To: College Representatives, Faculty and Staff
From: Dr. Jeremy Haefner, Provost and Senior Vice President for Academic Affairs
       Dr. Mary-Beth Cooper, Senior Vice President for Student Affairs
       Dr. James Miller, Senior Vice President for Enrollment Management and Career Services
Date: April 27, 2012
Re: Communications to New Students and Families

This memo is to share with you the roles and responsibilities of New Student Orientation and the Office of Undergraduate Admissions with regards to university communications to incoming freshmen and transfer students. As we prepare to welcome new undergraduate students to our university community this fall, we wish to affirm the critical importance of concise, cohesive, and consistent communications to make sure the transition for new students is as effective and positive as possible. In cooperation with colleagues from all divisions of the university, we have worked hard to consolidate information and streamline mailings by developing an overall communications plan for incoming students.

The Office of New Student Orientation in conjunction with the Office of Undergraduate Admissions will continue to coordinate the overall communications process. In order to continue to ensure the quality, accuracy, and timeliness of all communications, we are asking for your support by working with Shawna Lusk in New Student Orientation concerning any of your communications plans and activities. If your department wishes to send a communication to freshmen students, transfer students and/or their families, please contact Shawna so that your information can be reviewed, tracked, printed, and mailed in accordance with university policies and practices.

Since many transfer students continue to apply for admission and gain acceptances in the late spring and early summer, their names are shared with the New Student Orientation Office at the time of acceptance in order to inform them of important orientation dates and programming. The Office of Undergraduate Admissions will continue with its normal practice of communicating directly with these transfer students as they receive transfer credit evaluations and financial aid information prior to their planned enrollment.

Given the continuing complexity and nature of admissions-related communications even after the traditional May 1st acceptance deposit deadline (for freshmen), the Office of Undergraduate Admissions and New Student Orientation will continue to coordinate communications to ensure a smooth transition and orientation for both freshmen and transfer students.

In past years, we know first-hand from families, the unintended consequences that may arise from well-intentioned but uncoordinated communications. The process outlined above is designed to ensure a coordinated, consistent communication flow from all of us to the newest members of the RIT community.

If you would like to request a copy of the communications procedure and guidelines for your reference, please contact Shawna Lusk at 5-4899 or shawna.lusk@rit.edu. Should you have any other questions, please feel free to contact Shawna or Dan Shelley at 5-7298, drsadm@rit.edu. Thank you for your cooperation.
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