



LOUISIANA TECH UNIVERSITY®

COLLEGE OF ENGINEERING AND SCIENCE

May 4, 2018

University Senate
Louisiana Tech University

Selection Committee:

Since August 2012, I have worked in Admissions at Louisiana Tech University. Though my official title (Recruiter, Senior Recruiter/Campus Visit Coordinator, Admissions Specialist for College of Engineering and Science) and office (Hale Hall, Bogard) have changed in my time here, my main responsibility has always been to recruit future Louisiana Tech students. As their first and primary contact to our university, I make myself available to emails, phone calls, and texts from potential students and their family for any question or issue that may arise.

Since switching from Recruiter to Admissions Specialists in College of Engineering and Science, I have been able to reconnect with students that I recruited as well as connect with other engineering students. Being a familiar face to so many students means that in addition to my typical recruitment and admissions responsibilities, I continually get to help students but in a more relational way. Whether it's connecting students with campus and community activities, pointing students in the right direction to get answers, or simply offering students a friendly face, I hope to make each student's day better. For most people, college can be a stressful transition, and some students handle it better than others; I get to see them positively transition and help them succeed. It is my hope that I help these students feel like they are a part of the Louisiana Tech Family and not let that be some marketing term that we all use.

I loved my time as an undergraduate here at Louisiana Tech, and I am thankful to be able to work in a position where I feel like I am genuinely impacting students. I hope that I am able to help the students love this university as much as I do and truly feel like this is a place where they belong and thrive. It is an honor and privilege to be nominated for this Student Outreach Award. I thank you for your consideration.

Sincerely,



Matt Cotton
Senior Admissions Specialist
College of Engineering and Science
Louisiana Tech University

A MEMBER OF THE UNIVERSITY OF LOUISIANA SYSTEM

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Dear Award Committee,

It is my honor to recommend Matt Cotton for the University Senate Student Outreach Award. Matt serves as our Admissions Specialist for the College of Engineering and Science. He truly cares about students. He meets with students every day, and regularly has more students that he visits with than what was originally planned.

Matt has helped to set the standard that the rest of the University on what an Admissions Specialist should do. When Matt was first hired, he was not someone that came from an Engineering and Science background, so I wasn't sure how well he would be able to adapt to visiting with students beyond a superficial level. He has been nothing but great in the way that he has taken on this role. He has even attended workshops for our faculty so that he could make sure that he understood at a higher level. I believe that his efforts are a big reason that the University has seen growth in enrollment over the past few years.

Matt has an amazing knack for knowing the students that he meets with. I have regularly seen him interact with students that he recruited from years past, and he is able to know their name, where they are from, what major they went into, etc. This shows the students that he really cares about them, and helps to further demonstrate the Tech family feel. All of this is even more impressive when you consider that he is doing within a college where he visits with a larger number of students than most of the colleges combined.

Matt is well liked by everyone in our college that he works with. He has a way of lightening the mood so that faculty, staff, and students feel comfortable. We are lucky to have him be a part of our college. I think one example that sticks out in my mind is at orientation. I speak with all the incoming COES students and their parents, and as part of this I introduce each of the staff in the Undergraduate Studies office. More than once when I introduce Matt, the students have applauded or yelled in praise. This is just one example of how even in a small interaction with students he seems to have a lasting positive impression.

Matt Cotton would be an outstanding choice for the Student Outreach Award. I believe that he represents exactly what this award was created for. I recommend him to you without reservation. If I can assist in any way, or if you have any further questions, please contact me.

Sincerely,

Heath Tims, PhD
Associate Dean, College of Engineering and Science

Dear Louisiana Tech University Senate,

I believe Matt Cotton is the epitome of Student Outreach. After working with him for two years as a COES Ambassador, I've seen Matt as the driving force for student recruitment, always happily talking to students new and old. The incoming students always get Matt at his best and brightest, and I think that makes the world of difference to their campus tours. For every student that comes to Bogard Hall, Matthew Cotton is a welcome sight.

Matt has also done so much for me and other students in order to improve our lives here at Tech, from helping us with our duties as COES Ambassadors to giving us the tools we need to succeed as future adults. If I've ever had a rough day or cannot make a tour, Matt has always been accommodating and able to cover it for me, no questions asked. Every time I visit Matt in his office, he always manages to brighten up my day or has some piece of advice for me. He is always asking how things are going and wanting to be involved. Some of the main reasons I've succeeded here at Louisiana Tech and while searching for a job have been thanks to him. Matt is always helping his students out and getting involved with campus activities.

I think my experience at Louisiana Tech, for many other students, would be so much less without Matt here. I cannot think of anyone else more deserving of the Student Outreach Award than Matt Cotton.

Signed,

Brandon Ashcraft
Electrical Engineering Major
Graduating May 2018



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COLLEGE OF ENGINEERING AND SCIENCE

May 4, 2018
University Senate
Louisiana Tech University

Re: Letter of Recommendation for Matt Cotton

Selection Committee:

It is my pleasure to recommend Matt Cotton for the University Senate Student Outreach Award. Matt joined our team in the College of Engineering and Science (COES) in August of 2016 as the COES Admissions Specialist. Before joining the COES team, Matt worked in Admissions as a Recruiter and then promoted to Senior Recruiter and Campus Visit Coordinator. I have had the pleasure of working with Matt in all of his roles, but more closely now in his role as COES Admissions Specialist.

As the COES Admissions Specialist, Matt is responsible for recruiting prospective engineering and science students, along with aiding them in their application process. Daily, Matt meets with multiple prospective students and their families, sometimes meeting with over 10 families in one day. Needless to say, Matt is the face of COES that so many prospective students and their families have come to know and adore.

When meeting with these prospective students and their families, Matt is so charismatic and warmly welcomes them to our ever growing Tech family. We currently share an office, and when Matt meets with visitors, I can hear the visitors genuinely laughing and enjoying their time during their visit with him. At the end of the majority of his tours, at least one member from the tour group sincerely thanks Matt for the great job he has done. Days after the visit, Matt receives thank you letters and emails praising him for how welcoming and helpful he was on the tour. I think this speaks volumes to the type of student outreach Matt conducts.

When being introduced during an orientation presentation last summer, the incoming students showed their admiration of Matt by giving him a standing ovation. Never have I seen a standing ovation by students at an orientation! I think this gesture purely shows how much he is admired by the students and how much he has truly made a positive impact on their decision to attend Louisiana Tech University.

When just speaking with Matt about students, he can recall a student's hometown and fun facts about them that simply most people would not remember. Matt truly has a bleeding heart for these students and does everything in his power to assure they have a great experience at Tech. Years after meeting with students on a tour, these same students will stop by our office to ask Matt for career advice or just advice in general. He has truly made a lasting impact on these students' lives.

These are just a few of the many reasons Matt is most deserving of this award. Without hesitation, I would recommend Matt Cotton for the Student Outreach Award.

Sincerely,

Allie De Leo
Director of Enrollment Management & Employer Relations
College of Engineering and Science
Louisiana Tech University

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