

# **Recruiting Plan 2008-2009**



**Student Services Division**

## 2008 – 2009 Student Recruitment Plan

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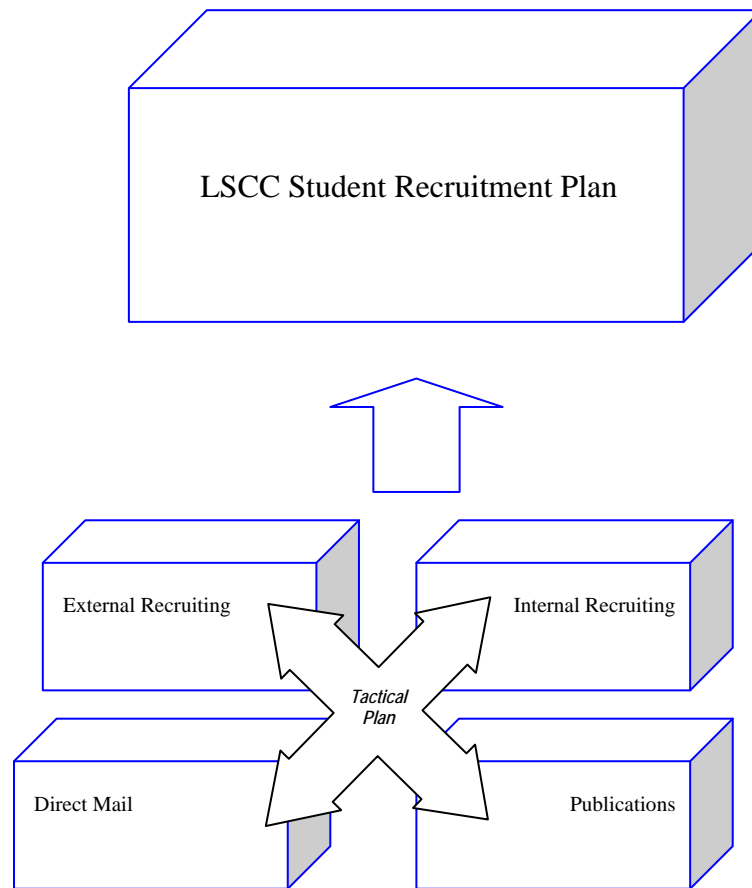
### Student Recruitment Plan 2008-2009 Overview

Given the institutional concern regarding student enrollment, a collaborative and comprehensive recruitment plan is imperative for Lawson State Community College to reach its enrollment capacity. Accordingly, the following themes have been identified as driving forces for the 2008-2009 activities aimed at recruiting prospective students.

- *Utilize recruiting teams and student recruiters to intensify recruitment programming that targets high school seniors, non-traditional adults, special populations, business and industry, and continuing education prospects.*
- *Increase the inquiry to enrollment yield through conversion activities that generate interest and direction in pursuing postsecondary education at LSCC*
- *Target local high schools (especially those with career-technical programs) as a source of enrollment growth through continued relationship building.*
- *Improve community awareness of LSCC offerings through increased recruitment activities and relationship building efforts with key constituents within the college's service area.*
- *Increase efficiency and documentation of operational recruitment efforts by using technology to attract, track, and systematically communicate with prospective students.*

The following pages describe the specific pre-determined actions to accomplish the goal of increasing student enrollment at Lawson State Community College.

## Recruiting Plan Components - Building Blocks for Targeted Enrollment Growth



Each building block, and its associated actions, contributes to the strategic goal- “Increase overall student enrollment for the period by 10%.”

**Figure 1**

## **Recruiting Sub-Components and Tactical Plan**

1. External - All off campus events, activities, resources aimed at recruiting and retaining students.
2. Internal - On campus events, activities, resources, aimed at recruiting and retaining students.
3. Direct Mail - All activities aimed at recruiting students via direct mail.
4. Publications - All publications, including news articles, used for student recruitment.
5. Admissions Tactical Plan – Used to coordinate actions / procedures in support of the four recruiting sub-components.

### **External- (partial list)**

- High school college fairs
- Business / Industry benefits fairs
- High School poster / counselor packet distribution
- Business / Industry packet / poster distribution
- Distribute class schedules to area “racks.”
- Follow-up visits to targeted high schools
- Visits to Business/ Industry with instructors
- Local Expos- such as Heritage Festival, Hispanic Festival
- Contacts to high schools supporting the summer programs / dual enrollment / accelerated high school program
- Other recruiter contacts

### **Internal - (partial list)**

- New Student Orientation
- COMPASS Assessment / GED Testing
- LSCC Open House
- Telemarketing events- Student Services staff or Instructional staff
- Distribution of prospects / admits lists to instructors
- Web site updates
- Blackboard updates / Information for students & faculty

- Power Point presentation on monitors in buildings on both campuses
- Distance learning orientation
- Financial Aid Workshops
- Utilize student e-mail accounts
- Campus tours
- In office visits with prospects
- College Recruiters
- ACT Enrollment Report data sharing
- Automatic ACT data uploads - ACCESS
- Automatic Compass date uploads - ACCESS


### **Direct Mail– (partial list)**

- Post cards to career-technical teachers- high schools
- Post cards to remind students their financial aid is ready and unclaimed
- Post cards to remind applicants they need to take the COMPASS Assessment
- Post card to stop outs from at least three previous terms and “admitted but not enrolled” students.
- Post cards mailed to high school prospects in various stages.
- Letter mailed to high school counselors supporting scholarship applicants.
- Post card mailed to those on old high school database (3 years old).
- Promotional post card to distance learning prospects
- Post cards to publicize pre-registration / registration
- Post cards to publicize new student orientation sessions

### **Publications-(partial list)**

- Class schedules
- Program Brochures
- View book
- High School poster
- Business / Industry poster
- Web Site – [www.lawsonstate.edu](http://www.lawsonstate.edu)
- Electronic Newsletter
- Promotional posters
- Power Point editing for TV monitors
- Acquire monitors for other campus buildings
- LSCC Alumni Newsletter
- Office of Student Financial Services publications
- Financial Aid Consumer Information Booklet
- News features/newspaper articles

- Procedural / Process flyers

Lawson State Technical College			
Publications Components-GREEN 		Date: 06/01/2008	
Strategic Objective: Increase overall student enrollment for the period by 10%.			
Action:	Target Date:	Person / Area Responsible:	Targeted Results:
Review and revise class schedule and add information as needed.	Fall term 08-09; continues each subsequent term.	Instructional / Student Services / Public Relations	Facilitates timely and accurate class schedule information for students / prospects. Revisions include advisors lists, comprehensive registration instructions, Blackboard instructions, etc.
Revise/create brochures for each department and/or program.	Fall semester through spring semester 2008-2009.	Instructional / Public Relations / Recruiting	Enhances student recruitment effectiveness & increases awareness of LSCC offerings by department.
Review / revise institutional view book (recruitment brochure).	Summer 2008.	Public Relations / Recruiting / Admissions	Enhances student recruitment effectiveness & increase programs awareness. For college fair distribution and web posting.
Implement and maintain up-to-date merged web site.	Ongoing	Instructional / Admissions	Distributes LSCC information using state-of-the-art technology and enhances institution's image. Student related forms / information available via web (such as Admissions / Financial Aid).
Create institutional Student Financial Services brochure	Fall semester	Public Relations / Student Services / Student Financial Services	Illustrates financial aid process and facilitates student's understanding.
Create an institutional scholarship brochure	Fall semester	Public Relations / Student Services / Student Financial Services / Admissions	Provide scholarship information to prospective students to increase number of scholarship applicants.
Create Recruitment posters.	November 2008	Public Relations / Student Services / Recruitment	Provides on-site information about LSCC in high schools.
Utilize direct mail letters / postcards to prospective students.	Spring – Summer 2008-2009	Admissions / Recruitment	Provides a series of targeted direct mail contacts to prospective high school seniors and other prospective students from February to July 2008.

Create mini-view book brochure.	Summer 2008	Public Relations/Recruitment / Admissions	Use in direct mail information packets to prospective students generated by telephone inquiries.
Produce and purchase new promotional items for giveaways, as well as new table coverings, informational banners, displays, and other recruiting materials.	Summer 2008	Public Relations/Recruitment	Promote the college's offerings using the logo for brand awareness.
Create policy / procedure flyers.	Ongoing	Admissions / Records	Increase student awareness and seamless admission relative to policy / procedure requirements.

## Lawson State Community College

Internal Domain-BLACK

Date: 06/1/2008


**Strategic Objective: Increase overall student enrollment for the period by 10%.**

Action:	Target Date:	Person / Area Responsible:	Targeted Results:
Telemarketing campaign for recently admitted students	Ongoing as students are accepted before fall term pre-registration / registration.	Admissions / Recruitment / Counselors / Student Services / Instructional	Re-entrees notwithstanding, equal or exceed each term a .75 ratio of accepted to enrolled students.
Set aside special office hours for instructors to visit prospects on weekly basis.		Instructional / Recruitment / Admissions	Connect prospects with instructors to increase personal contact with prospects.
Implement tracking system for inactive, active, re-admitted and admissions pending admissions files.	Ongoing	Admissions / Recruitment	Categorizes applicants into customized recruiting target groups and allows use of specific tactics pertinent to each group.
During evening / afternoon office hours, focus on high school inquiries for telemarketing.	Ongoing	Admissions / Recruitment / Advising Team / Instructors	Increase yield of high school market by 10% for Fall
Decrease response times for admission letters and customize letters by needs.	Ongoing	Admissions Office	Students have better understanding of enrollment process and can act on them in a timely manner.
Implement telemarketing campaigns by department with instructors / current students.	Select target dates / times after consulting departments.	Admissions Office / Public Relations / Recruiting / Instructional	Increase average enrollment by 10% for academic year.
Distribute telephone inquiry lists to departments.	Ongoing - telephone inquiry lists distributed bi-monthly.	Admissions / Recruitment	Facilitates instructor's contacts sorted by program / admission stage.
Financial Aid Workshops	Scheduled around Compass test dates	Student Services / Admissions / Student Financial Services	Illustrates financial aid processes for students / prospects.

Cross-reference admissions applicants with Student Financial Services department to maximize yield & use of resources.	Ongoing	Admissions / Student Financial Services / Business Office	Maximize award process. .
Use ACCESS Software to track inquires.	Ongoing	Admissions/SDS/Recruiting	Manage data effectively for maximized enrollment.
Distribute Compass advising reports to instructors.	Ongoing	Admissions / Instructional	Enhance advising effectiveness, better student placement
Regular Enrollment Team meetings	Monthly	Admissions / Student Services/ Recruitment / Instructional	Evaluate tactical plans and modify as necessary.
New student orientation for residential and distance learning students.	Prior to each term, offer day / evening sessions to residential and distance learning students.	Student Services / Student Success Center / Counselors / Instructional	Increase student awareness of institution's policies / resources; increase student retention and academic success.
Identify potential ability to benefit applicants and establish test dates which maximize enrollment options.	Ongoing	Counseling and Assessment Services / Student Services / Admissions	Maximize enrollment options for ATB students each term.
Analyze program enrollments & identify programs with low numbers of inquiries.	Ongoing	Student Services / Instructional / Recruitment / Admissions	To determine recruitment strategies & targets.
Conduct pre and post registration meetings.	Ongoing	Student Services/ Instructional / Business Office / Bookstore / Records / Admissions	Enhance effectiveness by evaluating / modifying processes as needed.
Provide Campus Tours to individuals or groups.	Ongoing	Recruitment	Provide prospects first-hand exposure to facilities / programs / instructors.
Distribute recruitment opportunities to faculty and staff.	Ongoing	Recruitment	Make faculty / staff aware of college fairs to assist in recruiting.
Distribute HS instructors and contact lists to faculty	Start of Fall term.	Recruitment / Admissions	Provide high school contacts to each faculty regarding their programs.
Share summer program opportunities with instructors	As Developed	Recruitment/Instructional/ Workforce Development	To solicit instructors for summer camps.
Host high school counselor events.	Fall or Spring semester	Recruitment/Public Relations / Admissions	Promote high school Dual Enrollment classes for next semester and year, promote program offerings, promote scholarships
Distribute Non-credit program offerings at both campus Admissions Office locations.	Ongoing	Corporate Services / Admissions	Promote non-credit programs to credit students as well as non-credit students.
Submit summer high school opportunities for inclusion in LSCC summer class schedule	Summer term	Instructional/Workforce Development	Promote summer programs

Share Non-credit courses with faculty and staff	Ongoing.	Workforce Development.	Promote offerings.
Web site updates	Ongoing	Admissions / Student Services / Instruction	Provide accurate, timely college information to prospective students / community at large.
Share ACT information with faculty, staff and recruiters.	Ongoing	Admissions / Student Services / Recruitment	Provide ACT test data to recruiters, faculty, and staff to increase recruitment opportunities.
Create / revise / implement Admissions tactical calendar	Ongoing	Admissions / Student Services / Recruitment	Links internal / external / direct mail recruiting efforts by date / action required.
Automatically upload ACT test data into ACCESS.	Ongoing	Admissions / Student Services / Recruitment	Track / use ACT data in recruitment efforts and course placement.
Automatically upload Compass scores after test sessions.	Ongoing	Admissions / Student Services / Counseling and Assessment	Provide assessment results more quickly, increase accuracy of assessment data, increase registration / pre-registration options / speed.
Receive online applications for admission.	Ongoing	Admissions / Student Services / Recruitment	Provides seamless application process and uses technology to enhance effectiveness of process.

**Lawson State Community College**

External (High School / Special Events) Components –BLUE  Date: 06/01/2008


**Strategic Objective: Increase overall student enrollment for the period by 10%**

Action:	Target Date:	Person / Area Responsible:	Targeted Results:
Attend high school "College Fair" programs, ALACRAO Fairs, etc.	As Scheduled.	Recruitment/Recruitment Teams/Student Recruiters	Increase yield of high school seniors enrolling.
Attend Business / Industry employee benefit fairs and business / industry visits.	As scheduled.	Recruitment / Workforce Development	Establish new contacts between business / industry and the institution.
Deliver admissions packets to area high schools.	As scheduled	Recruitment	Provides seniors with direct school based access to LSCC materials.
Deliver portfolios/college information to Counselors at target high schools.	As scheduled	Recruitment	Provides counselors with program and curriculum information for easy reference.
Visit area high schools after college fairs to target qualified Prospects.	As scheduled	Recruitment	Focus is one on one interview with prospective students.
Attend local Expos and Trade Shows	As scheduled	Recruitment /Recruitment Teams /Student Recruiters/Workforce Development	Promote LSCC programs in community based events.

Develop a High School / Industry Advisory Committee.	To be announced	Recruitment / Student Success Center	Encourage students to utilize Student Success Center and other college resources when preparing for standardized tests. Potential enrollment opportunities.
Make relational visits to contacts at area school districts and high schools.	Ongoing	Recruitment/Student Recruiters	Improve recruiting efforts at target high schools in an effort to increase enrollment, and develop a relationship between prospective students and industry leaders.
Review and renew (as appropriate) current Articulated Credit Programs with area districts.	Ongoing	Instructional / Admissions	Develop clear process for participation in Articulated Credit program.
Promote high school Dual Enrollment program	Ongoing	Recruitment / Instructional / Admissions	Increase enrollment in Dual Enrollment classes for next semester and year; promote summer accelerated program.
Develop partnerships with community agencies, faith-based organizations, etc.	Ongoing	Recruitment/ Public Relations / other College Personnel	Promote college offerings and create referral base
Speak to school groups, community groups, and business organizations.	Ongoing	Recruitment / Student Recruiters/ Public relations / Other College Personnel	Promote offerings.
Foster relationships with Latino community.	Ongoing	Recruitment/Student Recruiters/Public Relations	Promote Offerings to special population.



**Lawson State Community College**

**Direct Mail Components-RED**  \_\_\_\_\_ Date: 06/01/2008

**Strategic Objective: Increase overall student enrollment for the period by 10%**

Action:	Target Date:	Person / Area Responsible:	Targeted Results:
Direct mail post cards to high school career / technical teachers.	Ongoing	Recruitment / Admissions	Increase awareness of program opportunities.
Direct mail packets / letters to high school inquiries.	Ongoing	Recruitment / Admissions	Directly market the college's programs to qualified high school prospects.

Direct mail Financial Aid post cards to prospects provided by recruiter.	Ongoing	Student Financial Services / Recruitment	Inform prospective students of the financial aid available, along with deadlines and requirement information.
Direct mail program information to Community / Adult Education / Vocational Education Centers	Prior to the start of each term.	Recruitment	Provide program information to centers to increase student enrollment from these agencies.
Direct mail scholarship information to high school seniors on database.	Ongoing	Recruitment / Student Financial Services / Admissions	Promote awareness of scholarship opportunities and LSCC programs. Increase scholarship applications and awards.
Direct mail post cards to those admitted who didn't enroll.	3 weeks prior to each term.	Admissions / Recruitment	Informs admitted, but not enrolled students of upcoming registration dates and enrollment opportunity.
Acquire contact names Counselors, PTO officers, Club sponsors) for area high schools	Ongoing	Recruitment	Opportunity to present program information at Meetings.
Direct mail postcards to prospects	Ongoing	Recruitment	Promote programs for the upcoming term.
Sequential direct mail to high school seniors.	February to July annually	Recruitment / Admissions	Increase name awareness for college and solidifies admissions decisions.
Acquire contact names for youth organization leaders	Annually	Recruitment	Promote upcoming terms for rising senior students and high school programs.
Mail program information to ACT list prospects.	Ongoing	Recruitment / Admissions	Students indicated their interest in programs offered at LSCC.
Review and revise as needed target zip codes for schedule mailings	Ongoing	Public Relations/Recruiting	Market offerings, services, and opportunities at LSCC.
Direct mail post cards to currently enrolled students announcing pre-registration dates / process.	Ongoing	Admissions	Increase participation in pre-registration and boost overall enrollment.
Letters to Transient Students	Summer	Admissions	Solicit transient student enrollment.



## **Admissions Office Tactical Plan**

### **Academic Year 2008-2009 & Code Key**

- Code key is attached.
- College fairs are shown for data entry work flow predictions.
- \* equals projected event dates
- Some items listed on the calendar are not on the code key as they are self explanatory on the calendar.



*applications were received. (Example- KD Huffman 10.5.08.pdf). The PDF files will be saved in the Recruiting folder on the L drive within subfolders by each recruiter's name. This will enable the recruiters to have immediate access to information and also validate which applications were actually received per visit.*

**ACT 1-5 = Act score reports received after each national test date.**

ACT score report data will be acquired using the CD-ROM format instead of receiving paper score reports. Data will be forwarded to recruiters after each of the five disks have been received. Data will be merged with an ACT score report acknowledgement letters. The data distribution / direct mail schedule is as follows:

<i>ACT1 letters mailed</i>	<i>October 14, 2008</i>
<i>ACT1 data distributed</i>	<i>October 15, 2008</i>
<i>ACT2 letters mailed</i>	<i>November 3, 2008</i>
<i>ACT2 data distributed</i>	<i>November 4, 2008</i>
<i>ACT3 letters mailed</i>	<i>December 17, 2008</i>
<i>ACT3 data distributed</i>	<i>December 18, 2008</i>
<i>ACT4 letters mailed</i>	<i>February 16, 2009</i>
<i>ACT4 data distributed</i>	<i>February 17, 2009</i>
<i>ACT5 letters mailed</i>	<i>April 13, 2009</i>
<i>ACT5 data distributed</i>	<i>April 14, 2009</i>
<i>ACT6 letters mailed</i>	<i>June 15, 2009</i>
<i>ACT6 data distributed</i>	<i>June 16, 2009</i>

**Email Inquiry Date L drive =** The data sets for telephone inquiries received are saved to a common folder on the L drive and specific instructional and student services staff receive notification emails relative to each saved data set.

*Emails regarding the location of data sets are mailed to faculty / recruiters / staff / housing weekly or as needed when data sets are produced. Data sets are in a common folder which provides access to the Excel format files. Files contain contact information including prospective students' programs of study and projected entry term.*

**RR Reminder Letters =** Data sets are extracted from ACCESS each term which lists required records / actions still active for admits in a specific term. From that data, reminder letters are produced each term prior to the beginning of pre-registration. Letters specify each action / required record which must be

provided / accomplished in order to remove the automatically placed registration holds using RGCAR.

<i>Run RGCAR</i>	<i>October 9, 2008</i>
<i>Mail RR Reminder Letters</i>	<i>October 9, 2008</i>
<i>Run RGCAR</i>	<i>February 23, 2009</i>
<i>Mail RR Reminder Letters</i>	<i>February 17, 2009</i>

**Residency Letters** = Letters are produced as needed to notify those applying of the need to verify their residency in terms of receiving in-state tuition rates.

Admissions staff persons identify the names / addresses of those not marking boxes 1 or 2 on the Residency Certification forms and send them via email to the Director of Admissions. Letters are mailed to such students and file copies are kept to track the responses.

**Transfer Credit Report** = Transfer credit reports are run which identify applicants having potential transfer credit for review. The report is a running summary so it includes every applicant for a term each time it is produced but denotes whether his / her transcripts have been evaluated.

<i>Final fall semester transfer credit report</i>	<i>October 7, 2008</i>
<i>Spring semester transfer credit report 1</i>	<i>October 8, 2008</i>
<i>Spring semester transfer credit report 2</i>	<i>October 14, 2008</i>
<i>Spring semester transfer credit report 3</i>	<i>October 30, 2008</i>
<i>Spring semester transfer credit report 4</i>	<i>November 14, 2008</i>
<i>Spring semester transfer credit report 5</i>	<i>December 8, 2008</i>
<i>Spring semester transfer credit report 6</i>	<i>January 5, 2009</i>
<i>Final spring semester transfer credit report</i>	<i>January 27, 2009</i>
<i>Summer term transfer credit report</i>	<i>February 3, 2009</i>
<i>Summer term transfer credit report</i>	<i>February 19, 2009</i>
<i>Summer term transfer credit report</i>	<i>March 9, 2009</i>
<i>Summer term transfer credit report</i>	<i>March 30, 2009</i>
<i>Summer term transfer credit report</i>	<i>April 14, 2009</i>
<i>Summer term transfer credit report</i>	<i>April 27, 2009</i>
<i>Summer term transfer credit report</i>	<i>May 7, 2009</i>
<i>Summer term transfer credit report</i>	<i>May 14, 2009</i>

<i>Final summer term transfer credit report</i>	<i>June 4, 2009</i>
<i>Fall 09-10 semester transfer credit report</i>	<i>June 29, 2009</i>
<i>Fall 09-10 semester transfer credit report</i>	<i>July 20, 2009</i>
<i>Fall 09-10 semester transfer credit report</i>	<i>August 3, 2009</i>
<i>Fall 09-10 semester transfer credit report</i>	<i>August 12, 2009</i>

**Upload Compass** = Compass scores are uploaded weekly to ACCESS. Logs are kept to identify problematic data and to track corrections.

**Admit not Enrolled Letters** = Data is pulled from ACCESS to identify those who enrolled but did not apply each term. Letters are mailed to such students encouraging them to register the following terms. Data is also distributed to recruiters and the Housing Office for follow up.

<i>Admit not enrolled Fa0809 letters for spring target</i>	<i>October 28, 2008</i>
<i>Admit not enrolled Sp0809 letters for summer target</i>	<i>March 3, 2009</i>
<i>Admit not enrolled Su0809 letters for fall target</i>	<i>July 16, 2009</i>

**Conditional Sr. 09 Letters**= Conditional admission letters are mailed to high school seniors of 2009 weekly throughout the academic year.

**CPAT Letters**= Notification letters for those needing CPAT are produced weekly and also, batch letters are sent to the cumulative number of applicants which have been identified on specific dates prior to each CPAT session. CPATLIST query is used to identify batch groups. CPAT scores will be entered on November 20, 2008, December 9, 2008 and as needed throughout the remainder of the academic year.

<i>Regular CPAT notification letters</i>	<i>Weekly</i>
<i>Batch CPAT letters</i>	<i>November 6, 2008</i>
<i>Batch CPAT letters</i>	<i>November 19, 2008</i>
<i>Additional batch dates will be added.</i>	

**\*NSO dates / mailings** = Post cards are produced and mailed to applicants for each term in support of new student orientation sessions.

<i>New Student Orientation Notification Post Cards (spring)</i>	<i>November 18, 2008</i>
<i>New Student Orientation Notification Post Cards (summer)</i>	<i>April 21, 2009</i>
<i>New Student Orientation Notification Post Cards (fall)</i>	<i>July 6, 2009</i>

*\*On June 1, 2009, admissions letters will be modified to include all orientation dates that support fall 09-10 semester. NSO dates are listed on the calendar to support each semester based on comparable dates from the previous year.*

**Admissions Appeals Committee Meeting** = Dates that the admissions appeals committee will meet to review applicants' files who are on academic suspension from their previous institutions.

<i>Prior to spring term 2008-2009</i>	<i>December 30, 2008</i>
<i>Prior to summer term 2008-2009</i>	<i>May 6, 2009</i>
<i>Prior to fall term 2009-2010</i>	<i>August 10, 2009</i>

**MISADMDAT** = A query entitled MISADMDAT is run prior to the beginning of each term to correct / amend files which mistakenly do not contain projected entry terms on ADNRP. Without this field, admissions letters will not run successfully.

<i>Run MISADMDAT for spring term</i>	<i>December 11, 2008</i>
<i>Run MISADMDAT for summer term</i>	<i>May 8, 2009</i>
<i>Run MIDADMDAT for fall term</i>	<i>July 27, 2009</i>

**TRANSIENT CANVASS LETTER** = Canvass letters are mailed to previously enrolled transient students encouraging them to again enroll in LSCC for summer term 2009.

*Canvass letters are merged / mailed April 17, 2009*

# September 2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 RCPCR / Card Ltrs. Admit Ltrs.	2	3	4 Lee Co.-RF	5 Athens / Limestone Co. – RF, JH Tallapoosa / Coosa Co. – RF Upload Compass	6 Compass
7	8 Autauga Co. – JH RCPCR / Card Ltrs. Admit Ltrs.	9 Elmore Co. - RF	10 Chilton Co. – JH, JA	11 Central (Lowndes Co.) – JH, KD Washington / Notasulga – JH, KD	12 RCPCR Upload Compass	13 ACT TEST 1
14 NACAC- JA, RF	15 RCPCR / Card Ltrs. Admit Ltrs.	16 AIG Data FA	17 AIG Data FA	18	19 Upload Compass DE Applications	20
21	22 Walker Co.- KD Northridge – JA RCPCR / Card Ltrs. Admit Ltrs. DE Applications	23 Bryant – RF Pell City – KD, JA Central – JH DE Applications	24 Tuscaloosa Co. – JH, KD Clay Co. – RF, JA Sylacauga – RF, JA	25 Randolph Co. – RF, KD	26 Calhoun Co. – JH Upload Compass	27
28	29 Hale Co. – JH, KD Cullman Co. – RF RCPCR / Card Ltrs. Admit Ltrs.	30 Marengo Co. – KD, RF				

# October 2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Sumter Co. – KD Blount Co. – RF Oneonta – RF Email Inquiry Data-L drive	2 Jackson Co. – RF Scottsboro - RF	3 Order 5000 window envelopes Upload Compass	4 Compass
5	6 RCPCR / Card Ltrs. Admit Ltrs. Ck. Mini Term 2 Ltrs. Mail RR reminder ltr.- Fa0809admits	7 Run Final <b>Fall</b> Transfer Credit Report	8 West Jefferson – RF, JH Email Inquiry Data-L drive	9 North Jefferson – RF, JH RGCAR	10 Upload Compass Send Fall term Applications / RR to SRO Sr. 09 RCPCR data to Recruiters	11
12	13 Final Fa. Tr. Rep. – LB Wilcox Central – KD Selma – JH, JA / RCPCR / Card Ltrs. Admit Ltrs./ ACT 1 copies due / TM-ck. AX to ACCESS – RGCAR list.	14 Transfer Credit Report Sp2-1 Scan / index ACT 1 reports / Input ACT1 data / mail letters / view books / facilities re-req. NSO-Final TR credit report FA0809 completed.	15Shelby Co. – RF, JH, JA/ Email Inquiry Data- L drive/ Distribute ACT1 reports to recruiters.	16 NSS-SCIS – RF, JH Mini Term 2 begins Mini Term 2 registration EM office / policy plan completed	17 NSS-SCIS – KD, JA NSS-SCIS – RF, JH Upload Compass	18
19	20 RCPCR / Card Ltrs. Admit Ltrs. <b>Pre-registration Begins – Spring Term 2009</b>	21 Residency Ltrs.	22 Email Inquiry Data-L drive 1 <sup>st</sup> ACT CD Created	23 Begin Unit Planning HSSR09 Admits 6.1.08 to 10.22.08 data to recruiters	24 Upload Compass Payroll due	25 ACT TEST 2
26	27RCPCR / Card Ltrs. Admit Ltrs. Re-check Application Inventory 1 <sup>st</sup> ACT CD shipped ANR data requested	28Talladega Co. – JH, JA /Talladega HS – JH, JA /Admit not enrolled pc.- Spring target-card ready- 10.27.08 to 1621 local addresses	29 St. Clair Co. – KD, RF Email Inquiry Data-L drive	30 Transfer Credit Report	31 Upload Compass Run No Term Defn UNIT GOALS DUE	

# November 2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 Compass
2	3 Merge names / letters / view books-mail Conditional Sr09 Ltrs. Spring Mobility Deadline	4 Distribute ACT2 data to recruiters. RCPCR / Card Ltrs. Admit Ltrs. (election day)	5 Email Inquiry Data-L drive Residency Ltrs.	6 CPAT mailing- RUN CPATLIST	7 Upload Compass <u>ALACRAO Planning Meeting-LSCC</u>	8
9	10 Conditional Sr09 Ltrs. RCPCR / Card Ltrs. Admit Ltrs.	11 Veteran's Day Holiday	12 Email Inquiry Data-L drive	13 Residency Ltrs. Admits thru 11.2.08 ID Letters	14 Upload Compass Transfer Credit Report Unit goals ACR cards Sr09 ID Letters-AP CPAT ltrs Nov 6 to 14	15
16	17 Conditional Sr09 Ltrs RCPCR / Card Ltrs. Admit Ltrs. / Email JW,DM re: CPAT scores/ Mailed ID ltr-admits, mailed ID ltr-11.2.08to11.16.08 APend	18Mail NSO Post Cards / Pull Data NSO Cards / CPAT 10 am / ACT 2 CD received/ Re-check NSO facilities requests	19 Email Inquiry Data-L drive DPE Montgomery 10a	20 Residency Ltrs. ACT2 data load-CD / Share CD data with recruiters / Prep ACT packets (103)	21 Upload Compass Obtain / enter CPAT scores CPAT mailing 2 – RUN CPATLIST	22
23 ACA LA group 3 p.m. Lobby - Riverview	24 ACA-Mobile RCPCR / Card Ltrs. Admit Ltrs.	25 ACA-Mobile	26	27 Thanksgiving Holiday	28 Thanksgiving Holiday	29
30						

# December 2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Conditional Sr09 Ltrs Run No Term Defn RCPCR / Card Ltrs Admit Ltrs.	2 CPAt 10 am  Enter CPAT scores	3 *NSO – 9 am Bham *NSO – 1 pm Bess Facilities forms completed 10/14/08 Email Inquiry Data-L drive	4*NSO – 6 pm Bham *NSO – 9 am Bess Facilities forms completed 10/14/08	5 Upload Compass	6 Compass
7	8 Conditional Sr09 Ltrs RCPCR / Card Ltrs. Admit Ltrs. Transfer Credit Report	9Residency Ltrs. Obtain / enter CPAT scores-nov 18 and dec 2 completed-accept ltrs mailed to cpat passed	10 Email Inquiry Data-L drive	11 Run MISADMDAT- amend ACCESS Transfer Credit Report	12 Upload Compass	13 ACT TEST 3
14	15 Conditional Sr09 Ltrs RCPCR / Card Ltrs. Admit Ltrs. Add Compass Sessions	16 Residency Ltrs. Transfer Credit Report	17 Email Inquiry Data-L drive	18  ACT3 data download Merge names / letters / view books / mail.	19 Upload Compass Ltrs to DE applicants for SP 09 CPAT Ltrs. Jan 5	20
21	22  Conditional Sr09 Ltrs RCPCR / Card Ltrs. Admit Ltrs.	23 Christmas Holiday	24 Christmas Holiday	25 Christmas Holiday	26 Christmas Holiday	27
28	29Add Compass sessions Conditional Sr09 Ltrs RCPCR / Card Ltrs. Admit Ltrs. Transfer Credit Report	30 Residency Ltrs. Admissions Appeals Committee Meeting	31Email Inquiry Data-L drive ACT3 data download Merge names / letters / view books / mail.			

# January 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 HOLIDAY	2 Upload Compass Check on DE Applications	3 Compass
4	5 Conditional Sr09 Ltrs RCPCR / Card Ltrs. Admit Ltrs. Transfer Credit Report Residency Ltrs. <b>Email GED Course Requests</b>	6 Open Registration- Spring semester	7 Open Registration-Spring semester Email Inquiry Data-L drive Admissions Appeals Committee Meeting	8 Drop / Add Begins	9 Spring semester classes begin Upload Compass	10 Admissions – Open am Records – Open am Shelley / Scurlock
11	12 Conditional Sr09 Ltrs RCPCR / Card Ltrs. Admit Ltrs.	13 Residency Ltrs. Amend Inquiry Letter  Amend <a href="mailto:admissions@lawsonstate.edu">admissions@lawsonstate.edu</a> message	14 Email Inquiry Data-L drive Amend Orientation Info.-Web	15 Drop / Add Ends	16 Upload Compass Create <u>Summer</u> Admissions Letters Set Amend <a href="mailto:admissions@lawsonstate.edu">admissions@lawsonstate.edu</a> message	17 Admissions - Open am Records - Open am Scurlock
18	19 HOLIDAY	20 Conditional Sr09 Ltrs RCPCR / Card Ltrs. Admit Ltrs.	21 Email Inquiry Data-L drive Amend Orientation Info.-Web	22 Residency Ltrs.	23 Upload Compass	24 Admissions - Open am Records - Open am Scurlock
25	26 Conditional Sr09 Ltrs RCPCR / Card Ltrs. Admit Ltrs.	27 Final <b>Spring</b> Transfer Credit Report	28 Email Inquiry Data-L drive	29 Residency Ltrs.	30 Upload Compass	31

# February 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Conditional Sr09 Ltrs RCPCR Admit Ltrs.	3 Transfer Credit Report	4 Email Inquiry Data-L drive	5 Residency Ltrs. College Transfer Day	6 Upload Compass	7 ACT TEST 4 Compass
8	9 Conditional Sr09 Ltrs RCPCR Admit Ltrs.	10 Mail final spring 0809 admit letters-file copies Mail SR09 Conditional admit letters-9.1.08to2.10.09 Mail summer term admit letters-1.19.09to2.01.09	11 Mail RR reminder ltr.- Spring 0809 admits Hoover – RF, JH, JA Spain Park – RF, JH, JA Email Inquiry Data-L drive	12 Vestavia – JH, RF Residency Ltrs. Order ACT research service-National Student Clearinghouse.	13 Upload Compass Admissions Staff Meeting-Professional Development-Jess Lanier Bldg. – Bessemer campus	14
15	16 Conditional Sr09 Ltrs ACT4 data download Merge names / letters / view books / mail. RCPCR Admit Ltrs.	17 Distribute ACT4 data to recruiters. Mail RR reminder ltr.- Sp09admits	18 Email Inquiry Data- L drive	19 Residency Ltrs. Transfer Credit Report	20 Upload Compass ALACRAO planning meeting-Guntersville	21
22	23 Conditional Sr09 Ltrs RCPCR Admit Ltrs. RGCAR	24	25 Email Inquiry Data- L drive	26 Residency Ltrs.	27 Upload Compass <i>Sequence Ltr. 2- merge / print / mail. (Scholar)</i>	28

# March 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Conditional Sr09 Ltrs Admit Ltrs. <i>Provide HS Contact Data to Recruiters-PVT Visits Graduation Appl. Deadline</i>	3 Admit not enrolled ltr.- Summer target	4 Email Inquiry Data-L drive	5 Residency Ltrs. RGCAR Place Processing Hold	6 Upload Compass Mini Term 2 Begins Mini Term 2 Registration	7 Compass
8 Daylight Savings Begins	9 Conditional Sr09 Ltrs Admit Ltrs. <b>*Pre-registration Begins – Summer Term 2009</b>	10 <i>Sequence Info. 3- merge / print / mail.</i>	11 Email Inquiry Data- L drive	12 Residency Ltrs. Transfer Credit Report	13 Upload Compass	14
15	16 Conditional Sr09 Ltrs Admit Ltrs.	17 Residency Ltrs.	18 Email Inquiry Data- L drive Upload Compass	19 HOLIDAY	20 HOLIDAY	21
22	23 Conditional Sr09 Ltrs Admit Ltrs.	24 Mail Scholarship Ltr. Applicant data to KD – Counselor Day	25 Email Inquiry Data- L drive	26 Residency Ltrs.	27 Upload Compass *Counselor Luncheon	28
29	30 Conditional Sr09 Ltrs Admit Ltrs. Transfer Credit Report	31				

# April 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Email Inquiry Data-L drive	2 Residency Ltrs.	3 Upload Compass	4 ACT TEST 5 Compass
5	6 Conditional Sr09 Ltrs Admit Ltrs.  CAPP Exam	7  CAPP Exam	8 Email Inquiry Data-L drive Honors / Awards Program CAPP Exam	9 Residency Ltrs.	10 Upload Compass	11
12 Easter	13 Conditional Sr09 Ltrs ACT5 data download Merge names / letters / view books / mail. Admit Ltrs.	14 Distribute ACT5 data to recruiters. Transfer Credit Report	15 <b>Scholarship Deadline</b> <b>Summer ADN application deadline</b> Email Inquiry Data-L drive L Week	16 Residency Ltrs. L Week	17 Upload Compass L Week-Picnic Transient Canvass Ltr.	18
19	20 Conditional Sr09 Ltrs Admit Ltrs. Nursing GPAs	21 Mail NSO Post Cards Pull Data NSO Cards Nursing GPAs	22 Email Inquiry Data-L drive Nursing GPAs	23 Residency Ltrs.  <i>Sequence Info.4-merge / print / mail.</i>	24 Upload Compass	25
26	27 Conditional Sr09 Ltrs Admit Ltrs. Transfer Credit Report	28	29 Email Inquiry Data-L drive	30 Residency Ltrs. Re-check NSO facilities requests		

# May 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 HS SR applying for summer ltr.	2 Compass
3	4 Conditional Sr09 Ltrs Admit Ltrs. / Add Compass Sessions. <i>Sequence Info.5- merge / print / mail.</i>	5 Admissions Appeals Committee Meeting Graduates Banquet	6 Email Inquiry Data-L drive	7 Residency Ltrs. Transfer Credit Report	8 Upload Compass Run MISADMDAT- amend ACCESS	9 Commencement
10	11 Conditional Sr09 Ltrs Admit Ltrs. Add Compass Sessions	12	13 *NSO – 9 am Bham *NSO – 1 pm Bess Email Inquiry Data-L drive	14 Residency Ltrs. Transfer Credit Report	15 Upload Compass	16
17	18 Conditional Sr09 Ltrs Admit Ltrs.	19	20 Email Inquiry Data-L drive	21 Summer classes begin Registration- Summer Email GED Course Requests	22 Upload Compass	23 Admissions – Open am Records – Open am
24	25 Conditional Sr09 Ltrs Admit Ltrs.	26 Drop / Add Begins Amend <a href="mailto:admissions@lawsonstate.edu">admissions@lawsonstate.edu</a> message	27 Email Inquiry Data-L drive Amend Inquiry Letter	28 Drop / Add Ends Create <u>Fall</u> Admissions Letters Set	29 Upload Compass Amend Orientation Info.-Web	30
31						

# June 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Fall ADN Deadline Admit Ltrs./ Modify Admissions Ltrs-include NSO dates / times. Compass notification post cards	2 Send Admits Lists to Automotive Programs	3 Reminder Letter- <b>All Seniors 09</b> – re: RR and final HS transcripts. Email Inquiry Data-L drive	4 Nursing GPAs Final <b>Summer</b> Transfer Credit Report	5 Upload Compass Nursing GPAs	6 ACT TEST 6
7	8 Admit Ltrs. Nursing GPAs Transfer Credit Report	9	10 Email Inquiry Data-L drive	11	12 Upload Compass	13
14	15 ACT6 data download Merge names / letters / view books / mail. Admit Ltrs.	16 Distribute ACT6 data to recruiters. <b>*Compass Testing for Seniors 09</b>	17 Email Inquiry Data-L drive <b>*Compass Testing for Seniors 09</b>	18  <b>*Compass Testing for Seniors 09</b>	19 Upload Compass <b>*UNIT GOALS SLO / USE OF RESULTS DUE</b>	20
21	22 Admit Ltrs	23 Email Inquiry Data-L drive	24 ALACRAO	25 ALACRAO	26 ALACRAO	27
28	29 Admit Ltrs. Mail RR reminder ltr.- Su09admits Transfer Credit Report	30 Drop / Add Mini Term 2 Begins / Ends Mini Term 2 Classes Begin				

# July 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Email Inquiry Data-L drive Send Admits Lists to Automotive Programs Re-check NSO facilities requests	2	3 Upload Compass Holiday Observed	4
5	6 Mail NSO Post Cards Set 1 Transfer Credit Report	7	8 Email Inquiry Data-L drive	9 RGCAR Place Processing Hold	10 Upload Compass	11
12	13 Phone-a-thon <b>Pre-registration begins- Fall 2009</b>	14 Phone-a-thon	15 Phone-a-thon Email Inquiry Data-L drive	16 Admit not enrolled – Fall 09-10	17 Upload Compass Mail NSO Post Cards- Set 2	18
19	20 Admissions Appeals Committee Run MISADMDAT-amend ACCESS Transfer Credit Report	21 *NSO-1 pm- Bham *NSO-6 pm- Bess	22 Email Inquiry Data-L drive *NSO-9 am- Bham *NSO-1 pm- Bess	23 *NSO-6 pm-Bham *NSO- 9 am- Bess	24 Upload Compass	25
26	27 Run MISADMDAT-amend ACCESS	28	29 Email Inquiry Data-L drive	30	31 Upload Compass	

# August 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 Run MISADMDAT- amend ACCESS Transfer Credit Report	4	5	6	7 Send Admits Lists to Automotive Programs	8
9	10 Admissions Appeals Committee	11	12 Transfer Credit Report	13	14 Check Occupational Diploma Admits Check DE Applications	15
16	17 *In-Service	18 *In-Service	19	20	21	22 Admissions – Open am Records – Open am
23	24 *Fall Classes Begin Email GED Course Requests	25	26	27	28 Amend Inquiry Letter	29 Admissions – Open am Records – Open am
30	31					