands, and sign. Set out the copies of journals, badges, stickers, and albums.
4. Plug the department web site (address on the bookmarks) and encourage students to go there for more information, to see video, etc. Mention the "Why English?" page and the alumni profiles they can read there. Let them know there's a link to schedule a tour/visit an English class if they are interested.
5. Make sure to have the sign-up sheet set up. Get as many people to sign the sheet as possible. We will follow up with letters/emails offering more information.
6. It's a good idea for at least one of the people staffing the table to stand in front of the table to greet people—students are more likely to stop by.
7. If students are there with parents, make sure to talk to both. Sometimes one faculty member will talk to the parent and the other will speak with the students.
8. When the event is over, gather all of the materials and supplies. Either return them to the office that day or the next business day—whatever is convenient.
9. Make sure to retrieve the sign-up sheet—put the sheet on the keyboard at the student desk in the English Department office so the workers can enter the data and send the letters.

***Remember to plug English **MINORS**. Majors are great, but minors are good, too.

***It's a nice touch to hand out your **business cards** and encourage students to write you directly with questions.

***If you have ideas for effective ways to recruit students at these events, let Rob know.