**ASC UG Recruitment Communication Guidelines**

**August 2024-April 2025**

| **Important Dates** | **Event** | **Notes** | **Recommendations/Next Steps** |
| --- | --- | --- | --- |
| TUESDAY, August 27th  | Central Ohio Counselor Breakfast | General ASC representation at a table fair for new and returning high school counselors | ASC UG Recruitment and ASC MARCOMM will follow up with an e-mail campaign to OH HS counselors to promote new and undersubscribed majors |
| SATURDAY, September 14th  | Buckeye Preview | For HS seniorsASC UG recruitment staff, ASC Academic advisors and student ambassadors cover a General ASC table at a fair | The event is to push applications.Prospective student list is uploaded weekly in the Admissions Teams folder[AU25 ASC Admissions, Yields, & Contact Lists](https://buckeyemailosu.sharepoint.com/%3Af%3A/r/sites/ASCReporting-AllReports/Shared%20Documents/Admissions%20and%20Yield%20Reports/AU25%20ASC%20Admissions%2C%20Yields%2C%20%26%20Contact%20Lists?csf=1&web=1&e=Qbpdra)Units can use the list to contact prospective applicants |
| FRIDAY, October 18th  | Buckeye Preview | For HS seniorsASC UG recruitment staff and ASC Academic advisors and student ambassadors cover a General ASC table at a fair | The event is to push applications.Prospective student list is uploaded weekly in the Admissions Teams folder[AU25 ASC Admissions, Yields, & Contact Lists](https://buckeyemailosu.sharepoint.com/%3Af%3A/r/sites/ASCReporting-AllReports/Shared%20Documents/Admissions%20and%20Yield%20Reports/AU25%20ASC%20Admissions%2C%20Yields%2C%20%26%20Contact%20Lists?csf=1&web=1&e=Qbpdra)Units can use the list to contact prospective applicants |
| FRIDAY, November 1st | Early Action Application Deadline | OH residents and Eminence applicants who meet this deadline will get an admissiondecision around December 13th | Make sure your communication pieces to admitted students are updated and ready to go out |
|  |  | Domestic Non-Residents and International students who meet the November 1 Early Action deadline will get an admission decision around January 24, 2025. | The admission notification date changes prioritize Early Admission for in-state students so they can learn about their admission decision earlier and our regional campuses can also work with students optioned to the regionals in a timely manner. |
|  |  | University merit scholarships (Maximus, Provost, Trustees, National Buckeye) notifications will be sent out within a week of each early decision release date. | College- and Department-level scholarship letters should be ready to be sent out right after the University merit scholarship notifications. |
| FRIDAY, November 1st  | Fall Transfer Open house | ASC academic advisors cover the table fair |  |
| WEDNESDAY, January 15th  | Regular Decision application deadline | Used to be February 1st | Entire admissions process will be completed two weeks earlier than usual to provide admitted students time for decision-making |
| FRIDAY, March 7th  | Regular decision release date for regular decision applicants | **ALL** students who applied by the January 15th regular decision date will receive an admissions notice |
| **COMMUNICATION FLOW** |
| Beginning week of December 23rd | Dean’s welcome e-mail/video goes out beginning week of December 23rdChairs’ letters can go out beginning week of December 30thAll other departmental communication (e-mail, post cards, calling campaigns, brochures, virtual and in-person open houses can begin after January 1st | Admitted student contact information will be uploaded in the Admissions and Yield Reports Teams Folder and the link will be made available in the weekly UG Recruitment report**TARGET AUDIENCE: December 13th admits**Names of the December 13th OH residents and Eminence admits will be available ***after*** the College’s Direct Enrollment letters go out through Admissions | Chairs’ letters sent home will likely get more attention than e-mailEngaging student organizations in calling and postcard writing campaigns is effectiveConsider an ambassador program for admitted student outreachConsider using scholarships for earlier yield purposesUpdate websites with faculty and student stories and career outcomesEngage through social mediaFor more resources, visit <https://ascintranet.osu.edu/student-support/undergraduate-recruitment/recruitment-resources> |
| Beginning week of February 3rd | Dean’s welcome e-mail/video goes out beginning week of February 3rdChairs’ letters go out beginning week of February 10th All other departmental communication (e-mail, post cards, calling campaigns, brochures, virtual and in-person open houses can begin after February 10th  | Admitted student contact information will be uploaded in the Admissions and Yield Reports Teams Folder and the link will be made available in the weekly UG Recruitment report**TARGET AUDIENCE: January 24th admits**Names of Non-OH residents and international students January 24th admits will be available ***after*** the College’s Direct Enrollment letters go out through Admissions | Chairs’ letters sent home will likely get more attention than e-mailEngaging student organizations in calling and postcard writing campaigns is effectiveConsider an ambassador program for admitted student outreachConsider using scholarships for earlier yield purposesUpdate websites with faculty and student stories and career outcomesEngage through social mediaFor more resources, visit <https://ascintranet.osu.edu/student-support/undergraduate-recruitment/recruitment-resources> |
| Beginning week of March 17th | Dean’s welcome e-mail/video goes out beginning week of March 17th Chairs’ letters go out beginning week of March 24th All other departmental communication (e-mail, post cards, calling campaigns, brochures, virtual and in-person open houses can begin after March 24th  | Admitted student contact information will be uploaded in the Admissions and Yield Reports Teams Folder and the link will be made available in the weekly UG Recruitment report**TARGET AUDIENCE: March 7th admits**Names of ALL March 7th admits will be available ***after*** the College’s Direct Enrollment letters go out through Admissions  | Chairs’ letters sent home will likely get more attention than e-mailEngaging student organizations in calling and postcard writing campaigns is effectiveConsider an ambassador program for admitted student outreachConsider using scholarships for earlier yield purposesUpdate websites with faculty and student stories and career outcomesEngage through social mediaFor more resources, visit <https://ascintranet.osu.edu/student-support/undergraduate-recruitment/recruitment-resources> |
| **ON-CAMPUS SPRING YIELD EVENTS** |
| SATURDAY, February 15th  | Experience ASC Day for admitted students | Departments will be invited to participate in a table fair and showcase majorsFaculty will be invited to teach demo classes | Table fair will be organized by the Office of Undergraduate Recruitment in the Physics Research Building Atrium |
| SATURDAY, February 22nd  | Buckeye Bound event for Admitted Students | Departments are invited to participate in a college-level table fair | Table fair will be organized by the Office of Undergraduate Recruitment in the Ohio UnionCollege representatives may be invited to attend the Building Your Buckeye Community breakfast for targeted student populations |
| SATURDAY, March 1st  | Buckeye Bound event for Admitted Students | Departments are invited to participate in a college-level table fair | Table fair will be organized by the Office of Undergraduate Recruitment in the Ohio UnionCollege representatives may be invited to attend the Building Your Buckeye Community breakfast for targeted student populations |
| FRIDAY, March 7th  | Spring Transfer Open House | ASC academic advisors cover the table fair |  |
| FRIDAY, March 28th  | Buckeye Bound for Admitted Students | Departments are invited to offer Open houses for admitted students to meet faculty, advisors, and students and to showcase spaces | Organized by departments Registrant list will be shared by Undergraduate Admissions prior to eventCollege representatives may be invited to attend the Building Your Buckeye Community breakfast for targeted student populations |
| FRIDAY, April 4th | Buckeye Bound for Admitted Students | Departments are invited to offer Open houses for admitted students to meet faculty, advisors, and students and to showcase spaces | Organized by departments Registrant list will be shared by Undergraduate Admissions prior to eventThis is about one month to the May 1st National Commitment Day. You can track your paid fee numbers and respond accordingly Continue to engage through virtual student panels and social media. Ask, *“What impact can I make in the next four weeks”* |
| FRIDAY, April 11th  | Buckeye Bound for Admitted Students | Departments are invited to offer Open houses for admitted students to meet faculty, advisors, and students and to showcase spaces | Organized by departments Registrant list will be shared by Undergraduate Admissions prior to event |
| **OFF-CAMPUS RECRUITMENT RECEPTIONS- DATES IN FEBRUARY & MARCH TBD**Northeast OhioCincinnatiChicagoPittsburghNew York (Long Island)New JerseyWashington DC |
| FRIDAY, April 18th | Brightest Buckeye event for AU 2026 Prospects | ASC UG recruitment staff, ASC Academic advisors and student ambassadors cover a General ASC table at a fair | Late spring and early summer is when many high school juniors and their families begin college visits.*Contact information for AU 26 and some AU 27 prospects will be available* |
| THURSDAY, May 1st  | National Commitment Day |  | The goal of all activities and communication leading up to this date is to yield students admitted into your programs and get them to commit by paying their acceptance fee. |
| From May 1st until start of autumn semester | Post acceptance fee paid period | Students may pay acceptance fees and attend orientation at multiple schools | Continue to maintain communication with paid fees students; great opportunity to share stories about faculty and student summer activities |