

Print Media – Student Recruitment Materials

The CAFNR Experience

University of Missouri

Objective or purpose of project:

To showcase the depth and breadth of CAFNR's majors and highlight the student experience, to ultimately recruit students to pursue a degree in CAFNR.

Audience:

Prospective students and their families.

Project Outcome:

CAFNR Communication gives a substantial amount of time during the year to creation and updates to our student recruitment materials. All of the pieces are branded similarly, so that no matter which major a student is interested in, it looks and feels like CAFNR and Mizzou. The top photos of each degree sheet are visible at a glance in the display outside the Academic Programs office -- quickly one is able to tell these photos are newer, more current, more vibrant, more diverse and showcase a through variety of activities than previous iterations. When someone goes to CAFNR's Degrees & Programs web page, the header photo on each degree web page matches the degree sheet. There are some photos and graphic elements the same on each of the three recruitment "trifecta," yet enough are different so that prospective students and their families don't think they've already received this piece.

What makes this project exceptional?

All 15 of the degree sheets were updated in Summer 2022 to feature new photos, focusing on diversity both in student experiences in each degree and within the student body. They all have the same look and feel for cohesiveness at recruiting events. The submitted pieces are deployed in particular phases in the recruiting process: First is the "road piece" that is mailed to all students who have indicated an interest in CAFNR. The call to action encourages students to make a visit. Once they are on campus to visit, they receive a folder with the trifold which is the larger version of road piece with more information about the CAFNR Experience, and whichever degree sheet(s) they may be interested for major-specific content. Our recruitment office says once we get them on campus, that is a huge point to getting those students to choose Mizzou and CAFNR!

