



HLC Accreditation 2016-2017

Federal Compliance Form

Strategic Communications

Admissions

Appendix U

Processes on Advertisement and Recruitment

Additional information:

Advertising and Recruitment Materials

Considerable information is provided to prospective students about the institution's programs, locations and policies. The over-arching major objective of all web, print and additional content is to convey the offerings of WSU to prospective students, so that they can make informed decisions about whether WSU is the right fit for them. Some examples of how WSU provides information to prospective students and their families are provided below.

The Offices of Strategic Communications and Admissions are responsible for making sure advertising and recruitment materials are timely, accurate, and appropriate.

The Offices of Financial Aid, Financial Operations and Planning and Analysis are responsible for making sure information on programs, fees, and policies are timely, accurate, and appropriate.

Advertising and Recruitment Materials	
Campus Website	http://wichita.edu
Advertising campaigns geared toward recruiting future students, where individuals can learn about the comprehensive learning, internship/work, campus living and student life experience	http://www.wichita.edu/thisis/yourtime/
TV commercials feature the actual experiences of WSU students/graduates	http://www.wichita.edu/thisis/more/
General publications	<ol style="list-style-type: none"> 1. General View Book: http://issuu.com/wichitastateuniversity/docs/2015_viewbook_issuu 2. Visiting Campus: https://issuu.com/wichitastateuniversity/docs/cv_brochure_for_issuu 3. Admissions Application: http://issuu.com/wichitastateuniversity/docs/wsuidmissionsap/1 4. WSU Bragging Points: http://issuu.com/wichitastateuniversity/docs/brag_sheet 5. WSU 101: "Guide to Joining Shocker Nation": https://issuu.com/wichitastateuniversity/docs/wsuidmissionsap/1 6. Campus Housing: https://issuu.com/wichitastateuniversity/docs/2016_housingbrochure_issuu/1?e=3326547/30000297

<p>Materials to convey the specific academic experiences</p>	<ol style="list-style-type: none"> 1. Specific information regarding each major: www.wichita.edu/majors 2. General information for deciding majors: http://issuu.com/wichitastateuniversity/docs/2015undecided_fact_sheet_issue 3. General information for majors in W. Frank Barton School of Business: http://issuu.com/wichitastateuniversity/docs/2015business_fact_sheet_issue 4. General information for majors in Fairmount College of Liberal Arts and Sciences: http://issuu.com/wichitastateuniversity/docs/2015las_fact_sheet_issue 5. General information for majors in the College of Fine Arts: http://issuu.com/wichitastateuniversity/docs/2015fine_arts_fact_sheet_issue 6. General information for majors in the College of Health Professions: http://issuu.com/wichitastateuniversity/docs/2015health_prof_fact_sheet_issue 7. General information for majors in the College of Engineering: http://issuu.com/wichitastateuniversity/docs/2015engineering_fact_sheet_issue 8. General information for majors in the College of Education: http://issuu.com/wichitastateuniversity/docs/2015education_fact_sheet_issue 9. General information about Honors: http://issuu.com/wichitastateuniversity/docs/2015honors_fact_sheet_issue
<p>Materials for specific audiences</p>	<ol style="list-style-type: none"> 1. Transfer students: http://issuu.com/wichitastateuniversity/docs/2015_wsu_transfer_brochure 2. Returning adults: http://issuu.com/wichitastateuniversity/docs/2013_returning_adult_brochure 3. High school juniors: http://issuu.com/wichitastateuniversity/docs/junior_day_2015 4. High school freshmen and sophomores: http://issuu.com/wichitastateuniversity/docs/sophomore_and_younger_brochure 5. Middle school students: http://issuu.com/wichitastateuniversity/docs/fingerbrochure 6. Students from diverse backgrounds: http://issuu.com/wichitastateuniversity/docs/multicultibrochure8-2012 7. Students from International Baccalaureate programs: http://issuu.com/wichitastateuniversity/docs/east_ib_brochure_proof_issue/1 8. Parents of prospective students: http://issuu.com/wichitastateuniversity/docs/wichita_state_parents_guide 9. Parents of prospective students in Spanish: http://webs.wichita.edu/depttools/depttoolsmemberfiles/ugrad/Spanish_PG.pdf
<p>Social and web-based media platforms</p>	<ol style="list-style-type: none"> 1. Twitter: Office of Admissions http://twitter.com/wheatweet Student Ambassadors: http://twitter.com/shockerexp 2. Vimeo (video portal): http://vimeo.com/wsuaadmissions 3. Facebook: https://www.facebook.com/WichitaStateAdmissions/ 4. Instagram: http://instagram.com/wichitastateadmissions 5. Snapchat: WSU-Admissions 6. Ask a Shocker: www.wichita.edu/askashocker 7. Ask an Admissions Rep: http://webs.wichita.edu/?u=admissionsforms&p=/askanadmissionsrep/form/

Other key web content	<ol style="list-style-type: none">1. Office of Admissions: www.wichita.edu/admissions2. Visiting campus: www.wichita.edu/campusvisit3. Applying for admission: www.wichita.edu/apply4. Admissions requirements: www.wichita.edu/getadmitted5. Upcoming recruitment events/programs: www.wichita.edu/eventrsvp6. Value and Affordability: http://www.wichita.edu/thisis/admissions/affordability.asp?role=freshmen7. Net Price Calculator: http://webapps.wichita.edu/netprice/8. Tuition discounts: www.wichita.edu/tuitiondiscounts
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