

University offices, students active in recruiting at A&M

By DEBBIE NELSON
Campus Staff

Although many colleges and universities are hiring marketing firms to design selling campaigns to attract high school students to their campuses, Texas A&M University relies on former students to do its talking. Dr. B.C. Johnson, assistant director of financial aid, said the pool of college applicants has been shrinking since WWII, which has caused

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schools to compete for students. However, he added, Texas A&M has its best sellers in students and former students who tell their friends and relatives about the University.

University offices active in telling high school students about Texas A&M are the Office of School Relations through college nights, the Information Center in Rudder Tower, through campus tours, and the Student Financial Aid Office, through scholarship programs.

Heaton Hall houses the Office of School Relations, soon moving to Rudder Center near the Forum. Staffed by Loyd Taylor, coordinator of school relations, and four University representatives, the office coordinates visits to high schools and junior colleges around the state. Since Sept. 17, University repre-

sentatives have visited 477 of the approximately 1,250 high schools in Texas, Taylor said.

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Sonia Ellis, Holly Musick, Rick Crow and Kyle Crews, representatives for Texas A&M, spent a week asking questions of members of various University departments so they would be able to handle any question a prospective student might ask.

He said the office tries to zero in on students on an individual basis, visiting as many as possible in their high schools and either answering their questions or referring them to someone who can.

"We don't give out propoganda," Taylor said. "We give out factual information. We don't want to deceive anyone, so we don't answer questions we can't answer."

Johnson, in charge of University scholarships, said his office encourages applicants by sending out 20,000 scholarship applications each year. One is sent to every high school student who sends his or her SAT score to Texas A&M.

The University has many scholarship programs to attract students, not only for good scholars, but for minority and needy students as well.

Johnson said National Merit Semifinalists who apply to Texas A&M are sent personal letters from President Jarvis Miller and Dean of Admissions Edwin Cooper, inviting them to visit the campus. Once they reach the

campus, however, they are given essentially the same treatment as any other visiting high school student.

Taylor said all prospective students and their parents are encouraged to visit the University. This is where the Information Center in Rudder Center comes in.

Arla Gammon, Information Center coordinator, said the Office of School Relations refers visiting students there. Gammon said the center sets up appointments for prospective students with nearly anyone they want to see, from a department head to an instructor, to answer questions personally.

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"We try to conduct all of the visits on a very individual basis," Gammon said.

For example, if a student needs financial aid information, the center

sets up an appointment with a financial aid officer. If a student is unsure whether to major in agriculture or engineering, the center sets up

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appointments with advisers from both departments.

Appointments are supposed to be made two days in advance, Gammon said, but several times the office has set up appointments at the last minute for students who showed up on campus unexpectedly.

A large volume of students passes through the Information Center each year. For example, last April the center helped 220 prospective students and gave 167 individual and 12 group walking tours of the campus.

Spring is usually the busiest time for the center, when many high

school juniors and even sophomores start considering their choices of universities.

Gammon said department heads, counselors and many other University officials give up much time every week to talk to these visiting students. "If it were not for their willingness to take part in the program, we (the center) wouldn't be possible."

Gammon, Taylor and Johnson all said this face-to-face approach with prospective students sets Texas A&M apart from other schools.

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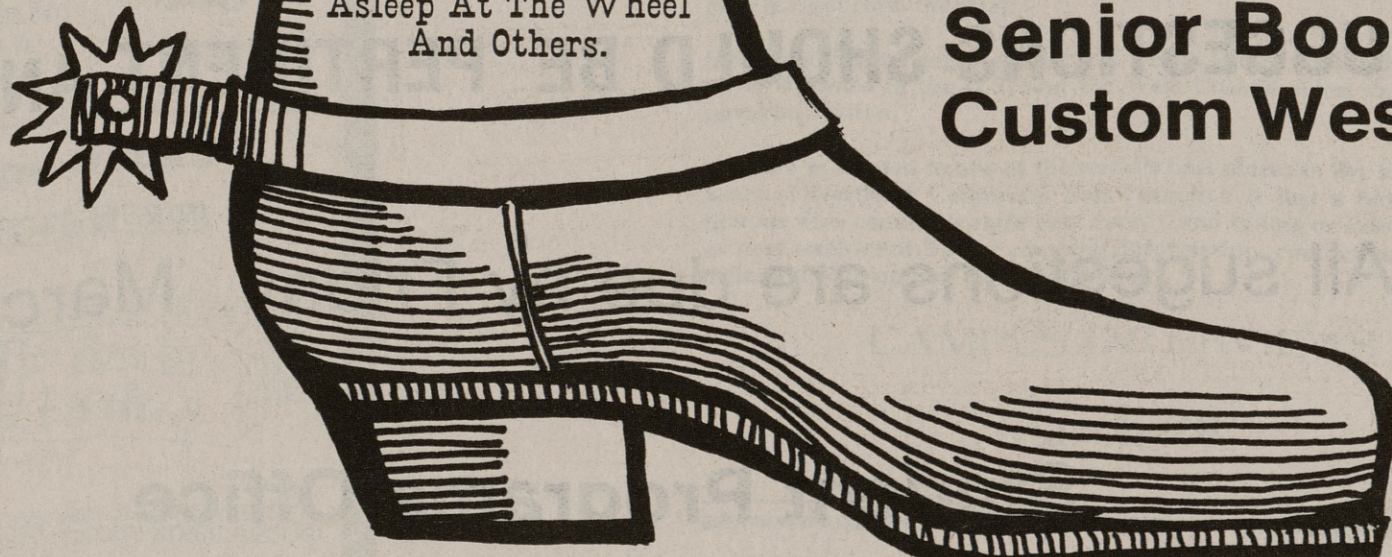
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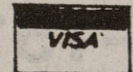
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Kennedy boosted in NY — Reagan

United Press International
LONGVIEW — Ronald Reagan said Tuesday his win in the New York primary was tremendous and his finish in Connecticut was acceptable, but reserved most of his thoughts for Sen. Edward Kennedy's defeat of President Carter on the Democratic side.

Reagan, stumping through Texas with former candidate John Connally, said he thought Kennedy's victories would diminish calls for the Massachusetts senator to bow out of the

campaign. "I think he isn't going to be the nominee, but I certainly think it is going to quiet those people who are telling Kennedy he should get out of the race," Reagan said.

As for his victory in New York, Reagan said it "looks like a tremendous win." He said Connecticut "wasn't something we exactly lusted for or thought was in the cards, it being George's territory." Bush is a Connecticut native.

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