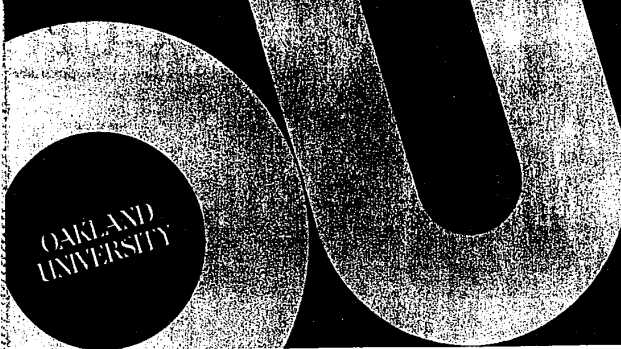
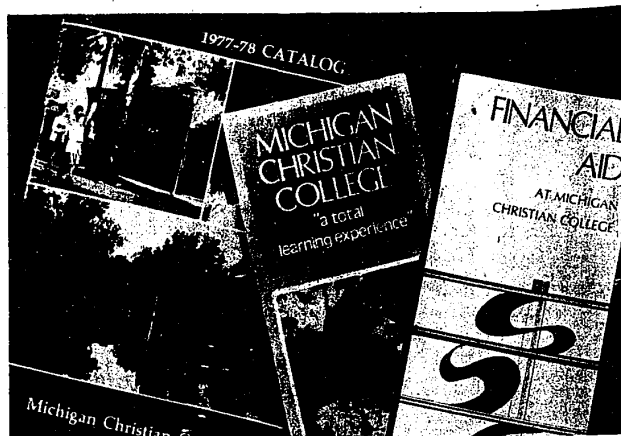


The Office of Admissions and Scholarships invites you to consider Oakland University's...

outstanding faculty • convenient geographic location • beautiful campus • diverse curriculum • modern residence halls • exciting student activities program •

Attractive posters (left) and booklets (above) are designed to interest potential students and whet their appetites for campus life.

Campus recruiters plot marketing strategy

By SUSAN TAUBER KLEIN

With high school enrollments declining and high school graduates becoming more interested in getting jobs than education, the push is on for colleges to attract new students.

To cope with the lack of student interest in the early 1970s and the recent converts of career vs. education, campus recruiters have added a new word to their vocabulary—marketing.

"Ten years ago, we couldn't have used the term marketing," said Jerry Rose, Oakland University director of admissions and scholarships. "Marketing by universities has grown every year."

OU has seen its enrollment grow from 570 students in 1959 to nearly 10,500 full- and part-time students attending classes on its 1,500 acres.



"We reach students primarily by recruiting on a one-to-one basis," Karen Allen, MCC associate professor of admissions.

Much of the increase can be attributed to the marketing jobs done by people like Rose, Keith Kleckner, associate provost, Jim Llewellyn from the OU News Service and admission officers.

South of OU, also in Avon Township, is Michigan Christian College. Also founded in 1959, but with 138 students, the college now has 400 enrolled at its 91-acre campus.

"Early in the '70s we were down to less than 200 students," said Karen Allen, associate director of admissions. "Now we're just about at full capacity."

Like OU, Ms. Allen attributes much of MCC's growth to the recruiting by two full-time admission officers.

THESE TWO SCHOOLS concentrate on soft sell marketing tactics to attract new students. They haven't spent thousands of dollars like Eastern Michigan University has on major magazine advertisements or used magic and juggling acts like Kent State has to promote themselves.

Instead they are producing catalogues and pamphlets that tell the students what they want to know—what programs and scholarships are offered.

"We did a study of high school students and discovered there are two questions they all have," said Kleckner. "They want to know how can they use their degrees to get jobs and how can they pay for their schooling."

"We at OU know the job fields that look big in five to 10 years are in the health areas and we have many of these programs, such as medical technology, environmental health and medical physics."

OU pamphlets stress that scholarships aren't awarded on financial need but on the potential of the student. MCC booklets emphasize the different types of scholarships available.

The scholarships work as incentives



to new students, according to statistics. At MCC, 87 per cent of its student body is on some type of scholarship. Fifteen per cent of OU's freshmen have been awarded scholarships.

JULIE HOUGH is a good example. The fall term freshman from Lansing will attend OU as the first Foundation Scholar. She has received a four-year scholarship of \$10,000 from the state-



Everything you want to know about Oakland University's programs are in these catalogues associate provost Keith Kleckner (left) and OU student Joe Jansen leaf through.

supported institution. Randy Ladkau of Algonac will attend OU as a music major because of the Student Life Scholarship he won. He will receive \$1,000 a year for four years.

Though both MCC and OU are trying to counter the question of why should people go to college, they make their student contacts differently.

MCC is a private, two-year liberal arts school associated with the Church of Christ.

"Most of our contacts with students are through churches in the area. The churches give us names of who to mail information to," said Ms. Allen.

"We reach students primarily by recruiting on a one-to-one basis. The admission counselor calls the student, makes a home visit with the student and parents so they can all learn about MCC. Our counselors travel Michigan, Ohio, Indiana, Illinois and Illinois if they have a chance."

Ms. Allen said visits to area high schools are being considered.

OU IS HEAVILY into visiting Michigan high schools. Before the admission counselor begins her trip, the university personnel identify market areas in the state that need recruiting. Then, Llewellyn prepares press releases for local newspapers telling when the counselor will be visiting the area.

Only after the initial contact with the newspapers and schools does the admission counselor start packing.

OU also reaches its audience with colorful posters with tear off sheets which request information, with cassette tapes for radio stations with OU students from specific towns, with public service announcements about the benefits of attending universities, and with pamphlets describing various aspects of OU.

"We also invite interested students and parents to attend particular events for them," added Llewellyn.

It isn't always academics that draws students to a campus. Also emphasized are the 20 to 1 student-teacher ratio at both schools, their availability to large job centers, such as Detroit, and the cultural and sports activities to participate in.

MCC booklets state that the college offers a "total learning experience."

"The Christian college is more than just learning how to live, it is learning how to live right," reads the MCC 1977-78 catalogue.

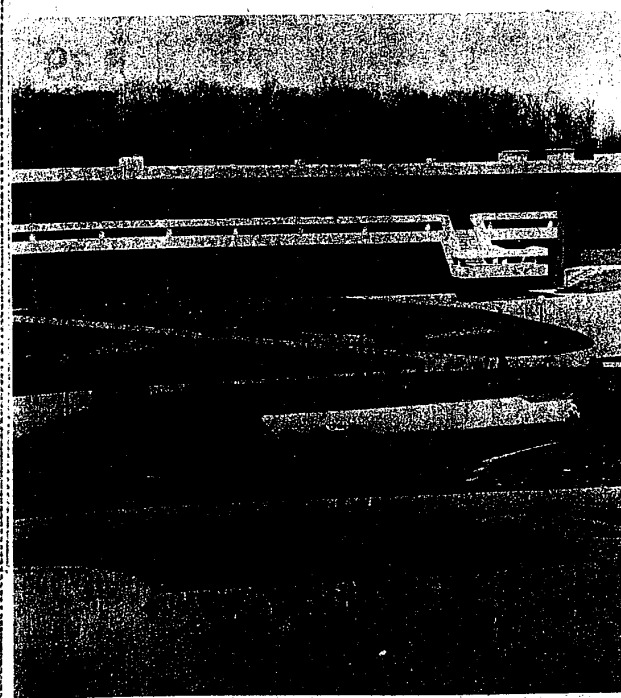
NO MATTER HOW sophisticated the two schools recruiting campaigns become, both agree nothing can be better than the jobs done by students and alumni.

"Our best recruiters are our students," said Ms. Allen.

John Debelek can attest to that. He came to MCC from his Upper Peninsula home in Marquette because of what he heard from past students.



Tom McGurdy chose Michigan Christian College because of what other students told him about it.



OCC's landscaped grounds are part of the lure to attract high school seniors as well as the middle-aged work force.

OCC widens offerings to help attract students

By ED BAS

A former Nike missile base has come a long way from being an invasion sentinel to attracting 5,580 college students.

What started as a few converted classrooms at the Oakland Community College Auburn Hills campus has mushroomed into a full-fledged institute of higher education complete with student government, a newspaper, a cafeteria with pool tables and disco music, a new physical education building and room for 10,000 students.

OCC isn't pushing back its walls for nothing. Sue Pickering is one campus recruiter who doesn't wait at her desk in hopes of new enrollments. She hawkes education from behind a table in Troy Athens High School cafeteria.

To her right, another table was sizing students for prom tuxedos. Renting a tux for "the big night" and selling college at the same time go together like coffee and lemon pie.

OCC students take courses in fire-fighting technology, industrial security and cosmetology. The students, typical of the '70s, are taking courses that will lead directly to a career.

"YOU'D PROBABLY have trouble getting people together to work on a float," Ms. Pickering said, about Auburn Hills campus life. "But then, I think a university insulates people from life."

OCC also offers courses in Afro-American history, creative writing and comparative politics—typical college fare. Some of the student body are concerned with going on to a four-year institution, but the emphasis is on learning a marketable skill.

One of OCC's biggest breaks lately has been introduction of a Bachelor of General Studies degree at Oakland

University. With the close proximity of the two, it's natural for an OCC student to take two years of credits before transferring to OU.

OCC averages about \$18 per credit hour.

Ms. Pickering recruits at local high schools, in shopping malls and even at job sites.

Jim McCauley, an Athens student, said he is "definitely planning on OCC, just to get the freshman stuff out of the way." He plans on transferring to Central Michigan University. One added benefit he expects from OCC you wouldn't expect from a community college is its sports program, particularly baseball.

The new physical education building is Auburn Hills' anchor on student life. A draw to keep students from getting on and off campus in the quickest time possible.

KAREN DARGA and Cindy Barrows, 10th graders, are already making college plans. Ms. Darga wants to attend out of state, with Notre Dame in mind for science or business. But she stopped at the OCC recruiting table to cover all bases.

Ms. Barrows professed one of the sentiments OCC is trying hard to combat, that of the "junior college." The preferred term is community college. She wasn't sure she wanted to live out of state while at college, but "I don't think I can get all the programs I want at a junior college."

For two other friends, Lillian Takata and Peggy Walker, the clear and only choice, is OCC. "I'm thinking of OCC for business classes," Ms. Takata said. "Everything else is too expensive and too far away."

Katharine and Kathleen Briggs, identical twins, and Denis Demman all applied for gymnastic scholarships to

Northern Michigan University, but all agreed to attend OCC together if they don't get them. They agreed that going away to school is still glamorous, but also said they were going to college.

The recruiting drive is two-pronged, aiming for opposite ends of the age scale. Marion Rice, provost, said she is encouraged by the number of women attending Auburn Hills and the rise in the average age of students.

"MORE WOMEN with families are coming back," she said "because more jobs are opening up to them." She said OCC doesn't recruit outside the county as "respect for other (community college) territory."

Art Batten, counselor for career guidance and placement services, said students most often come to him asking, "What kind of job can I get after OCC?"

"We want to penetrate more on-site recruiting; we want to bring in more students from Pontiac and Troy."

He said despite the widespread demographic draw of OCC, he has noticed an "increased spirit and morale" of on-campus activity.

Ms. Pickering said if a student is not ready for college, tutoring is available. And if a student doesn't want college, there is always the chance that attitude will change 10 years from now.

"Sometimes we have to start with the very basics, like what is a credit hour. Or we'll let them sit in on a class. But it's never wasted."

Most personnel at Auburn Hills admit the college has a slight image problem with its location, tucked away near the M39 freeway in Avon Township. But they're equally sure they can fill the classroom "being built and make the 10,000-student projected enrollment a reality."