

THE SOURCE

TN TECH RECRUITMENT & MARKETING NEWSLETTER

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Welcome to the first edition of the Tennessee Tech Recruitment & Marketing newsletter! After the success of our summer bootcamp and the great conversations it sparked, we're excited to keep the momentum going. This monthly newsletter will provide resources, continue discussions, and help us connect the many efforts that bring students to our amazing university.

The Recruitment Cycle

A reminder of where we are in the recruitment cycle and where we are focusing our efforts.

Interest & Engagement: Mid Fall through Early Spring

After initial contact, the admissions office nurtures the interest of prospective students. This is done through open houses, additional campus tours and events and personalized communications. You can help us by engaging with visitors during campus tours and events and contribute to our outreach efforts by sharing your experiences and expertise in your respective fields.

[View our recruitment cycle guide \(PDF\) >](#)

Upcoming Events

Nov. 1 – Race to Tech

Nov. 7 – Tech After Dark

[More Upcoming Events >](#)



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](#)

Communicating with Students

Need to reach prospective or admitted undergraduate students? The Admissions Communications team can help! Just fill out our Admissions Communications Request Form below to get started and boost your outreach today!

[Reach Out Now](#)

What's Next

As a follow-up to our recent Recruitment and Marketing Bootcamp, the Marketing team will be scheduling one-on-one meetings with each college and department to develop tailored recruitment and marketing strategies aimed at boosting student enrollment for Fall 2025.

These sessions will focus on identifying key program strengths, refining target audience profiles, and leveraging both digital and traditional marketing tactics to increase visibility and attract prospective students. The goal is to create a cohesive, department-specific approach that aligns with the university's overall recruitment objectives.



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