

NORTHERN New Mexico College



Recruitment Plan 2013

Recruitment Plan for 2013-2018

RECRUITMENT PRIORITY: *Recruitment Research*

Goal (3-5 year)

Analyze the historical profile of enrollment patterns (i.e. by program, campus, and demographic variables) in order to develop targeted recruitment strategies.

- Design a report by campus to profile those in each major for the past three years. Characteristics that are helpful in understanding recruitment for each major are age, gender, zip, F/T or P/T, day or evening session.
- Analyze the report tracking enrollment numbers over the past five years in each major, sorted by campus and year.

Goal (3-5 year)

Conduct research to find more effective ways to recruit students to specific programs.

- Find a physical location for a phone bank on each campus or centrally located to make a distinct, focused effort to solicit additional information from potential students, conduct surveys, and implement retention focused calling.
- Identify and target two low-enrollment programs with excellent transfer record or excellent professional outcome opportunities.

Goal (3-5 year)

Develop a historical profile of high school yields in order to research the reasons for differing yield rates and strategies for maximizing enrollment.

- Using information from individual high school guidance offices on the annual number of graduating seniors, calculate the number and percentage of each class we enroll.
- Examine the history of individual high school yields and identify any schools where the yield has dropped or has traditionally been low. Focus on bringing the applicant pool up and increasing yield.

Goal (3-5 year)

Analyze and review annually our strengths, weaknesses, opportunities and threats, and make recommendations for reactions.

- Use more focused codes for recruiting venues. (Follow up on library, open house, mini open house contacts to assess whether these particular activities are successful.)

- Assess the success of all outreach activities through using specific contact codes and yield analyses. (open house, mini open houses, library, hospital etc.)

RECRUITMENT PRIORITY: *High School Students*

- Goal (3-5)** **Enhance contact and cooperation with all Northern New Mexico Regional Schools and Community resources**
- Attend all NMEC recruitment events.
 - Include all NNMC principals in all informational mailings.
 - Research all Community and regional facilities to discover all program offerings, match these with NNMC programs and create strategies to attract maximum number of students. Develop mailing lists for program students by using specific program
- Goal (3-5 year)** **Focus on and enhance relationships with the high school community.**
- Design a summer session sub-group of classes in association with the guidance community and the Office of Academic Affairs to address the Regents Action Plan “fall out” as well as “jump start” for juniors.
 - Directors (in concert with Dean/Assoc. Dean of Faculty) will identify appropriate faculty members who are willing to reach out to high school faculty and students as a “Speakers Bureau.”
 - Create connection with middle school counselors by creating a college exploration program for junior high students.
- Goal (3-5 year)** **Develop strategies to attract a greater number of high academic achievers into the incoming class.**
- Promote HONORS program advantages.
 - Set up an honors table at Open House on each campus.
 - Promote scholarships by always taking scholarship brochures to high school visitations and by training across the board on scholarship availability and criteria.
 - Develop a “Scholars at Northern” brochure with pictures, quotes and profile (this can be done by piggybacking on work already done by public relations).
 - **Create a bridge summer session for high school juniors/seniors. (Jumpstart)**
 - Target scholarship mailings to high-performing students.
 - Middle School Friday Academy
- Goal (3-5 year)** **Increase the overall yield from Rio Arriba County high schools.**
- Emphasize campus life
 Involve Directors of Student Activities in Open House presentations and activities.

Use “open” campus activities as opportunities to forge stronger links with school districts.

- Increase the number of “on-site admit” opportunities at individual school districts.
- Research mailing lists by school district to contact seniors in a targeted way.
- Host a NMEC fall college fair.
- Work with Deans to increase number of schools and school districts participating in special projects like “Project Write,” Bridge Programs, etc.
- Shape summer session opportunities in collaboration with high school guidance counselors.
- Develop a NNMC poster specifically designed to promote programs of study and enrollment.
- Invite inquiries and applicants to fall and spring orientation.
- Develop a telecounseling plan for each campus using “phone bank.”
- Expand student ambassador program to include training in all facets of NNMC programs and student life to prepare them to
 - give tours;
 - attend college nights;
 - respond to e-mail from prospects and applicants in partnership with counselors
 - call potential students/inquiries
 - assist with other recruitment and retention projects.
- Expand specific publications (e.g. Athletics, Student Success, ATB).
- Offer a “College for a Day” event to area high schools.

RECRUITMENT PRIORITY: *Transfer Students*

Goal (3-5 year)

Develop strategies to promote the educational opportunities at NNMC students enrolled at other colleges.

- Develop non-matriculated student application (history form) that includes goals and questions from the regular application and also asks for educational details.
- Use previous year NNMC high school senior mailing list to draw freshmen from other colleges to NNMC summer/intersession classes.
- Insure that the summer schedule is on the web as early as possible.
- Advertise the summer schedule to high school juniors and seniors (focused extract), as well as last year’s seniors.
- Create an early acceptance program for transfer students “on-site.”
- Promote the early transfer credit evaluation option using WEB technology.

Goal (3-5 year)

Develop a better understanding of the transfer population, in order to develop strategies to remove barriers and improve services for these students. (e.g. Accessibility, transfer institutions, etc.)

- Develop non-matriculated student application (history form) that includes

- goals and questions from the regular application. (see above)
- Develop a historical profile of transfer students over the last five-ten years based on age, gender, geography, previous school, number of transfer credits, first term of attendance.
- Develop a telephone survey instrument to glean additional information which can inform our offerings and services.

RECRUITMENT PRIORITY: *Adult Students*

- Goal (3-5 year)** **Expand initiatives designed to develop the perception among adult students of NNMC as the first choice for professional advancement, development, and retraining.**
- Investigate the possibility of an evening Open House tailored for adults.
 - Create an adult page on the college admissions website, including information on college entrance exams, clubs, and access to child care.
 - Investigate targeted marketing efforts (i.e., Rio Grande Sun) in collaboration with the Director of Marketing.
 - Expand evening and weekend hours (as overload) of admissions offices.
- Goal (3-5 year)** **Work with the Vice President of Workforce and Economic Development and the Director of Continuing Education to develop strategies to recruit more non-degree and corporate students to matriculated status in the college's degree programs.**
- Expand non-matriculated student history form to capture more data. (see above)
 - Research companies offering tuition reimbursement, and focus corporate recruitment on these companies.
- Goal (3-5 year)** **Expand community-oriented recruitment activities designed to promote NNMC to adult students.**
- Expand outreach at all county centers.
 - Continue hospital recruitment.
 - Develop standardized sign-in sheet/card for all events.
 - Participate in local community events where tables are made available to College representatives.
 - Standardize a Seminar on, "Going to College" and offer it free in high school, Adult Education programs and county libraries.
- Goal (3-5 year)** **Develop strategies to recruit and service an increasing number of non-high school graduates (e.g. ATB, GED, HEP students etc.).**

- Research GED test sites and possible purchase and use of list of all GED diploma recipients in Rio Arriba.
- Research, publish and distribute a brochure detailing alternate routes to attending college without a high school diploma particularly the “ATB” program.
- Promote on campus literacy/GED programs.
- Develop strategies to maintain contact with GED students.

RECRUITMENT PRIORITY: *Culturally Diverse Students*

Goal (3-5 year)

Expand special recruitment activities which focus on increasing the diversity of the student body.

- Involve Coordinators of multi-cultural affairs in recruiting activities.
- Network through minority centers of influence.
- Advertise in Native American Publications in concert with Director of Marketing.
- Advertise in Hispanic publications in concert with Director of Marketing.
- Design a poster which targets adults for library distribution.
- Strengthen ties with church networks for recruiting minority students.
- Highlight Black History Month celebration.
- Increase outreach to prospective international students.

RECRUITMENT PRIORITY: *International Students*

Goal (3-5 year)

Develop a clear and student-friendly protocol for encouraging NNMC’s ESL students to matriculate, where appropriate, into degree programs.

- Promote NNMC degrees by visitations and mailings.
- Promote NNMC to high school ESL classes.
- **Research Peterson’s service to mail to USIA offices, www.petersons.com**
- Investigate consolidating recruitment and processing of international students centrally.
- Involve ESL coordinators in recruiting.

Goal (3-5 year)

Review college policies and procedures in order to remove unnecessary barriers and encourage international student enrollment.

- Allow for some flexible consideration – regarding TOEFL scores within an acceptable range.
- Review acceptance and payment policies regarding all visa types and statuses.

RECRUITMENT PRIORITY: *Pre-enrollment Experience*

Goal (3-5 year)

Review all steps in the pre-enrollment process in order to reduce barriers and enhance satisfaction as students progress from applied to registered to enrolled.

- Analyze results of the new student satisfaction survey to identify ways of improving pre-enrollment processing.
- Develop and implement comprehensive follow-up communication activities designed to encourage students' progress through each step of the pre-enrollment process – admission, testing, advisement, registration, financial aid, payment, orientation, and enrollment.
- Plan and present an “all-campus” information session on the communication plan in place for prospects.
- Develop baseline data to illustrate NNMC’s recruitment/retention funnel in order to research effective strategies for improving conversion from one status to the next.

Goal (3-5 year)

Integrate comprehensive financial aid programs, services and follow-up activities throughout the recruitment and enrollment process.

- Offer a series of calendarized workshops – to coincide with the financial aid cycle.
- Organize use of student ambassadors to follow up on requests for financial aid information in collaboration with the College Director of Financial Aid.

Goal (3-5 year)

Increase the involvement of faculty and academic departments in the recruitment process (i.e. especially on-campus activities)

- Increase faculty participation at Open House.
- Work with faculty to design faculty letters for specific curricula to “potential students” and Guidance Counselors.