

County Extension Recruitment Training Guide

Supporting Undergraduate Admissions at New Mexico State University

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1. Introduction & Purpose

- Welcome message from NMSU Admissions
 - Welcome, and thank you for your commitment to supporting the success of New Mexico students and their futures. We are excited to partner with you in a shared mission: helping students discover and pursue their educational goals at New Mexico State University.
 - The Undergraduate Admissions team is grateful for your collaboration. By working together, we can reach more students in every corner of the state and ensure they know about the opportunities NMSU offers.
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- Overview of the partnership with Extension Offices
 - NMSU's Cooperative Extension Service has a long history of trusted, community-based service. By partnering with county Extension Offices, we aim to leverage that trust and reach to provide students and families with accurate, timely information about higher education options, especially within the NMSU system.
 - As a local resource, you are uniquely positioned to help students take that first step toward higher education. This partnership empowers you to share resources, guide conversations, and connect students directly with Admissions when appropriate.
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- Why recruitment matters
 - Recruitment is not just about increasing enrollment. It's about increasing opportunity. Many students don't pursue college simply because they don't know where to start or don't think it's possible.
 - By helping students learn about NMSU, we are opening doors to education, career readiness, financial support, and personal growth. Every

conversation we have about college can plant a seed that leads to lifelong change.

2. Role of County Extension in Recruitment

- Community outreach = recruitment power!
 - As trusted leaders in your counties, you already serve as vital connectors by helping families access resources, education, and opportunities. Now, you also play an essential role in expanding access to higher education by supporting NMSU recruitment efforts.
 - Every conversation you have, every event you host/attend, and every moment you spend with students and families can influence someone's decision to pursue college.
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- How you can bridge the gap between rural students and higher education
 - Students in rural and underserved communities often face additional barriers to higher education — limited access to college fairs, lack of local counselors, or simply not knowing where to start. Your presence in these communities makes you a crucial link between those students and a college education.
 - You help bridge that gap by:
 - Sharing awareness of NMSU and its pathways
 - Encouraging conversations about college and careers
 - Offering tools and resources in familiar, accessible spaces
 - Building trust with students and families who may not otherwise engage with admissions representatives
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- Summary of expectations and opportunities (e.g., school visits, local events, tabling, family nights)
 - Undergraduate Admissions will have admissions advisors visit each high school in the state of New Mexico and attend college fairs. However, there may be times where they are traveling elsewhere and your presence will be impactful!
 - Your level of involvement may vary depending on your office's capacity, but here are some common ways you can contribute to recruitment efforts alongside our recruiters:
 - **School Visits:**
Attend high school college and career days, speak to classrooms, or co-host presentations with NMSU Admissions.
 - **Local Events:**
Table at community fairs, 4-H events, or local celebrations where students and families gather. These are great moments to hand out brochures, invite students to campus, or collect RFIs.

- **Family Nights:**
Host or support college-focused family nights. These provide a relaxed environment for families to ask questions, explore financial aid options, and learn more about the college-going process.
- **One-on-One Conversations:**
Use your existing connections with youth and families to encourage students to explore their options and consider NMSU. A simple, encouraging conversation can go a long way.
- **Sharing Materials:**
Distribute NMSU flyers, scholarship info, application timelines, and event announcements through your office or partner organizations.

3. Collecting Student Information (RFI Submission)

- What is an RFI? Why it matters (leads into Slate)
 - RFI stands for Request for Information. It is a short form used to collect basic contact details and interests from prospective students who want to learn more about New Mexico State University. Completing an RFI is often a student's first step in engaging with the university.
 - Why it matters
 - The information collected is entered into Slate, our Customer Relationship Management (CRM) system, which allows us to send tailored communications about admissions, scholarships, deadlines, events, and academic programs. Students who submit an RFI are significantly more likely to apply, visit campus, and ultimately enroll.
- Walkthrough:
 - Where to find the RFI form
 - The official form is available on the NMSU website or directly at <https://admissions.nmsu.edu/request-info/index.html>
 - QR codes linked to the form should be utilized for use at events.
 - What to do if a student isn't sure about their major
 - Select "Undecided" or ask about general areas of interest (e.g., science, business, agriculture) to guide the selection. They can update their major later in the process.
- Best practices (e.g., encourage complete info, ask permission before submitting)
 - Open the RFI form and enter the student's details as accurately as possible.
 - Required fields typically include name, email, high school, anticipated start term, and intended major.
 - Always double-check spelling, especially for email addresses and names, to ensure the student receives future communications.
 - Submit only one RFI per student.

4. How to Submit the NMSU Application

- Where to direct students (URL, QR code, etc.)
 - Students can apply online at the official NMSU Admissions application portal: admissions.nmsu.edu/apply
- Overview of the application process
 - Create an account or log in to the NMSU application portal. Students must provide an email address they regularly check.
 - Start a new undergraduate application. They'll select their student type (e.g., First-Year, Transfer, etc), campus, and major.
 - Fill in personal, academic, and residency information. This includes contact details, institutions attended, and estimated GPA
 - Review and submit the application.
 - Once submitted, the application is reviewed by Admissions staff. It typically takes 2 business days for a decision if we have all the correct information.
 - Pay the application fee (if applicable)
- What happens after submitting
 - Confirmation Email:
 - They'll receive an email from NMSU confirming their application submission and be connected with an admissions advisor
 - Create MyNMSU Account when admitted: my.nmsu.edu
 - Students will receive instructions to set up their MyNMSU student portal, where they can track their application status, submit documents, and receive important updates.
 - Next Steps:
 - Submit transcripts (high school or college, depending on student type)
 - Watch for their admissions decision via email
 - Review scholarships and financial aid options
 - Sign up for New Student Orientation once they are available

5. Using & Ordering the Viewbook

- What is the Viewbook and how it's used
 - The NMSU Viewbook is a printed recruitment piece that gives students and families a comprehensive introduction to New Mexico State University. It highlights academic programs, campus life, scholarships, admissions requirements, support services, and more.
- How to order Viewbooks
 - County Extension offices can request Viewbooks and other printed materials directly from the NMSU Admissions Office.

- To order: Submit Materials Request form at:
<https://admissions.nmsu.edu/materials/marketing-materials.html>
- 2025-2026: Updated materials will be available for mailing after September 1st
- Re-orders can be made throughout the year as needed, depending on supply.
- Online Viewbook: <https://admissions.nmsu.edu/files/2024-2025-nmsu-undergraduate-viewbook.pdf>

6. How to Present & What to Present

- Tailoring your recruitment message for middle and high school students
 - When speaking to students, your approach should match their grade level, interests, and familiarity with college. Here's a general guide:
 - Middle School Students: Focus on college as a future possibility. Emphasize the importance of dreaming big, staying in school, exploring interests, and learning that higher education is for everyone.
 - High School Students (9–10th grade): Encourage goal-setting, involvement in activities, and early awareness of college pathways. Start introducing NMSU and our programs.
 - High School Students (11–12th grade): Provide more detailed information about applying, scholarships, deadlines, and next steps. Be ready to guide them to specific resources or events.
- Do's and Don'ts for presentations
 - **Do:**
 - Be welcoming, encouraging, and authentic
 - Tailor your message based on the audience's age and background
 - Share general facts about NMSU and our programs
 - Bring handouts or visuals when possible
 - Offer to connect students with an NMSU advisor for more info
 - Keep it conversational when working with small groups
 - **Don't:**
 - Don't guarantee admission, scholarships, or financial aid
 - Don't answer detailed legal/immigration/financial aid questions if unsure, refer to the Admissions or Financial Aid Office
 - Don't make comparisons that criticize other institutions
 - Don't assume all students have support or access to resources; meet them where they are
- What not to say (e.g., don't promise aid/acceptance)
 - While we want to promote NMSU confidently, it's important to avoid misrepresenting what we can guarantee. Here are a few things to avoid saying:

- “You’ll definitely get a scholarship.”
Instead: “Many students qualify based on GPA — we can help you check your eligibility.”
- “You’ll for sure be accepted.”
Instead: “Let’s talk about what you need to apply — and we can connect you with someone who can help review your materials.”
- “College is the only way to be successful.”
Instead: “College is a great option to expand your opportunities — and we’re here to support you if that’s the path you want.”

7. College Fairs: Prep & Participation

- What to expect at a college fair
 - College fairs are fast-paced events where students (and often their families) visit multiple booths to learn more about different colleges and post-secondary options. Some fairs are hosted by high schools, while others are regional or statewide events. You’ll typically have a table in a shared space, like a gym or cafeteria, along with many other representatives.
 - Your goal at a fair: spark interest, answer questions, and collect contact info from prospective students.
- What to pack:
 - Tablecloth
 - Viewbooks/flyers
 - RFI QR code
 - Banner or signage
 - Pens, stickers, candy (optional)
- Set up tips (make it welcoming!)
 - Make your table welcoming and easy to approach. Use levels (e.g., standing banners, table-top display racks) to create visual interest.
 - Avoid clutter — display a few key items neatly and keep extras under the table.
 - Place your RFI QR code prominently. Make it easy for students to scan without having to ask.
 - Stand in front of or beside the table whenever possible — it’s more approachable than sitting behind it.
- How to engage with students
 - Don’t wait for students to talk to you — greet them with a smile and a friendly, open-ended question like:
 - “Hi! Have you heard of NMSU before?”
 - “Do you have any idea what you want to study yet?”
 - Once the conversation starts, briefly highlight:
 - What makes NMSU a great choice (affordability, support, options)

- That we're here to help them explore college, even if they're not sure yet
 - How to stay connected by scanning the RFI or taking a Viewbook
- What to say to parents
 - Parents often want to know about cost, safety, and support. Be ready to talk about:
 - Affordability – in-state tuition, scholarship eligibility, and financial aid
 - Student services – tutoring, career support, health services, housing, etc.
 - Location – our main campus in Las Cruces, community colleges, and global campus
 - Reassure them that NMSU works closely with families and offers many resources to help students transition successfully into college.
- Collecting leads (via RFI!)

8. Supporting Enrollment: Yield Events and Next Steps

- As students move from showing interest to making their college decision, your support can make a major difference. Extension offices can help NMSU “yield” admitted students by encouraging next steps that lead to enrollment.
- Yield events are activities designed to turn admitted students into enrolled students.
These include:
 - Aggie Welcome Orientation (AWO) – New student orientation sessions that are required for incoming freshmen.
 - Housing Sign-Ups – Encouraging students to secure their on-campus housing early, which builds excitement and commitment.
 - Local Yield Events – County-level events like send-off parties, admitted student receptions, or small gatherings where students and families can meet each other and NMSU representatives.
- How CES can help:
 - Promote new student sign ups for admitted students at awo.nmsu.edu (NSO sign-up details are provided in their acceptance packet and online).
 - Encourage housing application completion for students planning to live on campus.
 - Help host or support local yield events when possible — Extension offices may collaborate with Admissions to plan receptions or recognition events in your area.
 - Send admissions local county fairs or community events during the spring and summer and fall to meet admitted students and families, answer questions, and celebrate their decision to become Aggies.

9. Contacts & Support

Your role in supporting NMSU recruitment is incredibly valuable and you're never doing it alone! The Undergraduate Admissions team is here to support you with materials, guidance, and collaboration every step of the way!

- NMSU Admissions
 - NMSU Undergraduate Admissions
Educational Services Building, MSC 3A
admissions@nmsu.edu
(575) 646-3121
admissions.nmsu.edu
- Regional support staff
 - To provide more localized help, we've assigned regional Admissions Advisors and support team members across New Mexico.
- Need Viewbooks, flyers, QR codes, or want an NMSU rep to join you at a school visit or local county fair?
 - Just send an email to: admissions@nmsu.edu
 - Include the following info:
 - Your name and county office
 - Event name, date, time, and location
 - What kind of materials or support you need
 - Any specific audience (grade levels, school names, etc.)
 - Please try to give at least 1-2 weeks' notice when requesting a staff visit or large quantity of materials.