

As spring blooms across campus, so does our excitement for the next class of Golden Eagles. In this edition, we shift our focus from yield to action—welcoming students through SOAR and helping them take those final steps toward enrollment. From personalized outreach to first impressions at orientation, now is the time to turn admits into attendees.

## The Recruitment Cycle: Turning Admits into Attendees

We’ve entered the home stretch, SOAR season is here, and our final push for fall enrollment is underway! Your role is more important than ever.

SOAR (Student Orientation, Advisement and Registration) is where admitted students begin to truly see themselves as Golden Eagles. These events aren’t just about logistics, they’re about creating belonging, excitement, and commitment. Students who attend SOAR are significantly more likely to enroll, and the experience they have on campus often solidifies their decision.

### 💡 How You Can Help:

1. **Encourage SOAR Registration:** Remind your admitted students to sign up. Priority dates fill fast, and the earlier they attend, the smoother their transition.
2. **Personalize the Experience:** If you know a student who’s attending SOAR, consider reaching out. A quick email or text from someone in their future college can make a lasting impression.
3. **Be Present and Welcoming:** Whether at events or online, every connection counts. Let’s help students feel at home before they even move in.

### 📅 Final Yield Efforts

This is also the time for nudging on key decisions—housing, financial aid, and course registration. Students may still be comparing schools, and every touchpoint matters.

Focus your outreach on:

1. **Affordability and value:** Reinforce Tech’s ROI and scholarship opportunities.
2. **Community and support:** Share student stories and highlight involvement opportunities.
3. **Career readiness:** Emphasize internships, faculty mentorship, and strong career outcomes.

### 🌟 We’re Here to Help

Whether you need a resource, a recruitment tip or just someone to brainstorm with, we’ve got your back. As always, thank you for being a vital part of the Tennessee Tech recruitment team.

## Upcoming Events

- Transfer Orientation - May 21
- SOAR - May 27 & 28
- SOAR - May 29 & 30



[View All SOAR Dates](#)

## Golden Guidance

A monthly tip to keep your communications on brand.

Explore the Marketing Toolkit for resources from the Office of Communications & Marketing, including logos, colors, fonts, digital swag, and more. New Canva templates for branded items are now available!

[Marketing Toolkit](#)

## Save the Date

Join us for a day packed with fresh strategies, hands-on workshops and collaborative sessions designed to boost student recruitment and engagement.

This year’s Recruitment & Marketing Bootcamp will be bigger, better and full of exciting updates you won’t want to miss!



**Mark your calendars, August 12!**

## Boost Your Impact: Get Listed in Tennessee Tech’s Social Media Directory

Social media is a powerful tool for connecting with prospective students, keeping current students informed, and building strong ties across campus and beyond. If you manage a Tennessee Tech-affiliated social media account, make sure it’s included in our official [Social Media Directory](#)! Submit your account using [this form](#) for Golden Eagles past, present and future find and engage with your content. Approved accounts will be featured in the directory, enhancing your visibility and strengthening our collective voice.

All accounts must follow Tennessee Tech’s [social media guidelines](#) to be included.

## Additional Admissions Updates

1. Travel season is wrapping up for Counselor travel to high schools for college & career fairs.
2. We have a new West TN Counselor, Jessica Silverman, who is onboarding and excited to start working with high school counselors
3. While many students still are undecided in their majors, we are reaching out to see if their interests can help them decide on a major before SOAR.



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