

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing this form:	Matthew Chadwick	Curriculum/Department:	Admissions Officer/Recruiting
Purpose/Mission Statement		Vision Statement, 3-5 years	
To identify, recruit, enroll and retain students through effective student-centered programs and services.		To create and sustain an enrollment process that is driven by service to students and is focused on achieving enrollment goals through the planning and implementation of effective strategies for marketing, recruiting, enrolling and retaining students.	
Departmental Strengths		Departmental Weaknesses	
<ul style="list-style-type: none"> • Experienced recruiter with excellent marketing, organization and presentation skills. • Excellent recruiting materials available. 		<ul style="list-style-type: none"> • Very limited assistance received in developing and implementing marketing strategies. 	
Departmental Opportunities		Departmental Threats	
<ul style="list-style-type: none"> • Access to service area schools is open and welcomed. • Access to community events and organizations is welcomed. 		<ul style="list-style-type: none"> • Successful recruiting is impacted by competition from others colleges and universities. • Successful recruiting is influenced by the status of the local economy. 	
College Goals	2005-2006 Department Outcomes/Goals	Success Criteria <small>(e.g. outcomes, enrollment increases)</small>	Plan of Action <small>(including resources needed)</small>
7	1. Coordinate a Spring Open House event for prospective students.	<ul style="list-style-type: none"> • Open House occurs 	<ul style="list-style-type: none"> ➤ Determine appropriate date. ➤ Work with faculty and staff to plan activities and information sessions. ➤ Work with PIO to promote event through media outlets at least 1 month prior to event. ➤ Work with high school counselors and vocational directors to market event

7	<p>2. Complete work on SCC Search Mailer and Transfer Guide pending budget.</p>	<ul style="list-style-type: none"> • Both publication projects are implemented to assist with student recruitment. 	<ul style="list-style-type: none"> ➤ Compile information for both publications utilizing information from viewbook and other admissions publications/documents. ➤ Work with Barb Putman and Cheryl Conner to compile additional information for transfer publication. ➤ Work with Pat McKay to arrange and mock-up publication. ➤ Collect bids for publication and determine feasibility for implementation by comparing contract price against the 2005-06 budget.
5, 7	<p>3. Initiate a more targeted recruitment process:</p> <ul style="list-style-type: none"> ➤ Program specific initiative ➤ National Guard initiative ➤ Individual students <ul style="list-style-type: none"> ➤ WCU dual enrolled students ➤ GED students ➤ CNA students ➤ Students in Top 10% of HS graduating class ➤ Displaced workers 	<ul style="list-style-type: none"> • Individual student names are collected and these individuals select SCC as their college of choice for the 2006-07 academic year. • Increase the enrollment of new students 	<ul style="list-style-type: none"> ➤ Speak with high school counselors about acquiring names of students for the target initiative. ➤ Utilize student information acquired from the 2004-05 academic year. ➤ Personalize letters/publications from Admissions Officer, Faculty & select staff. ➤ Personalized phone calls from Admissions Officer, Faculty & select staff. ➤ Create cluster publications to target students for specific programs. ➤ Tele-recruitment calls from SCC students.
	<p>4. Accomplish select goals not accomplished in 2004-05:</p> <ul style="list-style-type: none"> ➤ Visible in Community – Info. booths at community gathering events (e.g. – Greening Up The Mountains, Macon County Fair, Christmas 	<ul style="list-style-type: none"> • Increase the enrollment of new students 	<ul style="list-style-type: none"> ➤ Determine if these items are feasible. ➤ For community visibility, make contact with event coordinators to schedule a booth at events. ➤ Find personnel to attend events.

	<p>Parades, etc.)</p> <ul style="list-style-type: none">➤ Postcard initiative<ul style="list-style-type: none">➤ Invitation to apply➤ Invitation to visit SCC campuses➤ Open House invitations		<ul style="list-style-type: none">➤ For postcards, compile information and work with PIO to design and print documents.
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