



Unit Plan Annual Narrative (2007-2008)

Directions: Use the "Unit Plan Narrative Guide Sheet" to complete this planning form. Be sure that under each section, you write a narrative which discusses all elements listed under each heading. If a particular element does not apply to your area, note that within your narrative. Again, this form should be completed as a narrative, not bulleted.

Department/Unit: Student Recruiting

Unit Administrator: Cynthia Anthony

Date: June 19, 2008

A. Unit Description

Because recruiting has the opportunity to meet a wide range of potential students, the department is able to convey many aspects of the college's mission to these individuals.

Notable achievements for the year include developing a new view-book, expanding recruitment territory, promoting diversity, developing better relationships with high school counselors and administrators, increasing the number of campus tours, increasing parental and community awareness, developing a recruitment priority list, increasing relationships with the corporate/business community, increasing community outreach and involvement through faith based organizations, increasing ambassador participation in recruitment events, increasing Hispanic recruiting efforts and the hiring of an additional full-time recruiter. We also had another successful Counselor's Day Workshop.

B. Unit Effectiveness

The Recruiting Department consists of four full-time recruiters and one part-time recruiter under the supervision of the Dean of Students.

The Recruiting unit assists in planning and conducting the college's annual Counselor's Day Workshop. Counselors were given an opportunity to evaluate the workshop. The results were very positive.

C. Value Added

The recruiting department provides prospective students with information about all programs of the college, credit and non-credit, admission procedures, financial aid information, student activities, student life, on campus housing, and all other departments of the college

Strengths of the department include the ability to provide information to a large number of interested persons through various means of communications. Recruiters are assigned to various schools as a means of providing substantial one-on-one communications and responsiveness. The relationships with instructors and other key personnel continue to be beneficial to the college as a whole. Diversity is an added strength of the department.

Areas for improvement include the need for more recruiting activities on each campus in order to have more students visit the college, development of a tour schedule, development of a stronger relationship with the growing Hispanic population and the vocational rehabilitation department, and continuing to stress the concept of the recruiting team to total personnel. It is vital that all employees engage in and understand that recruiting is a team effort.

The recruitment department recommends that the college's website displays a 'recruitment corner'. We also recommend to be added to the Fall in-service to conduct a workshop on recruitment.

D. Projections

Promotional items and marketing materials will continue to be a vital part of the department's needs. Also needed will be further opportunities for professional development for staff members which include strategies on recruiting and marketing. Resources needed include additional storage space for promotional items, adequate office space for all recruiters, and an additional vehicle assigned to the recruitment unit.

We must be proactive in our efforts.

Institutional Effectiveness Unit Plan for 2007-2008

Directions: Use 9 point font when completing this form. First, complete columns A-D. Make sure your Unit Outcomes are targeted, essential and measurable. Columns E & F (which serve to assess whether your goals were reached and how you intend to use the results) will *not* be completed until the end of the cycle in the spring.

Unit : Student Recruiting

Unit Administrator: Dr. Cynthia Anthony

Unit's Mission: It is the mission of the Office of Student Recruiting to recruit students for credit and non-credit programs offered by the college and to assist in the promotion of its programs.

Number each Outcome in each column	A. Unit Outcomes (3-5)	B. Outcomes Link to Institutional Goals & Strategic Indicators	C. Methods of Assessing the Outcome	D. Budget Implications
	1. To increase student inquiries/applications by 25%. (Baseline: 2005-06 – 4,006)	1. Goal 2; Indicators A, C, E	1. AS400 Admission and recruiting report.	1. \$10,000
	2. Student Ambassadors will participate in a minimum of five recruitment activities each semester	2. Goal 2; Indicator A, C, D, E	2. Ambassadors sign in sheets; Recruitment activity reports.	2. None noted.
	3. To utilize recruitment material specific to individual programs to promote a minimum of 60 college offerings. (Baseline 2006-07 – Six program specific brochures – ACAE)	3. Goal 2; Indicator A, C	3. Program brochures	3. None noted
	4. To utilize AS 400 to log and track a minimum of 70% of student inquires while in preadmissions.	4. Goal 3; Indicators A, B	4. Student inquiry cards, AS 400 Reports.	4. None noted.

Unit Plan--Part II: Directions : As noted on page one of this plan, complete columns E & F at the end of the planning cycle in the spring. As you report under each column, be sure to carry over the numbers which represent each outcome you are addressing.

E. Actual Results Obtained—When you assessed and measured your stated outcomes, what results did you find? Be clear and concise in your reporting.

1. Student inquiries and applications increased by over 31.5%; 6724 inquiries/applications for 2007-2008 – (Baseline: 4600 for 2006-07)
August 22, 2007 – June 1, 2008 prospective students – 2960; this number represents prospective student inquiries which may be in the form of telephone inquiries, information request cards, Recruiter contacts, walk-ins, referrals, etc. Data is from the AS400 recruiting module
As of June 13, 2008 and July 10, 2008 New applicants – 3764; this number represents actual applications received in the Admissions office and entered into the AS400 system admissions module.
2. Student ambassadors participated in various recruitment activities in order to gain hours as needed for scholarship. Ambassadors participated in eight campus tours, six New Student orientation sessions, four registrations, Rip the Runway fashion show, the Birmingham City Schools visit, and Counselor's Day. These activities allowed the college Ambassadors to reach the required 45 hours of service per semester.
3. Program specific recruitment materials for some areas have not been developed. The Recruiters have utilized 15 program specific brochures: ACAE (all six automotive programs), Manufacturing and Engineering Technologies, Building Construction and Carpentry, Air Conditioning/Refrigeration, Radio and TV Production, Computer Aided Design Drafting, Welding, Fire Science, Business Technologies, Commercial Drivers License. This represents 21% of the approximately 70 programs offered at the college.
4. Student inquiries are logged and tracked in the AS 400 system but challenges still remain in the ability to rely on the data contained within the recruiting and admissions modules because of duplicated information. The recruiting module (RC) is not configured to provide the desired data sets, reports and data transfer elements, although RCCPS (count prospective students) has been used to document inquiries as indicated in item 1 (2960 inquiries). Also, the Admissions Director effectively collects and distributes data using an Excel spreadsheet.

F. Use of Results—Now that you have your results, how do you intend to use these results or, if implemented early, how have you used these results to improve your overall unit for the upcoming academic year? **NOTE:** After you list how you intend to use these results, be sure to include such improvements in your new Unit Plan for the upcoming academic year.

1. Inquiries/applications will continue to be monitored to assess trends and modify processes and procedures as necessary. Inquiry lists are posted on the global suite for review and usage in reinforcing recruiting efforts.
2. Due to the limited participation of college Ambassadors because of their prior commitments, the Recruiting Team of decided to develop a Student Recruiter program. This will allow for a more flexible and diverse recruiting team. It is expected that a minimum of 4 Student Recruiters will be utilized during the upcoming year.
3. Utilization of program specific recruiting materials will continue to be a priority. It is imperative that recruiters have access to materials that accurately communicate program specific information, i.e. curriculum, costs, instructor information, etc. The lack of program specific recruiting materials has adversely affected the recruiting effort. Recruiters will continue to request program specific materials in order to enhance the recruitment effort and positively represent the college as a whole.
4. Admissions and recruiting personnel continually seek to utilize the AS 400 to the maximum benefit of the college. To date, ACCESS has not developed and implemented the programming necessary to facilitate our desired results. Given this, the recruiting unit has