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| (1) To increase the number of top 10% high school students applicants | • Identify students with high ACT / SAT scores.  
• Facilitate and share in presentations to high schools, particularly between August and December.  
• Establish rapport with local high school counselors.  
• Host National Scholars’ Night Out event  
• Sponsor workshops for high school counselors (Houston and surrounding area, Dallas, Ft Worth, and Austin).  
• Implement Recruitment Marketing and Communication Plan to target top 10% students.  
• Utilize alumni participation in recruitment activities. | ☑ | | | Reviewing unofficial transcripts of prospective students throughout the year to identify scholarship candidates.  
Hosting counselor workshops to establish/strengthen relationships with area high school counselors and to create on-going high school recruitment schedule for top feeder schools.  
Working with TACRAO recruitment schedule to meet with and recruit students to the university.  
Consistently utilizing alumni to assist/participate in recruitment programs and fairs throughout Texas and the country |
| (2) To increase diversity of applicant pool | • Sponsor area Hispanic recruitment activity "Dia Del Tigre".  
• Make presentations to area high schools with predominant Hispanic enrollment.  
• Sponsor workshops for high school counselors in Edinburgh, Laredo and San Antonio, Texas.  
• Participate in Houston Hispanic Forum and Fiestas Padres Houston Heritage Month.  
• Coordinate Hispanic/Latino student mixer with campus organizations (HSA, Sigma Lambda Beta Fraternity) and local alumni.  
• Develop pilot mentoring programs with HISD’s Lee HS and Chavez HS.  
• Advertise University offerings and events in Spanish-based newspapers and community publications.  
• Facilitate and participate in presentations to Hispanic churches and organizations.  
• Use Hispanic organizations to promote diversity. | ☑ | | | Currently meeting with high schools w/ predominate Hispanic population.  
More to follow  
Houston Hispanic Forum 2014  
Currently exploring other publications as options for advertisement |
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| (3) To increase the number of articulation agreements between TSU and community colleges | • Work with Articulation Specialist to secure articulation agreements with area community and two-year colleges.  
• Support North Houston/ Acres Homes community development project with HCC, Pinemont and NHMCC Carver Center.  
• Provide workshops for community college counselors.  
• Create community college recruitment calendar for area and feeder transfer schools.  
• Work with Academic Deans and department chairs to create department level articulation and 2+2 agreements | ☒ | | | Three articulation agreements completed:  
NHMCCD/TSU -- AJ and computer science,  
HCC / TSU -- Clinical Lab Science  
In Progress  
NHMCCD/TSU -- Business Management  
HCCS/TSU -- Business Mgmt, Computer Science & Pub Admin.  
Ongoing |
| (4) To increase the number of community college transfers | • Implement Recruitment Marketing and Communication Plan.  
• Develop schedule for community colleges in Houston, Beaumont, Dallas, Fort Worth and Austin  
• College locations for weekly recruitment activities. | ☒ | Jan 2012 | ☒ | Created community college recruitment calendar for Houston and surrounding areas. Utilizing space at HCC and NHMCC to recruit transfer students. |
| (5) To improve communication to applicants and admitted students | • Develop and implement Recruitment Marketing and Communication Plan.  
• Analyze data received from Tour Comment Cards.  
• Facilitate cross-training between admissions and recruitment teams.  
• Solicit support from Honors College increase participation in Tiger Ambassador Program (tours, high school presentations, recruitment events and office assistance).  
• Implement Recruitment Marketing and Communication Plan. | ☒ | | ☒ | Marketing and communication plan created.  
Continuing cross training of recruitment team in other areas of ES during the registration period.  
Working with Honors Program, Student Services to offer scholarships to high achieving students to assist recruitment efforts. |
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| (6) To increase international student participation in all traditional student activities on campus and in the community to promote greater interaction among faculty, staff, domestic and international students | • Contribute student-produced articles to the campus newspaper (TSU Herald).  
• Strengthen the International Students’ Organization by holding productive monthly meetings and bi-monthly committee meetings.  
• Facilitate the development of an "Exchange Visitor Program".  
• Facilitate the development of a formal "Study Aboard Program".  
• Build relationships between local elementary/secondary schools and the TSU international student body. | ☑️         |               | ☑️          | Article to be published in the Jan edition. Student on newspaper staff. Monthly meetings are being held. |