



Enrollment Management

A&M-COMMERCE

MARKETING & COMMUNICATIONS TEAM
AGENDA ITEMS

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Sample: Digital Marketing Timeline

STUDENT INQUIRES!

After the student submits an RFI inquiry, they receive an automated email acknowledging their entry.

POSTCARD 1



5 days after the email, the corresponding postcard 1 is sent to the student.

EMAIL 2



On the 10th day after inquiry the student receives email 2.

SOCIAL AD SET 2



From the day after email 2 sends, to the day the student receives email 3, social ad 2 runs.

POSTCARD 3



25 days after inquiry, and 5 days after email 3, postcard 3 goes out.

1

1 Day After Inquiry

2

5 Days After Inquiry

3

Running for 10 Days After Email 1

4

10 Days After Inquiry

5

15 Days After Inquiry

6

Running for 10 Days After Email 2

7

20 Days After Inquiry

8

25 days After Inquiry

9

Running For 10 Days After Email 3

EMAIL 1



The day after a student inquires they receive the first email.

SOCIAL AD SET 1



From the day after inquiry to the day the second email sends, the student receives ad 1.

POSTCARD 2



15 days after inquiry, 5 days after email 2, postcard 2 goes out.

EMAIL 3



On the 20th day after the student inquires, they will receive email 3.

SOCIAL AD SET 3



From the day after email 3 sends to the student, to the 10th day later, the student receives social ad set 3.

National Average Statistics & Terms

Bounce Rate: Users are exiting the entire website without clicking through to any links.

20-50% is Good standing.

50-70% is Average standing.

Average Time: Average time spent on a page.

52 seconds is the standard across many industries.

Click Through Rate (CTR): the percentage of people visiting a web page who access a [hypertext](#) link to a particular advertisement.

1-5% is average.

Open Rate: Out of all emails sent, open rate is the percentage of those that opened the email.

20% is higher education standard.

Impressions: How many times an ad shows up.

Reach: How many unique users an ad shows up to.

Clicks: How many people clicked the link the ad directed to.

1-5% is average.

FRESHMAN COMMUNICATION JOURNEY

- Travel Pieces for campus visits
- Search Letters & Postcards
- Digital Search Ads
- Admittance Packets
- Financial Aid Brochures
- Viewbook

All communication journey are composed of a series of nine postcards, nine emails, and nine digital ads on social media websites such as Facebook, Instagram, Twitter, and even Google.

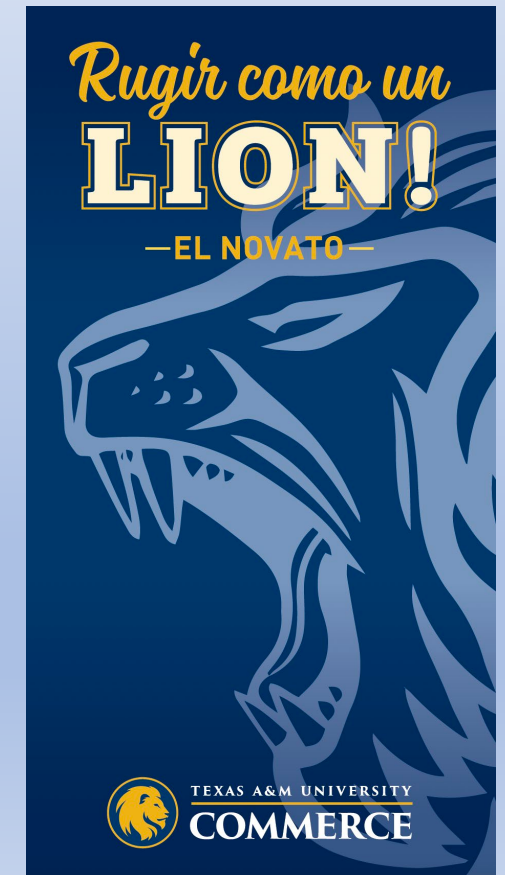
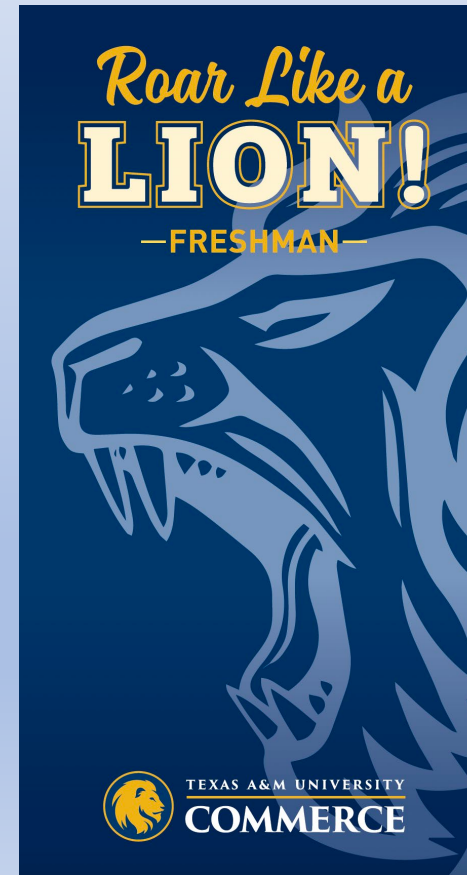
High School Visits & Campus Tours

Admission Recruiters send fillable posters to high schools before scheduled visits to be posted around the campus for these recruitment efforts.

RFI Tile Card



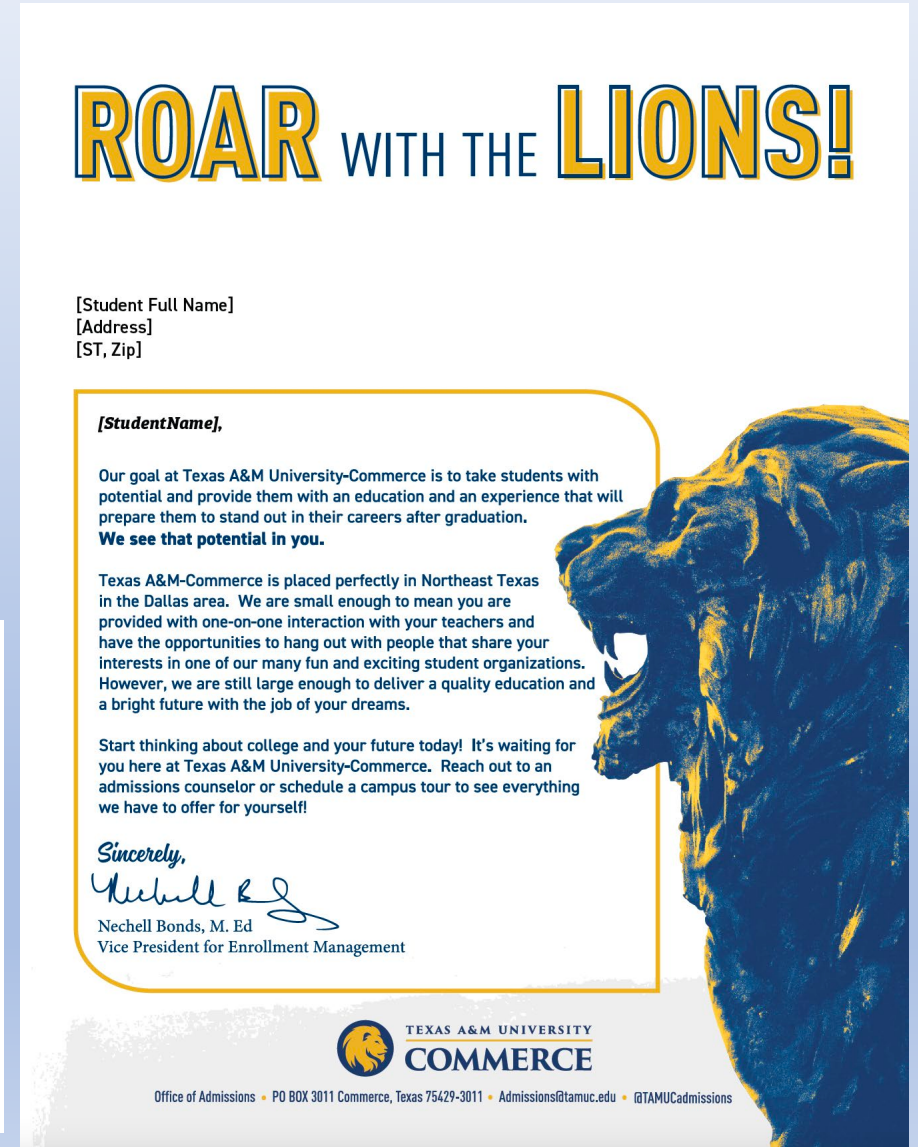
Freshman Travel Pieces are an 8-page guide to A&M-Commerce, condensed down from the larger Viewbook. Prospective Students receive these at high school visits and when taking a tour on campus. Available in English and Spanish versions.



Search Letters

This letter is sent to all prospective students based on credentials in their junior or senior year of high school.

- The front page is a promotional letter for the university and an effort to reach out to these students to get them to consider TAMUC.
- The back page has various infographics about the university.



Texas A&M University- Commerce Viewbook

40-page guidebook of all TAMUC offers.

- Spirit & Traditions
- Athletics
- Degree Programs
- Housing & Campus Safety
- Student Experience
- Student Organizations
- Admission Requirements/Cost & Aid
- Campus Map

This piece is handed out to accepted students visiting campus.

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Roar Like a
LION!



TEXAS A&M UNIVERSITY
COMMERCE

ATHLETICS

NCAA DIVISION I:

Basketball (M&W)
Cross Country (M&W)
Football (M)
Golf (M&W)
Indoor Track & Field (M&W)
Outdoor Track & Field (M&W)
Softball (W)
Soccer (W)
Volleyball (W)

Cheer on your fellow Lions,
learn more about Athletics
and when to attend games!

COLLEGIATE LEVEL:

Cheerleading (M&W)
Dance (M&W)
Rodeo (M&W)

2022
SOFTBALL
CONFERENCE TOURNAMENT
CHAMPIONSHIP*

CLOSING SEASONS
AMONGST ANY
TEAM SINCE
2013 5 NCAA
POSTSEASON
APPEARANCES
SINCE 2015

*Most wins in
program history!
43 wins!*

2022
MEN'S TRACK & FIELD
4TH IN THE COUNTRY*

THIRD PLACE
PERFORMANCE
SINCE 1989

2020
WOMEN'S RODEO
NATIONAL CHAMPIONS*

COLLEGIATE LEVEL

WOMEN'S BASKETBALL
FIVE CONSECUTIVE
NCAA TOURNAMENT*
APPEARANCES

Ranked #1 in 2022!

WOMEN'S GOLF
NCAA NATIONAL*
APPEARANCES

2017
NATIONAL CHAMPIONS*
8 CONSECUTIVE
WINNING SEASONS
2010-PRESENT!

SOFTBALL
FOUR CONSECUTIVE
NCAA REGIONAL*
APPEARANCES

Distinction earned in Division II.

Spirit & Traditions

Established in 1889, we hold our heads high, upholding the Lion legacy, as members of our Pride. The Lucky Lion hand sign is a visual representation of this pride and celebrates our victories and accomplishments, as well as honor our great heritage as proud Lions.

Homecoming Bonfire!

 Cheer on your Lions athletic teams!

Enjoy fun games, food and music at the Block Party!


Meet our University Police Department for a night of food and fun at the National Night Out Event!


Take a selfie with Leonidas!


Legend says if you kiss the Book of Knowledge, you will get a 4.0 for that semester.


Touch the Victory Bell for good luck and a successful semester.


BLUE & GOLD Wednesdays


FAMILY WEEKEND
 Invite your friends & family to Family Weekend & watch the Alumni Band perform!

LIONS ROAR Welcome Week


Kick-off this exciting chapter in your life as a member of your Lion Pride with lots of free food, fun and giveaways!

Scan me to learn more about the university's traditions!

TAMUC Traditions

BLUE AND GOLD WEDNESDAYS
 HOMECOMING WEEK
 *BONTIRE - HOT DOG SPIRIT RALLY
 *TAILGATE - FOOTBALL GAME
 LIONS ROAR
 VICTORY BELL
 THE HEART OF CAMPUS

RUNNING OF THE HILL
 PRIDE WALK
 LION CAMP
 NATIONAL NIGHT OUT
 FAMILY WEEKEND
 BOOK OF KNOWLEDGE
 SELFIE WITH LEONIDAS

HOME AWAY FROM HOME

Welcome to Commerce, and Northeast Texas!

Adventures await! A&M-Commerce is centrally located in Northeast Texas, just an hour from the Dallas-Fort Worth Metroplex and close to shopping, dining and outdoor adventures.



DOWNTOWN COMMERCE

- The Spot
- Antique Shopping
- The Shop
- Cunningham & Co. Boutique
- Daygobah
- Shear Relaxation Massage Therapy
- Little Bit Country Live Music Venue
- Food:** Mugs on the Square, Too Good! Treats, Cork & Brew, Dos Laredos Tex-Mex, McKay's

Mugs Coffee on the Square



GREENVILLE, TX (15 miles)

- Brigandary Games
- Texas Theatre
- Shenanigans
- Splash Kingdom
- Graham Park
- Hunt County Fair
- Food:** Red Lobster, Chili's, IHOP, Buffet Palace, etc.

COMMERCE

- Outdoor Adventure Crew: Guided paddling trips, backpacking expeditions, mountain biking excursions and more!
- Planetarium Shows every Friday!
- Small festivals like the Bois d'Arc Bash
- Commerce Centennial Park/Skate Park
- City Park
- Ozpin Cone Snow Cone Stand
- Commerce Nails & Spa, Posh Nail Lounge, Mane Salon & Spa
- Shopping:** Goodwill, ACE Hardware, Wal-Mart, Dollar General, Brookshires
- Drive-Thru Eats:** Lulu's Burgers, McDonald's, Subway, Taco Bell, Braum's, Sonic, Domino's, Pizza Hut, Chicken Express, Sweeties Donuts
- Sit-down Eats:** Tokyo Express, Luigi's Italian Cafe, Los Mochis, Slice of Pie Omega's Biscuits N' Eggs, Lonestarr Eatery Grill & Bar, Ta Boba Tea House

Go on an Adventure!



ROCKWALL, TX (43 miles)

- Cinemark Movie Theatre
- Lighthouse and The Harbor
- DFW Boat Ride
- Escape Rooms
- Painting With a Twist
- Shopping:** Hobby Lobby, Ross, TJ Maxx, Kohl's, Home Depot, Academy, etc.
- Food:** Gloria's, Rodeo Goat, Sushi Box, La Madeleine, Olive Garden, Texas Roadhouse, Edo Japan, etc.

Grab your friends and head to the Harbor!



SULPHUR SPRINGS, TX (20 miles)

- Celebration District:** Music festivals, boutique shopping and eateries
- Cooper Lake State Park
- Bulford Park
- Southwest Dairy Museum
- Haritage Park and Museum
- Food:** Dairy Queen, Rome's Italian, Chick-fil-A, Juan Pablos, etc.



DALLAS, TX (66 miles)

- Vail the University's Dallas location
- Dallas Zoo
- Dallas World Aquarium
- The Sixth Floor Museum
- Dallas Arts District:** Dallas Museum of Art, The Nasher Sculpture Center, Crow Museum of Asian Art
- Klyde Warren Park and Food Trucks
- Botanical Gardens
- Fair Park
- Stockyards Rodeo (FT. Worth)
- Shopping:** Galleria Mall, Northpark Center, Uptown Plaza, Highland Park Village





ADMITTED PACKET FOLDERS

Freshman Admitted Packet

- Envelope
- Folder
- Inserts

BACK

FRESHMAN

FRONT



INSIDE

ADMITTED PACKET INSERTS
Z-FOLD - MORE INFORMATION



HELPFUL INFO/CONTACTS

NEXT STEPS

UNIVERSITY SOCIALS

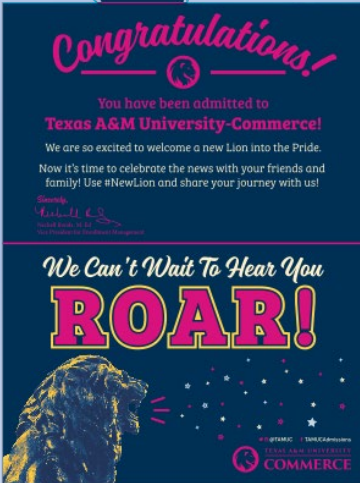
ADMITTED PACKET INSERTS
CONGRATULATIONS
MAGENTA COLOR = GOLD FOIL
TRI-FOLD



INSIDE

OUTSIDE

CONGRATS
FROM
NECHELL



WHAT TO
BRING TO
COLLEGE

Rising Lion Program

These pieces are used to promote the Rising Lion Program to students that are eligible for Rising Lion.

postcard



Rising Lion Program
We Think You'd Make a Great Lion!

Five-week program for full-time freshmen

Rising Lion Program
Main Campus or Dallas

Office of Undergraduate Admissions
P.O. Box 3011, Commerce, TX 75429-3011

- THE RISING LION PROGRAM** is a structured academic and co-curricular summer experience that connects you directly to resources and support focused on helping you transition smoothly into college life. As a participant, you can get a head start your education by taking two classes during the Summer II semester scheduled to start July 10 through August 10, 2023.
- HOUSING:** Students who choose to participate and attend the A&M-Commerce main campus will live on-campus during the summer program and will have the option to remain in their rooms for the upcoming academic year.
- SUPPORT:** Rely on guidance from advisors, mentors and faculty who care about your success.
- ENGAGEMENT:** Meet new friends, join student organizations and get comfortable before the start of the fall semester.
- COSTS:** Students participating in the Rising Lion Program will pay regular Summer II tuition and fees, housing and meal plan costs.

NEW FOR 2023: Students have the option of participating in the program by attending A&M-Commerce Main Campus or A&M-Commerce at Dallas our newest location. Students choosing the Rising Lion-Dallas option will have the opportunity to live at home and remain in Dallas while continuing their program of study offered at the A&M-Commerce at Dallas location.

FIND OUT MORE!
Frequently asked questions are available on our website!

[@amucadmissions](#)
[@amuc](#) [@LionsMedia](#)

PRIORITY DEADLINE: June 1

envelope



Schedule and flyer



Rising Lion Events
Summer 2022

New for 2022
Rising Lion Program
Jump start your college career!

The Rising Lion Program helps ease your transition from high school to college by providing:

- HOUSING:** Choose your residence hall room for the entire year.
- FREE TEXTBOOKS:** Receive a voucher to pay for textbooks for the first six college credit hours of the summer term.
- A HEAD START:** Begin taking college classes during the summer term (July). Complete two classes for a total of six credit hours.
- SUPPORT:** Rely on guidance from advisors, mentors and faculty who care about your success.
- ENGAGEMENT:** Meet new friends, join student organizations and get comfortable before the start of the fall semester.
- TUITION ASSISTANCE:** Tuition assistance is available if you meet specific qualifications.*

FAFSA & Application Due: June 1

Phase III Lobby
...le in the Phase III Lobby.
...ur fellow Rising Lion

Phase III Lobby
...Rising Lion
...12:50 a.m.

Dowell Business Administration Building (BA), Room 106

Dowell Business Administration Building (BA), Room 106
(as needed).

Phase III Lobby
Night Event

Dowell Business Administration Building (BA), Room 106

Dowell Business Administration Building (BA), Room 106
(ded).

Phase III Lobby
Night Event
in evening

ROAR & New Student Orientation Handbooks: Freshman & Transfer; Lion Families Companion Piece

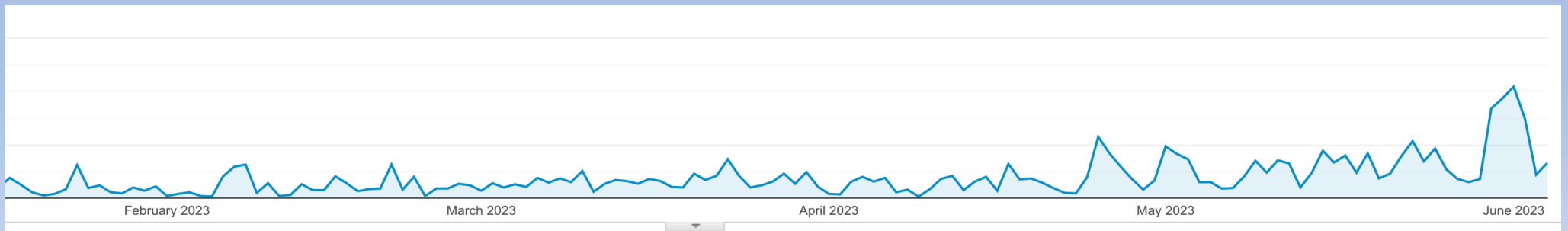
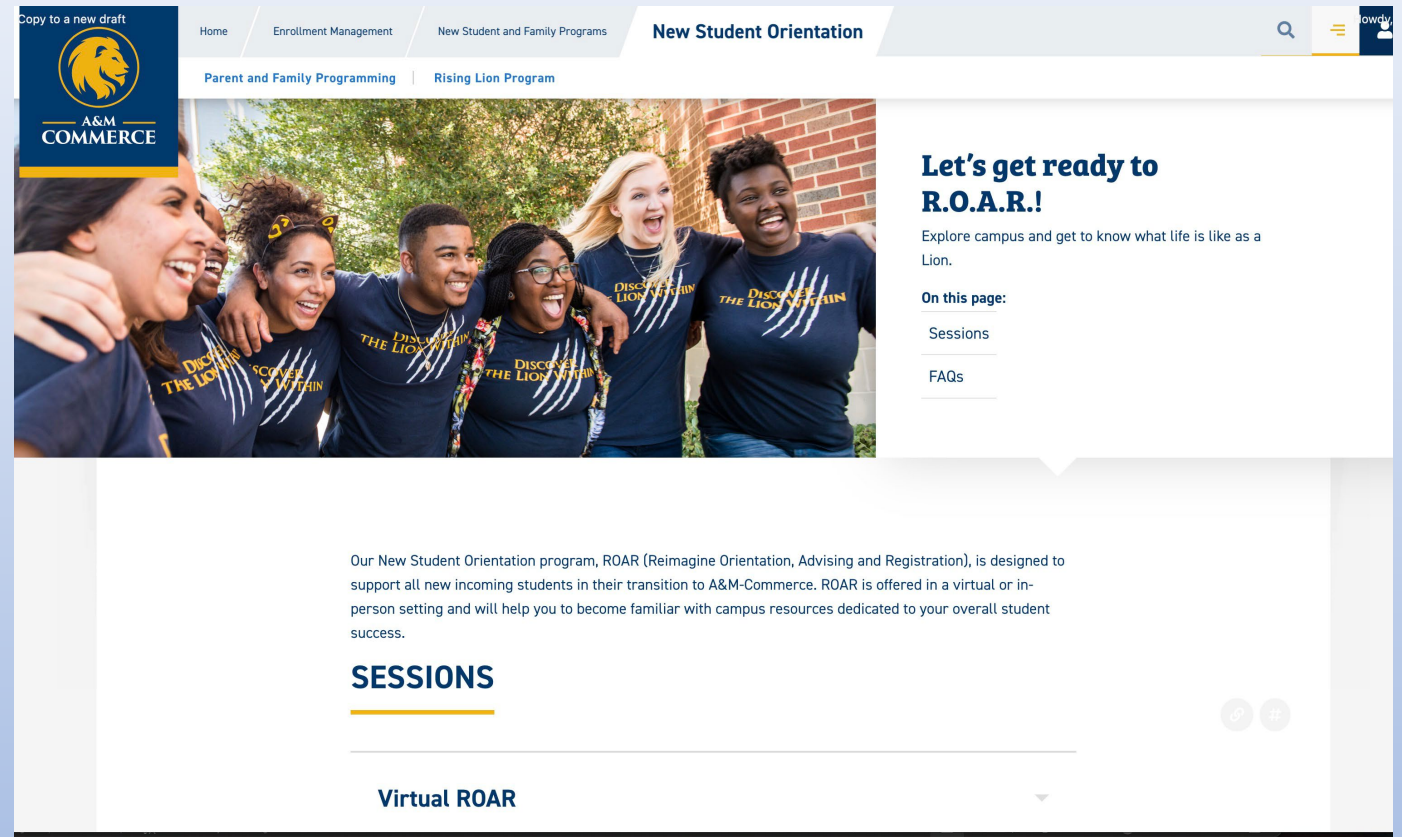
The handbook guides new students to TAMUC for the resources on campus and how to use them. It contains additional information for new students covered during the New Student Orientation Sessions.

- Handbook
- Schedules
- Lion Families Companion Piece



ROAR Webpage

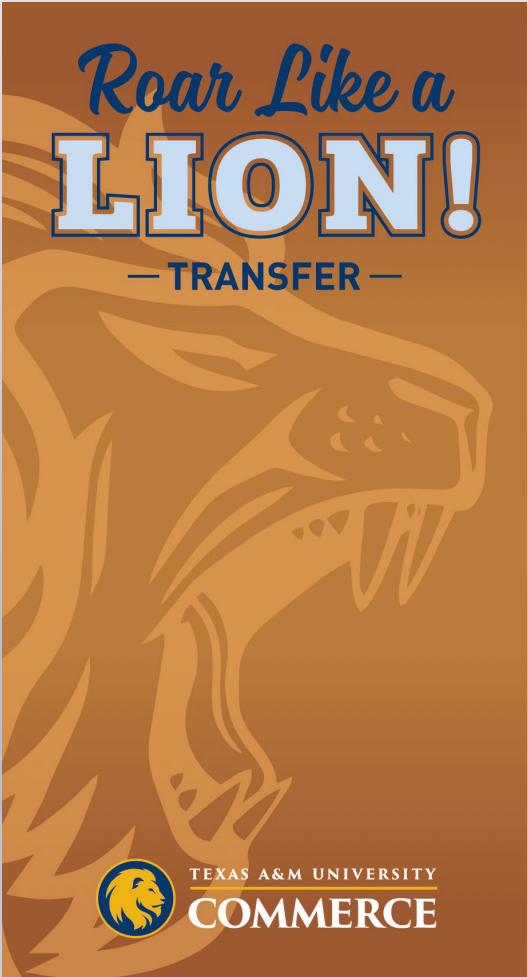
- **Sessions:** 6,006
- **Users:** 2,438
- **New Users:** 2,769
- **Average Time:** 1m 33s
- **Bounce Rate:** 51.75%; *50% is the national average



TRANSFER COMMUNICATION JOURNEY

- Travel Pieces for campus visits
- Search Postcards
- Digital Search Ads
- Admittance Packets
- Financial Aid Brochures
- Viewbook
- Academic Academy Promotion

Transfer Admitted
Packet/Folder



Travel Piece



INSIDE

Academic Academies

Rack Card



Study Sustainable Food.

Grow a Successful Future.

Start your journey towards a career in the industry today!

EXPLORE THE AGRICULTURE ACADEMY AND TAKE YOUR FIRST STEP ON THE PATH TOWARDS SUCCESS.



Postcards



Study Sustainable Food.

Grow a Successful Future.

Start your journey towards a career in the industry today!



Be the author of your life, AND CHANGE YOUR ENDING.



WHATEVER LIFE BRINGS

You are Essential

and with a Degree in Business

YOU'LL GET THE JOB DONE!



"Greetings and welcome to the College of Education and Human Services at A&M-Commerce. Where we are building future leaders today! We look forward to contributing to your life journey of opportunity and prosperity."

—Dean Kimberly McLeod

Learn more about the A&M-Commerce Education and Human Services Academy at Dallas College and get familiar with our faculty and program offerings. Get ready to experience real-life, practical applications, study abroad programs and research collaborations that will provide you with the education to reach your career goals!

Explore the Education and Human Services Academy and take your first step on the path towards success.



Scan here

Office of Undergraduate Admissions
P.O. Box 3011 Commerce, TX 75429-3011

FIRST-CLASS MAIL
U.S. POSTAGE
PAID
(COMPANY NAME)
###-POSTAGE

Emails



Make a move that WILL MAKE YOUR FUTURE.

{!Contact.FirstName}

Your future is yours for the making – and by reaching out to A&M-Commerce to earn your bachelor's degree through one of our Academic Academies, you can make even more of it. This exciting opportunity guarantees admission to Texas A&M University Commerce if you complete the program requirements on your Transfer Pathway. With our affordable tuition, Transfer Pathways and invaluable support from your very own Student Success Team, dedicated to your reaching your goals, this smart move will set you up for success now and in the future, with a seamless education experience between Dallas College and Texas A&M-Commerce.



Agriculture Academy

The A&M-Commerce Agriculture Academy at Dallas College brings affordable and sustainable agricultural education to Dallas students. Start your journey toward a career in the industry at the Agriculture Academy! Explore our programs offered at Dallas College.

[View Academy](#)

Business Academy

The A&M-Commerce Business Academy at Dallas College brings business instruction to Dallas students. Join the Business Academy today!

[See Degree Options](#)

Education and Human Services Academy

The A&M-Commerce Education and Human Services Academy at Dallas College brings transformative education to Dallas students interested in education and human services. As an Education and Human Services Academy student, you may be eligible to take courses toward your bachelor's degree while completing your course work at Dallas College, including some courses taught directly by A&M-Commerce faculty. You will complete your first two years in Dallas before transferring to A&M-Commerce to finish.

[Explore More](#)



In life, there are many paths to follow. Explore the Academic Academy today!

BE A PART OF OUR PART-TIME STUDY



Get Connected





Make a move that WILL MAKE YOUR FUTURE.

{!Contact.FirstName}

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Get Connected

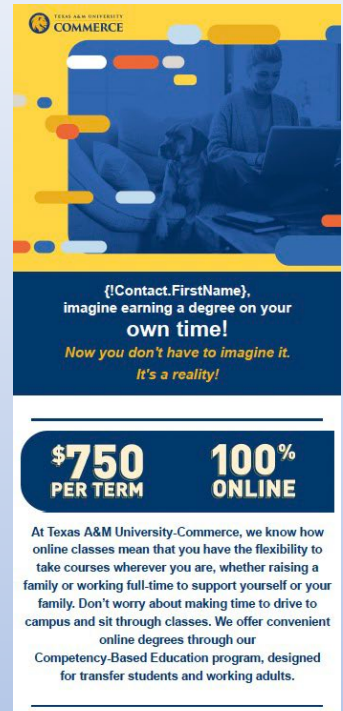


CBE: Email, Digital Ads & Postcard Designs

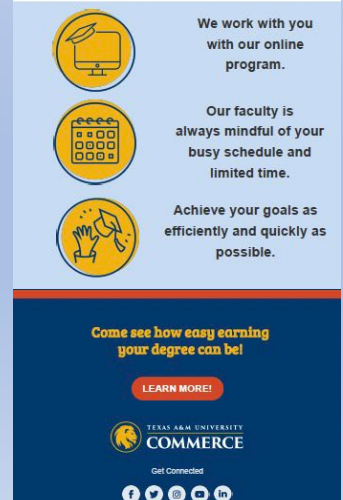


Combined Metrics For All Emails:

- **Emails Sent:** 18570
- **Average Open Rate:** On Target 50.06%; *20% national average
- **Click Thru Rate:** On Target 2%; *1% national average



postcards



Transfer Tuesday/Thursday

An event designed for Transfer Students, this event has seen an increase in transfer student enrollment at A&M Commerce at Dallas.



Combined Metrics For ALL Emails:

- **Emails Sent:** 25,875
 - **Average Open Rate:** 59.1286%;
- *national average 20%



Financial Aid Donor-funded Scholarships Rack Card

These pieces were designed to promote Donor-funded Scholarships for Financial Aid and to remind students who have applied but still need to complete their FASFA.

Financial Aid and Scholarships
A&M-COMMERCE

ON OCTOBER 1ST 2022, GENERAL SCHOLARSHIP APPLICATION OPENS
for Donor-Funded Scholarships AY 23-24

THREE DEADLINES TO APPLY

1. JANUARY 15, 2023 (PRIORITY)
2. MARCH 15, 2023 (REGULAR)
3. JUNE 1, 2023 (FINAL)

SCHOLARSHIP OFFER NOTIFICATIONS, CHECK YOUR MYLEO!

- FEBRUARY 9, 2023 (PRIORITY) MUST BE ACCEPTED BY MARCH 1*
- APRIL 1, 2023 (REGULAR) MUST BE ACCEPTED BY MAY 1*
- JUNE 19, 2023 (FINAL) MUST BE ACCEPTED BY JULY 10*

**All unaccepted donor-funded scholarship offers will be canceled and re-awarded to other applicants after the deadline.*

DID YOU KNOW?
You can update your General Donor-Funded Scholarship Application at any time between October 1 and June 1, 2023.

Just in case any information you included on your application has changed, the auto-match feature of the application portal will pick up on any of your new eligibility for scholarship consideration.

YOU COULD BE CONSIDERED FOR MORE THAN 350 DONOR-FUNDED SCHOLARSHIPS WITH ONE APPLICATION!

ALL DESERVING STUDENTS ARE ELIGIBLE!

OVER \$1.5 MILLION
IS AVAILABLE FOR DONOR-FUNDED SCHOLARSHIPS.
Help us spend it all!

DONOR-FUNDED SCHOLARSHIP AWARD VALUES BETWEEN \$500 - \$10,000

SCHOLARSHIPS ARE AWARDED BY MAJOR, SCHOOL DISTRICT, CLASSIFICATION, GREEK AFFILIATION, LEADERSHIP AND MUCH MORE!

OFFICE OF FINANCIAL AID AND SCHOLARSHIPS
✉ Scholarships@tamuc.edu
📱 @TAMUCFAO

Scan to learn more!

Financial Aid FAFSA Postcard - "Don't Forget"

TEXAS A&M UNIVERSITY-COMMERCE

DON'T BE SAD, BE LIKE BRAD!

FINISH YOUR ENROLLMENT PROCESS BEFORE IT'S TOO LATE!

CONGRATULATIONS ON BEING ADMITTED!
We have not yet received your FAFSA.

ADD OUR FAFSA CODE: 003565

Scan the QR code to see the list of scholarships available to those who qualify.

Texas A&M University-Commerce
P.O. Box 3011
Commerce, TX 75429-3011

GRADUATE SCHOOL

- Postcards

Graduate School Postcards

Graduate School
A&M-COMMERCE

ON-YOUR-TERMS
PAYMENT OPTIONS.

OFF-THE-CHARTS
CAREER GROWTH.

Going to graduate school is a smart way to make big strides in your career. But it's also a big decision, and we're sure you have lots of questions, including: "How will I pay for this?" At A&M-Commerce, we have options to help make your degree more attainable.

Scholarships:
We give out more than

\$625,000
in graduate scholarships each year

Payment option:
This lets you split your tuition and fees into

4 EQUAL INSTALLMENTS
throughout the semester

When it comes to funding your degree, we have options.

Contact the Graduate School:
📞 903.886.5163 📠 903.886.5161 📧 Graduate.School@tamuc.edu
📮 P.O. Box 3011 | Commerce, TX 75429-3011

Let's Connect!

Office of The Graduate School
P.O. Box 3011 Commerce, TX 75429-3011

FIRST CLASS
MAIL
U.S. POSTAGE
PAID
[COMPANY NAME]
PERMIT NO. 1000

Graduate School
A&M-COMMERCE

Compare your options
Consider your goals.

CREATE THE FUTURE YOU'VE ALWAYS WANTED

Getting your graduate degree is a smart move to reach your career goals and create the future you've always wanted. But where you earn that degree – and how much you pay for it – matters. An A&M-Commerce degree has a reputation for excellence and an affordable price tag.

Cost Comparison*

A&M-COMMERCE	\$3,669
Texas Woman's University	\$3,852
University of Texas at Tyler	\$3,915
University of North Texas	\$4,128
University of Texas at Arlington	\$5,112
University of Texas at Dallas	\$7,544

*Based on 2021-22 rates for Texas residents with 9 semester credit hours of face-to-face classes.

When it comes to funding your degree, we have options!

Contact the Graduate School:
📞 903.886.5163 📠 903.886.5161 📧 Graduate.School@tamuc.edu
📮 P.O. Box 3011 | Commerce, TX 75429-3011

Let's Connect!

Office of The Graduate School
P.O. Box 3011 Commerce, TX 75429-3011

FIRST CLASS
MAIL
U.S. POSTAGE
PAID
[COMPANY NAME]
PERMIT NO. 1000

Graduate School
A&M-COMMERCE

Transforming your
FUTURE
is possible—and affordable.

Graduate School
A&M-COMMERCE

Through advanced knowledge, critical connections and immersive experiences, a graduate degree will help you achieve your educational and career goals – and at A&M-Commerce, it's entirely within reach.

A smart investment
Advanced degree holders earn, on average

36%
higher salaries than bachelors degree holders

*Source: State Higher Education Executive Officers Association

A full range of options
We offer

45+
accredited degrees in high-demand fields

When it comes to funding your degree, we have options!

Contact the Graduate School:
📞 903.886.5163 📠 903.886.5161 📧 Graduate.School@tamuc.edu
📮 P.O. Box 3011 | Commerce, TX 75429-3011

Let's Connect!

Office of The Graduate School
P.O. Box 3011 Commerce, TX 75429-3011

FIRST CLASS
MAIL
U.S. POSTAGE
PAID
[COMPANY NAME]
PERMIT NO. 1000

ENROLLMENT EVENTS

- Dallas Site
- Jump Start/Registration Rally
- Lions Innovation Showcase
- Apply Now Campaigns
- Mane Event
- Admitted Student Day

A&M Commerce at Dallas



Dallas
A&M-COMMERCE

STAY CLOSE. GO FAR.

EARN YOUR 4-YEAR DEGREE IN THE FOLLOWING PROGRAM AREAS:

- Sustainable Agriculture and Food Systems
- Business Administration
- Education, Bilingual (Early Childhood - 6th Grade)
- General Business
- Social Work
- Visual Communication

THE FOLLOWING PROGRAM AREAS COMING FALL 2023*:

- Computer Information Systems
- Technology Management
- Public Health
- Sport and Recreation Management

*Pending approval from SACSCOC and THECB

YOUR PATH TO COLLEGE ON YOUR OWN TERMS
A&M-Commerce at Dallas, our urban location:

- Attend courses supported by a team of student success advisors in a multicultural and multilingual full-service location in Dallas.
- Explore flexible program offerings for learners who want to continue living and working in Dallas while pursuing a degree.
- Experience the Dallas Metroplex as a classroom (i.e., a living, learning laboratory for expertise and engagement).

Conveniently located at
8750 N. Central Parkway in the
Northpark Central Business District



Scan the QR code to take a virtual tour!



“JUMP START” COLLEGE THIS SUMMER!

Hey, new incoming first-year and transfer students, why wait to begin one of the most important journeys you'll take in life?
A&M-Commerce invites you to jump-start college and get ahead of the Pride.

Live and learn this summer on the A&M-Commerce main campus or stay close to home and attend our newest location, A&M-Commerce at Dallas.

You might even earn your degree tuition-free with the President's Promise Scholarship.

Meet eligibility criteria and receive the President's Promise Scholarship, which pays 100% of tuition costs for Summer II 2023, and the remaining tuition costs of undergraduate study.



Scan here to learn more about the President's Promise Scholarship.

“JUMP START” COLLEGE CHECKLIST:

- ☐ Apply for admission and select the Summer II 2023 semester for A&M-Commerce Main Campus or A&M-Commerce at Dallas.
- ☐ Already admitted? You may move your Fall 2023 application to Summer II 2023 (Summer II term begins on July 10, 2023).
- ☐ Review eligibility criteria for scholarships available to new incoming Jump Start College students.
- ☐ Complete both the 22-23 and 23-24 FAFSA or TASFA (required for scholarship consideration by June 30, 2023).
- ☐ Consider attending a Registration Rally and receive full enrollment support services.

**Not ready to “jump start” college just yet?
We look forward to welcoming you in the fall!**



Scan here to learn more about how you can “jump start” college.



A&M-COMMERCE AT DALLAS
Stay close. Go far!



A&M-Commerce at Dallas now offers four-year degree programs in Business Administration, Social Work, Education with a middle school emphasis (Grade 4-8), Sustainable Agriculture and Food Systems and Visual Communication, with more programs on the way.

Now you can learn where you live without leaving the Dallas area!

Conveniently located at:
8750 N. Central Parkway in the
Northpark Central Business District



Scan the QR code to take a virtual tour!



LET'S GET READY TO ROAR!

- ☐ Beginning early June, visit tamuc.edu/apply OR visit www.commonapp.org and choose Texas A&M University-Commerce to begin your application for admission.
- ☐ Send your school transcript via our secure document upload: tamuc.edu/SendTranscripts or request that your official high school transcript, and transcript for any college credit you have completed be sent to the Admissions office electronically or via mail in a sealed envelope to:

Texas A&M University-Commerce
Office of Undergraduate Admissions
PO Box 3011
Commerce, TX 75429-3011
- ☐ If submitting test scores, please note our ACT code is **[4008]** and our SAT code is **[6188]**. Test scores are not required for admission.
- ☐ Submit the FAFSA beginning October 1. The FAFSA code for A&M-Commerce is **[003565]**.
- ☐ Use this link to learn more about how to apply, or scan the QR code below!
<https://www.tamuc.edu/admissions/howtoapply>



Scan here to learn more about admission to A&M-Commerce.

Jump Start & Registration Rallies

Jump Start College is a new initiative for Summer II 2023. Registration Rallies are events designed to move prospective students through the process of being fully admitted in addition to the registration process and enrolling in classes.

- Website Landing Page
- Banners
- Postcard
- Flyers
- Digital Ads

REGISTRATION RALLY
Sessions: 3,488
Users: 2,438
New Users: 2,050
Average Time: 1m 17s;
***NA 53 seconds**
Bounce Rate: 58.83%;
***NA 50%**



TEXAS A&M UNIVERSITY
COMMERCE

THIS SUMMER,

JUMP START
COLLEGE

AND GET AHEAD OF THE PRIDE!



"Jump Start" College
Main Campus or Dallas

You might even earn your degree tuition-free with the President's Promise Scholarship.

APPLY FOR ADMISSION

and select the Summer II 2023 semester for A&M-Commerce Main Campus or A&M-Commerce at Dallas.

COMPLETE BOTH

the 22-23 and 23-24 FAFSA or TASFA (required for scholarship consideration by June 30, 2023).

ALREADY ADMITTED?

You may move your Fall 2023 application to Summer II 2023 (Summer II term begins on July 10, 2023).

REVIEW ELIGIBILITY

criteria for scholarships available to new incoming Jump Start College students.

Consider attending a Registration Rally and receive full enrollment support services.



Not ready to "jump start" college just yet?
We look forward to welcoming you in the fall!

FIND OUT MORE!

Frequently asked questions are available on our website!



Texas A&M University Commerce,
Office of Undergraduate Admissions
P.O. Box 3011, Commerce, TX
75429-3011



TEXAS A&M UNIVERSITY
COMMERCE

@tamucadmissions @tamuc @LionsMedia

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Scan here



Not ready to "jump start" college just yet?
We look forward to welcoming you in the fall!

MAIN CAMPUS OR DALLAS!



Home Registration Rally



Get Ready to Roar!

Take the next step! Our Registration Rally event brings on-site enrollment services directly to you.

On this page:

Upcoming Dates

Helpful Hints

Important Information

WHY ATTEND A REGISTRATION RALLY

We are here to support you! Our full-service Registration Rally event provides future Lions with on-site enrollment services.

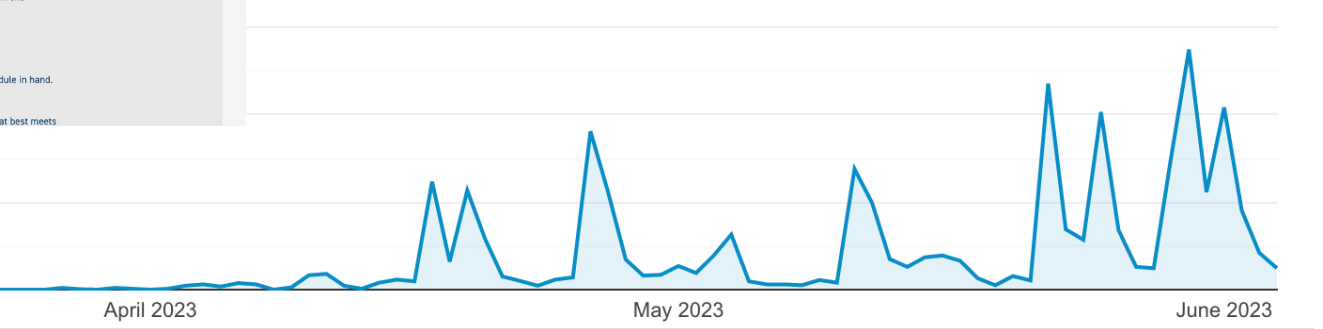
Attendees will have the ability to engage in the following activities:

• Apply for admission and receive an admission decision on-site.

• Meet with an academic advisor, review your degree plan and leave with a class schedule in hand.

• Meet one-on-one or schedule a virtual meeting with a financial aid counselor.

• Sign up for the ROAR (Reimagine Orientation, Advising and Registration) session that best meets



Month	Activity Level (Relative)
April 2023	Low
May 2023	High (Peak in early May)
June 2023	High (Peak in late May/early June)

Jump Start College Cont.

Featured Stories

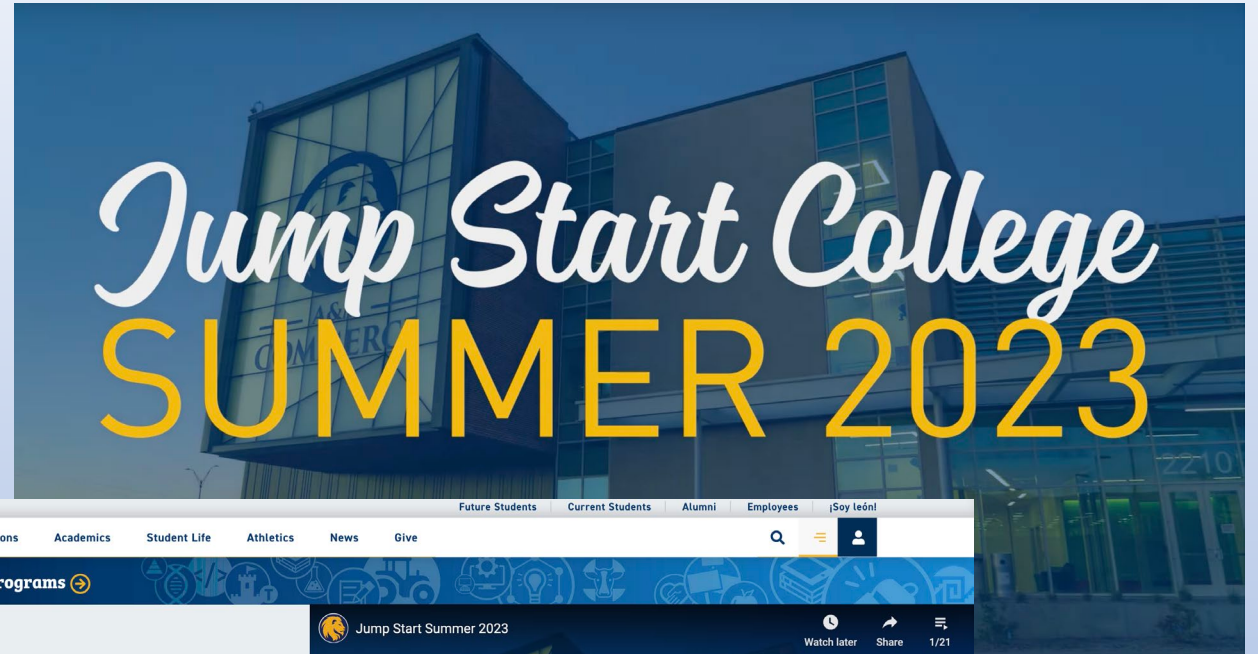


MAY 30, 2023

6 Big Reasons to “Jump Start” College This Summer at Texas A&M University-Commerce

Starting college can feel intimidating. After all, you're moving to a new place, meeting new people and facing big new e...

[READ MORE](#)



[About](#) [Admissions](#) [Academics](#) [Student Life](#) [Athletics](#) [News](#) [Give](#)

[Majors and Programs](#)

 Jump Start Summer 2023 [Watch later](#) [Share](#) [1/21](#)



[START NOW](#)
[VISIT](#)
[APPLY](#)

Jump Start College

Why wait to begin one of the most important journeys you'll take in life?

[LEARN MORE](#)

You might like...

Lions Innovation Showcase - Hosted by the College of Business



Combined Metrics For 16 Emails:

- **Emails Sent:** 1,117,793
- **Average Open Rate:** On Target 30.36%;
*NA 20%
- **Total Clicks:** 1,681



**LION'S INNOVATION
SHOWCASE 2022**

Sam Rayburn Student Center
April 21 • 10 a.m. - 4 p.m.

Compete for your chance
to win
\$1000
at the
**Lion's Innovation
Showcase**

Enter the

TAMUC SHARK TANK



Does your idea have what it takes to take home
one of the cash prizes?

SIGN UP!

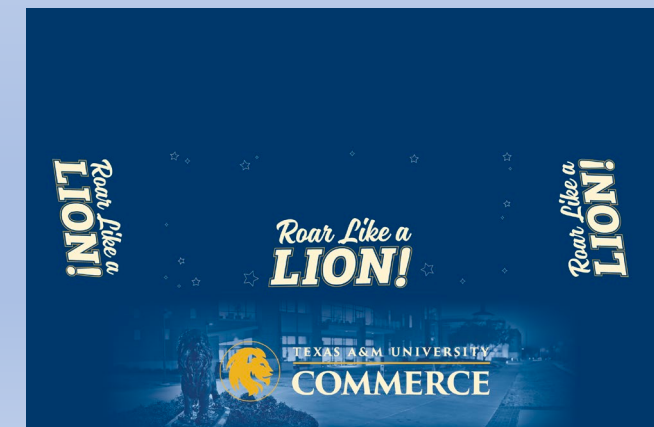


Get Connected



Admissions Tablecloths and Feather Flags

These are used at Mane Event, Admitted Student Day, and other events on and off-campus.



Mane Event

Mane Event is one of the largest events on campus to showcase everything A&M-Commerce has to offer prospective students.

- Signage
- Event Brochures
- Postcards
- Table Cloths
- Digital Ads & Emails
- Marquee Signage



TEXAS A&M UNIVERSITY
COMMERCE

MANE EVENT

MARCH 4, 2023 | 8:30 a.m. – 1:00 p.m.

Designed for sophomores
and juniors, our showcase
provides a glimpse into
the university experience.

**REGISTER
HERE!**



Admitted Student Day

Designed for students that have been accepted to TAMUC.

- Signage for parking, sessions & presentations, and directions/maps
- Event Brochures
- Postcards
- Digital Ads/Emails
- Marquee Signage
- T-Shirts for each college
- Lanyards & Name Badges –personalized for each college
- Yard signs for students to take home and put in their yard



Mane Event & Admitted Student Day Email Metrics

Combined Metrics For 6 MANE EVENT Emails:

- **Emails Sent:** 421,693
- **Average Open Rate:** 44.48%; *NA 20%
- **Click Thru Rate:** 1%



Combined Metrics For 6 ASD Emails:

- **Emails Sent:** 416,307
- **Average Open Rate:** 45%; *NA 20%
- **Click Thru Rate:** 1%





MANE EVENT & ADMITTED STUDENT DAY STATS

MANE EVENT

DATE	TERM	TOTAL
FALL	2021	254 STUDENTS
	2022	749 STUDENTS
DATE	TERM	TOTAL
SPRING	2022	318 STUDENTS
	2023	452 STUDENTS

ADMITTED STUDENT DAY

DATE	TOTAL
SPRING 2022	247 STUDENTS
SPRING 2023	417 STUDENTS

LIAISON INTERNATIONAL

Liaison International is a marketing partner that assists in the recruitment and increased enrollment of students using variable print to drive authentic communication, craved by today's student market.

- Search Postcards
- Digital Search Ads
- Admittance Packets
- Financial Aid Brochures
- Personalized URL site

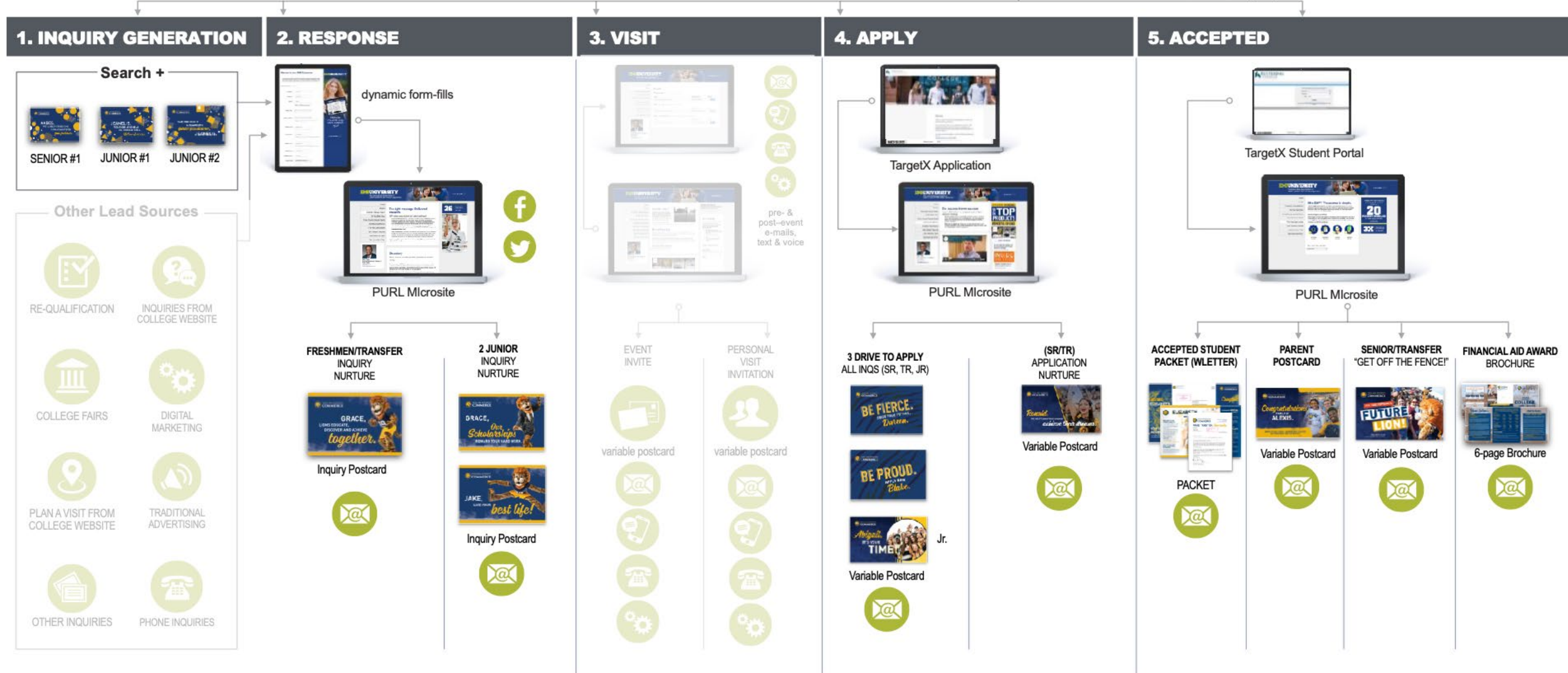
TAMUC - Communication Plan 2023

EMP GENERATED CAMPAIGNS

Personalized print, emails, texting and voice messaging campaigns can be launched right from the Admissions Department.

LIAISON'S ENROLLMENT
MARKETING PLATFORM (EMP)

TargetX



Acceptance



Texas A&M University-Commerce
P.O. Box 3011
Commerce, TX 75429-3011
Office of Undergraduate Admissions

PRIDE. TRADITION. *Opportunity.*

currentDate

FirstName LastName
Address1
Address2
City, State Zip

Campus Wide ID Variable

Congratulations, {{First Name}}!

I am honored to announce that you have been **accepted to Texas A&M University-Commerce!**

1. In recognition of your academic accomplishments, we offer you the Presidential Scholarship valued at \$4,000 annually for up to four years.
2. In recognition of your academic accomplishments, we offer you the Freshman Blue and Gold Tier 1 Scholarship valued at \$2,000 annually for up to four years.
3. In recognition of your academic accomplishments, we offer you the Freshman Blue and Gold Tier 2 Scholarship valued at \$1,000 annually for up to four years.
4. In recognition of your academic accomplishments, we offer you the Freshman Blue and Gold Tier 3 Scholarship valued at \$500 annually for up to four years.

You are joining a university with a strong sense of community. Here at Texas A&M University-Commerce, we are committed to an education that is affordable, flexible, and perfect for you. Your time here will be inspiring and get you ready to be focused on your career after graduation. If you have questions about academics, campus life, or your financial aid award, you have a team of counselors and advisors here focused on your successful transition. Our Lion Pride is ready to welcome you as a **#NewLion** and share our rich traditions with you.

We are proud of our affordable tuition and award \$10 million in scholarships yearly. Please submit your Free Application for Federal Student Aid (FAFSA) at studentaid.gov using the A&M-Commerce code **(003565)** if you haven't already done so to *finalize* your award.

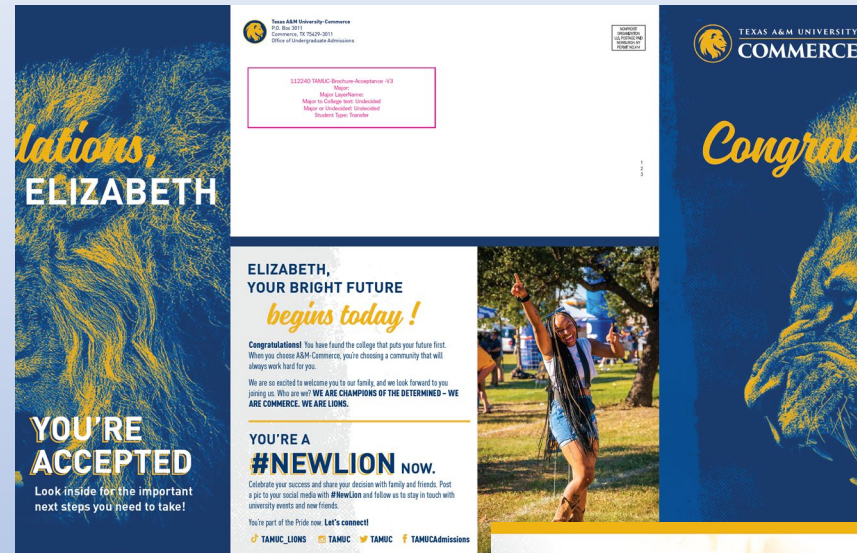
Make a note of your Campus-Wide ID (CWID) number, used for all university transactions: your CWID number is: 50299651.

Congratulations again on your acceptance to A&M-Commerce and a community shaped by **pride, tradition** and **opportunity**.

Welcome to the Pride!


Nechell T. Bonds
Vice President, Division of Enrollment Management
Texas A&M University-Commerce

Acceptance



LIAISON: Personalized Financial Aid Brochure with Offer Letter

[illegible]

TEXAS A&M UNIVERSITY
COMMERCE

{{FIRSTNAME}}, *paying for*
COLLEGE
couldn't be easier.

YOUR PERSONALIZED AWARD OFFER - LOOK INSIDE!

We'll help you make sense of financial aid, so you can make strides toward the future you've always dreamed of.

Inside - Personalized Award Letter

Also printed generic version & working on a Spanish version

Your Future,

{FIRSTNAME}, CONGRATULATIONS ON YOUR ACCEPTANCE!

At Texas A&M University-Commerce, we educate, discover and achieve together, and our programs and learning experiences are tailored to do just that. Throughout your educational journey, you will find yourself equipped with the tools to make your future a success. With real-world knowledge and skills employers are looking for, you can be confident that A&M-Commerce has set you up for success as you continue into your chosen career.

OVER 2,100 ACRES OF EXPERIENTIAL LEARNING

Life at A&M-Commerce expands beyond the classroom walls. From our state-of-the-art Nursing program to our Educational Farm and Ranch and our modern Finance Lab with a trading room feel, there is so much waiting for you. For the best university experience, we have a variety of residence halls available, so you can benefit from a supportive environment, make lifelong friends, and participate in university and community events. Our goal at Texas A&M University-Commerce is to be champions for the determined. We take students with potential and provide them with an education and experience that will prepare them for a rewarding job and allow them to stand out in a successful career after graduation.

MORE FINANCIAL CONFIDENCE, LESS STUDENT LOAN STRESS.

There's no getting around it: college costs money. But studies show that a college degree is worth the cost and remains the best way to earn more money in the long run. That is especially true at A&M-Commerce, with some of the most competitive tuition rates in Texas, plus an abundance of scholarship, grant, and loan options – you'll spend less for your degree and increase your earning potential for a lifetime. Texas A&M University-Commerce wants to help you pursue your personal and professional ambitions without stressing about debt.

THERE'S NO TIME TO WAIT WHEN IT COMES TO SUCCESS.
GET A HEAD START ON YOUR FUTURE TODAY.

2023-2024 ESTIMATED FINANCIAL AID OFFER

For families and students, college is both crucial to success and challenging to fund. The Office of Financial Aid and Scholarships is dedicated to serving the financial needs of our students. Please review your financial aid offer estimate below.

«First_Name» «Last_Name»	CUID: «CUID»		
«First_Name's Financial Aid Eligibility	Fall 2023	Spring 2024	Academic Year
Gift Aid			
«Gift Aid 1»	«Fall Amount 1»	«Spring Amount 1»	«Gift Aid Total 1»
«Gift Aid 2»	«Fall Amount 2»	«Spring Amount 2»	«Gift Aid Total 2»
«Gift Aid 3»	«Fall Amount 3»	«Spring Amount 3»	«Gift Aid Total 3»
«Gift Aid 4»	«Fall Amount 4»	«Spring Amount 4»	«Gift Aid Total 4»
Total Gift Aid Eligibility:	«Fall Total GA»	«Spring Total GA»	«AY Total GA»
SELF-HELP AID			
«Self-Help 1»	«Fall Self Amt 1»	«Spring Self Amt 1»	«Self Help Total 1»
«Self-Help 2»	«Fall Self Amt 2»	«Spring Self Amt 2»	«Self Help Total 2»
«Self-Help 3»	«Fall Self Amt 3»	«Spring Self Amt 3»	«Self Help Total 3»
Total Self-Help Eligibility:	«Fall Total SH»	«Spring Total SH»	«AY Total SH»
«First_Name's Estimated Out-of-Pocket Direct Cost	Fall 2023	Spring 2024	Academic Year
Total Estimated Direct Cost	«Direct Cost Fall»	«Direct Cost Spring»	«Direct Cost AY»
Total Estimated Aid Eligibility	«Aid Fall»	«Aid Spring»	«Aid AY»
Estimated Direct Cost After Aid:	«Est Direct Cost Fall»	«Est Direct Cost Spr»	«Est Direct Cost AY»

TYPES OF ASSISTANCE:

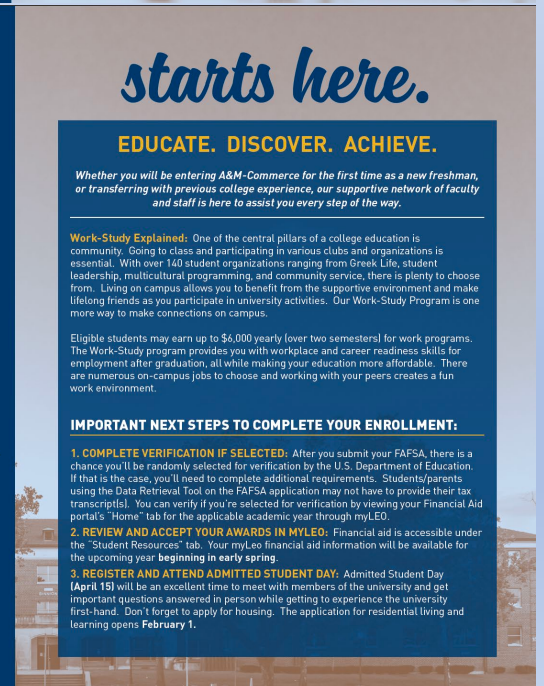
Institutional Scholarships: Eligibility for all institutional scholarships is determined at the time of admission. Students are notified of their institutional scholarship award directly within their offer of admission letter.

Donor-Funded Scholarships: Our University Foundation provides awards from various donors. These are awarded based on criteria established by each donor. Students apply for these opportunities through the Donor-Funded Scholarship portal in their myLEO.

Grants: Grants are available to students who meet financial aid requirements and do not have to be repaid.

Loans: Borrow money for college at low interest rates. Many do not require you to begin payment until after graduation.

Work-Study: Part-time employment through the work-study program helps you supplement money from home and other assistance.



starts here.

EDUCATE. DISCOVER. ACHIEVE.

Whether you will be entering A&M–Commerce for the first time as a new freshman, or transferring with previous college experience, our supportive network of faculty and staff is here to assist you every step of the way.

Work-Study Explained: One of the central pillars of a college education is community. Going to class and participating in various clubs and organizations is essential. With over 140 student organizations ranging from Greek Life, student leadership, multicultural programming, and community service, there is plenty to choose from. Living on campus allows you to benefit from the supportive environment and make lifelong friends as you participate in university activities. Our Work-Study Program is one more way to make connections on campus.

Eligible students may earn up to \$6,000 yearly (over two semesters) for work programs. The Work-Study program provides you with workplace and career readiness skills for employment after graduation, all while making your education more affordable. There are numerous on-campus jobs to choose and working with your peers creates a fun work environment.

IMPORTANT NEXT STEPS TO COMPLETE YOUR ENROLLMENT:

- 1. COMPLETE VERIFICATION IF SELECTED:** After you submit your FAFSA, there is a chance you'll be randomly selected for verification by the U.S. Department of Education. If that is the case, you'll need to complete additional requirements. Students/parents using the Data Retrieval Tool on the FAFSA application may not have to provide their tax transcripts. You can verify if you're selected for verification by viewing your Financial Aid portal's "Home" tab for the applicable academic year through myLeo.
- 2. REVIEW AND ACCEPT YOUR AWARDS IN MYLEO:** Financial aid is accessible under the "Student Resources" tab. Your myLeo financial aid information will be available for the upcoming year beginning in early spring.
- 3. REGISTER AND ATTEND ADMITTED STUDENT DAY:** Admitted Student Day (April 15) will be an excellent time to meet with members of the university and get important questions answered in person while getting to experience the university first-hand. Don't forget to apply for housing. The application for residential living and learning opens **February 1**.

MISCELLANEOUS

- Retractable Banners
- Welcome Center Wall Wraps
- “Apply Now” Campaign
- ThankView Videos

“Apply Now” Campaigns

- Campaigns Sent: 24,405
- Open Rate: 55.3%; *NA 50%

Applications for 2024 are open and we are planning on running another “Apply Now” campaign.





Iname, IT'S YOUR TIME!





We're ready for you, *Iname!*

You're exactly the kind of student we want to see at Texas A&M University-Commerce. We know you'll fit right in, explore what inspires you, and accomplish great things here. That's why we're opening our application for fall 2024 on June 1 – because we can't wait to welcome you, {{First Name}}.

A&M-Commerce Advantages:

- Mid-size college that's friendly, fun & safe
- 130+ career-ready academic programs
- 140+ clubs and activities to get involved in
- Health, wellness, fitness, **outdoor adventure & sports programs**
- **Lions athletics** (14 varsity teams)
- Help choosing a major, **finding a job & securing an internship**
- A strong sense of **pride and tradition**
- Competitive tuition & a wide range of **scholarships**

Discover exciting opportunities around every corner with A&M-Commerce, including our A&M-Commerce at Dallas location, with access to everything you could ever think of doing. **Come see for yourself why you belong here, [FirstName].**

Schedule your visit





GET READY TO
roar!

{{FNAME}}, SUBMIT YOUR ADMISSION APPLICATION STARTING JUNE 1.

Texas A&M University-Commerce
P.O. Box 3011
Commerce, TX 75429-3011
Office of Undergraduate Admissions

First Last
Address1
Address2
City, State Zip



1
2
3

ThankView Videos

ThankView is used to send personalized videos directly to future and current students through their email.

- Admitted Student Day
- Mane Event
- Transfer Tuesday/Thursday
- Rising Lion
- Application Deadlines
- Financial Aid Reminders

