

Nunez Community College

Recruiting Plan

2018-2019

Recruitment Plan Overview

Purpose:

The Office of Admissions and Recruiting operates for the purpose of increasing student and community awareness in order to increase student enrollment. All student types are targeted including First Time Freshmen, Returning, Transfer, Visiting and Dual Enrolled.

Goal:

The Office of Admissions has established the goal of increasing enrollment by 5% each year. Below is a breakdown of actual figures along with anticipated goal numbers.

Semester	Total Enrolled	FTF Enrolled
Fall 2012	2210	238
Fall 2013	2348 (+6.2%)	267
Fall 2014	2507 (+6.7%)	232
Fall 2015	2553 (+1.8%)	238
Fall 2016	2518 (-1.3%)	224
Fall 2017	2524 (+.2%)	281
Fall 2018	2650	

Objectives:

Nunez Community College plans to reach enrollment goals by pursuing the following:

1. Develop a recruiting events initiative for off-campus recruitment (college fairs, high school visits, etc.)
2. Develop and distribute targeted recruitment publications (mostly email)
3. Partner with Public Relations to develop a plan to market and advertise upcoming events and deadlines to community
4. Expand recruitment focus of on-campus outreach activities (campus tours, open house, specialized orientation and registration events)
5. Increase involvement of departmental divisions in the recruiting process
6. Increase efforts to maintain dual enrollment participants/enrollees
7. Increase efforts to increase Adult Ed participants/enrollees
8. Increase matriculation of dual enrolled students into degree seeking students
9. Outreach out to non-traditional populations (e.g., withdrawn students, ineligible for graduation)

Territory:

Nunez Community College focuses on the immediate 5-parish area. These parishes include St. Bernard, Orleans, Jefferson, Plaquemines and St. Tammany.

Assessment:

Success of the implementation of recruiting and communication efforts will be assessed and the communication plan will be modified as necessary to achieve the previously mentioned goals. This evaluation will be performed by data analysis to ensure that initiatives are producing a positive result. The office will continually review initiatives for best practices and will initiate changes and modifications as needed.

Types of communication to include:

1. Distribution at recruiting events:
 - a. View books
 - b. Academic program flyers
 - c. Scholarship information
 - d. Giveaways (cups, pens, etc.)
2. Distribution through online and mail channels:
 - a. Personalized emails—registration, event follow ups, scholarship information, on-campus events, reminders, etc.
 - b. Postcards—open house, registration, etc.
 - c. Flyers to counselors
 - d. Dual enrollment correspondences
3. Public Relations initiatives
 - a. Increase visits to the website
 - b. Increase awareness of events on campus
 - c. Press releases highlighting students and activities on campus
4. Other types of communication:
 - a. Increase personalized phone calls—including students who withdrew, prior students who didn't graduate, students with ACT and ISIR information
 - b. Student and applicant surveys
 - c. Walk ins

Plans to Increase Recruiting:

Development and execution of off campus recruitment initiatives (college fairs, high school visits, on-the-spot applications, etc.).

Task	Targeted Group	Resources Needed	Timeline
Strategic Goal: SCHOOL RECRUITMENT			
Bi-monthly onsite counseling, advising and workshops (ACT prep, Financial Aid)	High School Students	Nunez Representatives	Sept-May
Provide classroom presentations and host Nunez info tables during lunchtime & at special events	High School Students	Nunez Representatives	Sept-May
Monthly campus tours of individuals, groups, and schools (tours to increase as semester approaches)	High School Students	Nunez Representatives	Year round and on-demand 12 months
School College and/or Career Fairs, including LACRAO events	High School Students	Nunez Representative	Sept-May
Special Recruiting Events	Public	Nunez Representative	As needed 12 months
Nunez On Site	High School Students Community Groups	Nunez Representatives Financial Aid, Program Representatives	January-April

Expand recruitment focus of on-campus outreach initiatives (campus visits/tours, Open House, ACT prep workshop, Financial Aid workshop, Dual Enrollment workshop).

Task	Timeline
Host LOSFA Financial Aid workshop	March 2018
Open House	Summer 2017, Spring 2018, Summer 2018
Dual Enrollment Workshop for Counselors, Adjunct and Administrative Officials	Summer 2018 (when resources are available)
ACT Prep Workshop	
Campus Tours	Throughout the year and on-demand 2017-2018
Private Orientations	Throughout the year and on-demand 2017-2018

Coordination and collaboration of recruitment efforts with individual programs on campus.

Task	Timeline
Provide recruitment and admission materials to faculty and staff who are involved with the recruitment of students in their programs.	Ongoing
Work to ensure all departments are involved with campus events that include prospective students.	Ongoing
Send emails to deans and directors about off campus events.	Ongoing
Send emails to program directors when a student selects their program of interest	Ongoing

Prospective student email communications plan using Recruit and Exact Target Software.

Email Sends	Date
Prospect Initial Contact <ul style="list-style-type: none"> This is sent out anytime someone registers on our website or an information request card is manually put in 	Ongoing
Parent Prospect Contact <ul style="list-style-type: none"> Parents are able to submit their own contact information to learn about the college 	Ongoing
Fast Lane 2 Final Email	
Recruiting Event Follow Up <ul style="list-style-type: none"> Sent after prospects are met at a college fair or any type of recruiting event 	Ongoing, created on 11/7/16
ISIR No App <ul style="list-style-type: none"> Sent to students who have sent their financial aid info to Nunez but have not applied 	Monthly
After Campus Tour	Ongoing

<ul style="list-style-type: none"> Provides prospect with a thank you for attending a campus tour and gives information on applying, registering etc. 	
<p>Applied Not Registered Regular Registration</p> <ul style="list-style-type: none"> Registration reminder sent to students who applied for the semester but did not register for classes during Fall 2017 semester and Spring 2018 	
<p>Outreach to Work Ready U Completers</p> <ul style="list-style-type: none"> Registration and Application info sent to students who completed Work Ready U 	
<p>ACT Received</p> <ul style="list-style-type: none"> Application info, registration dates Sent to students who have sent us their ACT scores 	
<p>Veteran Initial Communication</p> <ul style="list-style-type: none"> Email created for when an applicant selects veteran, email connects vet to veterans affairs personnel, list benefits and services provided to them 	Ongoing
<p>ACT Underserved Communication</p> <ul style="list-style-type: none"> Nunez Informational email sent to underserved population from ACT download 	
<p>Transferable Summer Classes</p> <ul style="list-style-type: none"> Email sent to Dual Enrollment students, as well as any summer 2018 prospects advertising summer courses 	5/15/18
<p>Scholarships Available</p> <ul style="list-style-type: none"> Scholarship information Sent to all active prospects in recruit 	
<p>Registration</p> <ul style="list-style-type: none"> Announcement for Registration Opening date sent to all prospects 	Each Semester

Fast Lane 2 Email	September, October, February, March
Chalmette High Follow Up <ul style="list-style-type: none"> • Personal contact after visit with CHS seniors 	After Visit
Fast Lane 2 to Spring Dropouts	March
Holiday Campaign <ul style="list-style-type: none"> • Easter, Thanksgiving, and Christmas greeting emails sent to all prospects 	Ongoing
Instructor Outreach <ul style="list-style-type: none"> • Email sent to instructors when prospect selects their program as an interest 	Ongoing
Program Outreach <ul style="list-style-type: none"> • Program-specific emails sent out to student who specifies interest 	Ongoing
Campus Explorer <ul style="list-style-type: none"> • Nunez informational email sent to students who register through Campus Explorer 	Weekly
Affordability <ul style="list-style-type: none"> • Sent to prospects highlighting low tuition cost, Financial Aid opportunities, payment plan & scholarships 	October and March

Recruiting Calendar: Contains all recruiting events, locations, times and volunteers.

<https://docs.google.com/document/d/1lev0hBB9mfpoUZRa5F4gY2pI9-KkchxUOiDgy8tjUs0/edit>

ATT&T communications sent to applicants and registered students through system office.

<https://drive.google.com/file/d/0B-rrwRGkx2KxbGIHR1J3Z0oxUWM/view?usp=sharing>