Examples of Printed and Online Requirement Materials

**Prospective Undergraduate Student Information**

- Go West Micro Site
- Admissions Initial Contact Piece
- Admissions Student Life Piece
- Admissions “Recruitment Cards”
- Undergraduate Admissions Page
- Description of Freshman Admissions Requirements
- UWG Financial Aid
- Online Visit (Preview Day/Campus Tours) Information and Reservation
- Listing of Dates and Deadlines
- Online Application
- Application Forms
- Acceptance Check List
- Request Information Page

**Special Populations Recruitment**

- Out-of-State Student Information and Financial Incentive Program
- Non-Traditional Admission Information
- International Student Admission Information
- International Student Advertisement Piece
- Home Schooled Student Admission Information

**Admitted Student Information**

- Acceptance Checklist
- Pre-Registration and Enrollment Preparation Site - PREP
- Verification of Lawful Practice
- Freshman Scholarships
- Fees & Tuition

**Transfer Student Information**

- Transfer Initial Contact Piece (pages 5 and 6)
- Transfer Specific Preview Day Information
- Admissions Web site for transfer information
- Admissions Web site for transfer equivalency

**Readmit Student Information**

- Policies related to Readmission
**Prospective Graduate Studies Information**

Graduate Studies Website

**Sample Advertisements**

High School Newspaper Ad (Headline adjusted by school)

Make Your Own Road

*Atlanta Business Chronicle* Print Ads

Road Less Traveled ABC  
Best and Brightest ABC  
Great Thinkers ABC  
Life Changers Go West

*Atlanta Journal-Constitution*/Preview Day Free-Standing Insert

Sometimes All You Need is a Change of Direction.

*Atlanta Journal-Constitution*/Preview Day Print Ad

See West for Yourself.

*Atlanta Digital Outdoor Bulletins*

Broaden Your Horizons  
Dreamers  
Game Changers 1  
Game Changers 2  
Microsite  
Preview Day 1  
Preview Day 2

*Carroll Star-News Print Ads*

Change of Perspective Star  
Your West - Carrollton

*Carrollton Outdoor Bulletins*

Seekers Go West  
Game-changers Go West  
Microsite

*Delta Sky Print Ads*
Go West Go Anywhere
Imagine a World
Great Thinkers
Visionaries Go West

*Georgia Trend* Print Ads

Road Less Traveled
Go West Go Anywhere
Broaden Your Horizons
Business as Usual

*James Magazine* Print Ads

Business as Usual

*Newnan/Coweta Magazine* Print Ad

Your West Newnan

Newnan Outdoor Bulletins

Think in a New Direction Newnan Outdoor

*Perimeter Collegian Preview Day* Print Ad

Take the Next Step

*The Times-Herald* Newspaper Print Ads for Newnan/Coweta

The Road Less Traveled
Boundary-Breaking – UWG: Newnan
A Little West of All the Rest
Great Thinkers Go West
Bursting with Ideas and Passion
Your Own Backyard
Put a Little West in Your Life

*The Times-Herald The Times-Herald/Preview Day* Ads for Newnan/Coweta

See West for Yourself

*Times-Georgian Group* Newspaper Print Ads

The Road Less Traveled
A Little West of All the Rest
Your Own Backyard
Bursting with Ideas and Passion
Great Thinkers Go West
It's Your West
Murphy Capitol Office Dedication

*Times-Georgian Group/Preview Day Front Page Banner*

*See West for Yourself*

*West Georgia Living Print Ads*

*Your West Carrollton*