College of Education
Recruitment Plan
2014-2017
Recruitment Plan for 2014-2017

RECRUITMENT PRIORITY:  Recruitment Research

Goal (3-5 years)  Analyze the historical profile of enrollment patterns in order to develop targeted recruitment strategies.

Activities:
➢ Design a report by department to profile those in each major for the past three years. Characteristics that are helpful in understanding recruitment for each major are ethnicity, age, gender, zip code, etc.
➢ Analyze the report tracking enrollment numbers over the past five years in each department sorted by major.

Goal (3-5 years)  Analyze and review annually our strengths, weaknesses, opportunities and threats, and make recommendations for reactions.

Activities:
➢ Use more focus on geographical areas for recruiting venues.
➢ (Assess the success of all outreach activities through using specific contact codes and yield analyses.

RECRUITMENT PRIORITY:  High School Students

Goal (3-5 years)  Increase enrollment by 5%.

Goal (3-5 years)  Enhance contact and cooperation within the local school districts

Activities:
➢ Attend recruitment events such as college fairs, senior nights, open houses.
➢ Create opportunities for faculty involvement.
➢ Develop mailing lists for local school districts.
➢ Host annual events that bring locals from the community.

Goal (3-5 years)  Focus on and enhance relationships with the high school community.

Activities:
➢ Collaborate with the Office of Enrollment Services for summer session or summer day informational program for potential education majors.
➢ “Jump start” for high school juniors.
➢ Collaborate with school district personnel for sharing information.
➢ Create connection with middle school counselors by creating a college exploration program for junior high students.
Goal (3-5 years)  
Develop strategies to attract a greater number of high academic achievers into the incoming class.

Activities:
- Promote HONORS program advantages.
- Promote scholarships to high school schools.

Goal (3-5 years)  
Increase the overall yield from local school districts.

Activities:
- Emphasize campus life
  - Involve Unit Department Chairs in Open House presentations and activities.
  - Use “open” campus activities as opportunities to forge stronger links with school districts.
- Implement the COE College Fair.
- Implement COE Student Ambassador to give tours; attend college nights; assist with other recruitment and retention projects.

RECRUITMENT PRIORITY:  
*Transfer Students and Nontraditional Students*

Goal (3-5 years)  
Increase enrollment by 5%.

Goal (3-5 years)  
Develop strategies to promote the educational opportunities for community college students and students enrolled in other universities.

Activities:
- Create an early acceptance program for transfer students “on-site.”
- Promote enhanced transfers by developing degree plans that create a seamless transition.
- Create a dual enrollment program for education majors.

Goal (3-5 years)  
Expand community-oriented recruitment activities

Activities:
- Expand outreach at local Community Colleges.
- Develop standardized sign-in sheet/card for all events.
- Participate in local community events where tables are made available to presenters.

RECRUITMENT PRIORITY:  
*Culturally Diverse Populations*

Goal (3-5 years)  
Increase enrollment by 5%.

Goal (3-5 years)  
Expand special recruitment activities which focus on increasing the diversity of the students enrolled in the unit
- Involve unit faculty in events focused on diverse population’s affairs in recruiting activities.
- Network through minority centers of influence.
- Advertise culturally based publications in concert with Director of Marketing.
- Strengthen ties within the community for recruiting minority male students.
- Review college policies and procedures in order to remove unnecessary barriers and encourage diverse student enrollment.

**RECRUITMENT PRIORITY: Graduate Students**

**Goal (3-5 years)**

Increase enrollment by 5%.

**Goal (3-5 years)**

**Activities:**

- Include Graduate information at recruitment events in local high schools, Community Colleges and in the local community.
- Develop degree of certification programs in high demand which met the need of an innovative workforce.
- Highlight success of college of Education Alumni and host alumni reception to encourage recruitment.

**RECRUITMENT PRIORITY: Pre-enrollment Experience**

**Goal (3-5 years)**

Increase enrollment by 5%.

**Goal (3-5 years)**

Enhance pre-enrollment to reduce barriers and enhance satisfaction as students progress from applied to registered to enrolled.

**Activities:**

- Comprehensive communication with students designed to encourage students’ progress through each step of the pre-enrollment process.
- Plan and present a “college” information session on the communication plan in place for prospects.
- Utilize student ambassadors to initiate personal contact with students who have applied to the College of Education.
- Collaborate with other University offices to assure that students have accurate information.
- Increase faculty participation at Open House.
- Work with department within unit to design faculty letters for specific curricula to “potential students”