

Recruitment: 2007-2010

Priority: Students

Target: Aggressively implement a two-year Enrollment Management Plan to increase enrollment.

Strategy: To attract and admit a quality and diverse student body that meets the enrollment goals of Northwest College.

Goal: Increase the number of first time students attending Northwest College

- I. Increase first time student headcount in 2007-08 by (5%) and (5%) in 2008-09 - Green Section
- II. Increase first time student FTE by (5%) in 2007-08 and (5%) in 2008-09 - Yellow Section
- III. Increase our Non-traditional (23 and older) student population by 2% - Blue Section
- IV. Increase our Diverse student populations - Ivory Section

Recruitment Sub-Committee

Brad Hammond and **West Hernandez**, co-chairs

Mary Baumann-Multicultural Coordinator
Neil Hansen-Associate Professor, Music
Bob Krenz-Associate Professor, Mathematics
Laurel Vredenburg-Director, Publications

Tara Piantanida-Director, Financial Aid
Jeannie Hunt-Instructor, Speech Communications
Steve Thulin-Associate Professor, History
Dana Young-Vice President for Student Affairs

The following table shows the number of first time Northwest College students from 2003-2005. The numbers for 2006-2008 are estimated as we do not know exactly where we are going to be for Fall 2006.

Year	First Time Degree Seeking Student Headcount	Retained Spring	Retained Fall	Total Headcount
2003	698	525- 75%	363- 52%	1715
2004	722	543- 75%	399- 55%	1755
2005	648	487- 75%	338- 52%*	1754
2006**	722	543- 75%	399- 55%	1755
2007**	757	568- 75%	416- 55%	1790
2008**	793	594- 75%	436- 55%	1826

*Retention rate from Fall 2005 to Fall 2006 is not a final number and will probably increase over the summer months.

**The numbers for Fall 2006 are estimated assuming that we return to Fall 2004 numbers. The increases are 5% in first time degree seeking students, which will result in us reaching our 2% overall enrollment goals.

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Goal: Increase First time student headcount by (5%) in 2007-08 and (5%) in 2008-09. 648 in Fall of 05

Tactics or Actions	Assessment/Measurement	Staffing & Responsible Team or Person	Budget, Marketing and Other Resources	Timeline
I. Strengthen relationships with influencers at area high schools.	Counselor Surveys	Recruiting Office	Current Budget	Ongoing
II. Coordinate mailings to all in-state and surrounding states high school counselors. Mailings would include catalogs, view books, scholarship packets and other recruitment materials.	Conversion yields of inquiries to applicant to enrolled for each high school.	Recruiting Office	Current Budget	Ongoing
III. Utilize our alumni network to hand deliver recruitment materials to the high schools in their area.	Track number of inquiries from those high schools	Recruiting Office College Relations	Current Budget	Fall of each year
IV. Deliver electronic messages to our Alumni urging them to promote NWC.	Track number of inquiries from the areas that the Alumni take part in the activity	Recruiting Office College Relations	Current Budget	Fall of each year
V. Involve faculty in more areas of recruitment. Including high school visits,	Track number of faculty referrals	Recruiting Office Office of Academic Affairs Division Chairs	Current Budget	Ongoing

phone calls and on campus showcases.				
VI. Involve admissions in the on campus camps/festivals	Track the inquiries from each of the camps	Recruiting Office Camp Coordinators	Current Budget	Ongoing
VII. Continue Preview Day and Scholarship Day	Track students that attend each event	Recruiting Office	Current Budget	Fall & Spring
VIII. Increase advertising in select areas of WY, MT, ID & OR	Track the number of inquiries from each area	Recruiting Office College Relations	Current Budget	Ongoing
IX. Continue visits to Idaho & Oregon. We currently visit 35 schools in each state.	Track number of students attending NWC from each state	Recruiting Office	Current Budget	Fall & Spring
X. Increase scholarship amounts for all categories of students	Track scholarship amounts and enrollment in the increased areas	Recruiting Office Financial Aid Office	Current Budget	Ongoing
XI. Increase the percentage of current year Big Horn Basin High School graduates who enroll at NWC. 148 in Fall 2005	Enrollment report	Recruiting Office	Current Budget	Ongoing
XII. Increase our Montana student population by 10% in 2007 and 5% in 2008. 117 in 2005	Enrollment report	Recruiting Office	Current Budget	Ongoing
XIII. Recruit stop out students(those students in our database who did not enroll at NWC in the previous two years)	Track the names that we target to see how many enrolled.	Recruiting Office	Current Budget	Fall each year

XIV. Increase concurrent enrollment	Track those numbers with the office of academic affairs	Recruiting Office Office of Academic Affairs	Current Budget	Ongoing
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Recruitment activities by State

	Wyoming	Montana	Idaho	Oregon	South Dakota	Utah	Nebraska	North Dakota	Others
College Fairs	x	x	x	x	x				
High School Visits	x	x	x	x					
Search Piece Mailing	x	x	x	x	x	x	x	x	
ACT List	x	x	x		x	x	x	x	
NRCCUA List				x					
Follow Up	x	x	x	x	x	x	x	x	x
Faculty Visits	x	x	x						x

Follow up includes mailings, phone calls, emails and text messaging. These are in response to a student inquiry, whether that is online, mail or phone. There are also referrals from a variety of sources.

NRCCUA stands for National Research Center for College and University Admissions. We purchase student names from this company for the state of Oregon.

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Goal: Increase First time student FTE by (5%) in 2007-08 and (5%) in 2008-09. 624 in Fall 05

Tactics or Actions	Assessment/Measurement	Staffing & Responsible Team or Person	Budget, Marketing and Other Resources	Timeline
I. Increase the number of 7 week & short courses	Track current number of FTE generated by these type of courses offered and compare that to the FTE after additional courses are added	Office of Academic Affairs	Current Budget	Ongoing
II. Strengthen relationships with influencers at area high schools.	Counselor Surveys	Recruiting Office	Current Budget	Ongoing
III. Increase the percentage of current year Big Horn Basin High School graduates who enroll at NWC. 148 in Fall 2005	Enrollment report	Recruiting Office	Current Budget	Ongoing
IV. Continue Preview Day and Scholarship Day	Track students that attend each event	Recruiting Office	Current Budget	Fall & Spring
V. Encourage part time students to enroll in more credits.	Track Part-time students as compared to full-time students	Recruiting Office Advisors	Current Budget	Ongoing

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Goal: Increase first time non-traditional student population by (2%). 23 and older 99 in 2005

Tactics or Actions	Assessment/Measurement	Staffing & Responsible Team or Person	Budget, Marketing and Other Resources	Timeline
I. Increase the number of students that are 50+ years of age. 5 in 2005	Compare the number of those students from 2006 to 2007	Recruiting Office	Current Budget	Ongoing
II. Develop a brochure specific to Non-traditional students	Track number of responses to the brochure following mailing	Recruiting Office	Current Budget	Pending
III. Partner with local businesses, agencies, employment office, civic organizations, service organizations, manor, senior citizens center.	Track the number of students that list one of those areas as their initial contact	Recruiting Office	Current Budget	Ongoing

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Goal: Increase Diverse student population

Tactics or Actions	Assessment/Measurement	Staffing & Responsible Team or Person	Budget, Marketing and Other Resources	Timeline
I. Increase Hispanic student population by 5% 30 in 2005	Track the number of Hispanic students from 2006 to 2007	Recruiting Office	Current Budget	Ongoing
II. Partner with local churches, NOWCAP, Headstart and local businesses	Track the number of referrals from each area	Recruiting Office	Current Budget	Ongoing
III. Maintain our International student population at 30+ students	Track number of International students from year to year	Recruiting Office International Student Recruiters	Current Budget	Ongoing
IV. Develop literature, brochures and advertising specific to International students	Track effectiveness of advertising and brochures	Recruiting Office International Student Recruiters	Current Budget	Fall 2006
V. Partner with overseas agents	Track number of students referred to us by the agents	Recruiting Office International Student Recruiters	Current Budget	Ongoing
VI. Maintain College Website in Spanish	Track the usage of the Spanish website	Recruiting Office International Student Recruiters Web-manager	Current Budget	Pending

Communications Management

The purpose of the mailing sequence is to systematically inform prospective students about Northwest College and encourage them to apply and enroll. Brochures and invitations are mailed at appropriate times throughout the recruitment cycle. Campus Community Correspondence- faculty, staff & students may be used throughout the communication process to create a more refined relationship with the prospective student.

Cold contacts: A search piece will be sent out to all cold contacts. In addition to the search piece, a letter will be mailed to these students promoting scholarship day. Cold contact names are purchased from ACT and NRCCUA. The cold contact mailing is a bulk mailing.

Search Piece: The search piece contains a limited amount of general information designed to get the student to return an information request card or go to our website to request more information. When the student self identifies, they are then put into our prospect pool.

Viewbook: The Viewbook (with an application for admission enclosed) is the initial piece sent to all inquiries after they are entered into the database. A cover letter will accompany the viewbook.

Family Letter: A letter and viewbook will be sent to the families of our prospective students. This letter promotes our website, scholarship day and the private donor scholarship application packet.

Campus Visit Brochure: A brochure that encourages and details our campus visit program as well as highlights big recruitment days (Preview Day & Scholarship Day).

Specific Materials: Specific materials will be sent along with the viewbook. The selection of this material will be based on the prospects' stated interests. These materials may be program specific fact sheets, posters, newsletters, etc.

Scholarship Brochure: The scholarship brochure will contain a listing of all available scholarships and criteria, an application, calendar of important dates, and information/application for Scholarship Day.

Applicant Mailings: Applicants will receive a series of mailings confirming the receipt of their application. The letter also requests additional items needed to be accepted.

Letter of Acceptance: Once admitted, the student receives a letter congratulating them on their acceptance to Northwest College. The letter will inform the student of upcoming events & activities. Admitted students also receive a Housing Brochure and Contract with the Letter of Acceptance.

Follow-up Correspondence: Admissions Representatives will follow up personally with each student in their respective areas. Follow up will begin with an email or phone call within 24 hours of receiving the request for information. Follow up will continue through August or until the student enrolls or expresses a lack of interest in NWC.

Pre-Visit Correspondence: Pre-visit mailings will be sent throughout the travel season (September through May) to students & high schools based upon their geographic location. These letters, emails or phone calls include promotion of high school visits college fairs.

Web Site: The web plays an integral role in any contemporary enrollment management plan. A good portion of our information requests, applications and campus visit requests are sent via the web. We are continually updating forms that can be submitted online for the convenience of the students.

Campus Visit: Following a student's campus visit, the Trailblazer that conducted the campus tour will mail a postcard to that student thanking them for visiting campus. We will also mail a survey to each of those students to find out what they liked/disliked about the campus visit.

International Student Brochure: This brochure is sent to all International Student inquiries.

Housing Brochure: This brochure is sent to all students that have applied to Northwest College.

Recruitment Plan Evaluative Reports

Evaluative reports are an integral part of maintaining a dynamic recruitment plan. Listed below are reports that will be generated out of the Office of Enrollment Services on a regular basis. These reports will allow us to track enrollment numbers and make changes to the recruitment plan as needed each year.

<u>Report</u>	<u>Content</u>	<u>Frequency</u>
Weekly report	Applicants & Admit Numbers	Weekly
Phonathons	Number of calls & outcomes	Per Project
High School & College Fair Visits	Number of prospects seen, cards received, materials handed out and what locations	Per Visit
On-campus recruiting programs	Program type, number involved & number of prospects on-campus.	Per program
Big Horn Basin Enrollment Report	Number of Big Horn Basin Students coming to Northwest directly from High School.	Annually
Prospects by Program Report	Number of prospects for each program of study	Each Semester
Applicants by Program Report	Number of applicants for each program of study	Each Semester
Full Time Equivalency & Headcount Report	4 year trend of FTE & Headcount	Annually
Yield Rate Report	Number of inquiries to applicants to admits to enrolled students.	Annually
Concurrent Student Report	Number of FTE generated by concurrent students	Each Semester

Surveys

<u>Survey</u>	<u>Who</u>	<u>Purpose</u>
Preview Day	Students & Families	Make adjustments to the following year's program.
Scholarship Day	Students & Families	Make adjustments to the following year's program.
Guidance Counselor Survey	Counselors in WY,MT,ID,OR	Get feedback on the Information we send. See how the visits went with the students and if the students gave any feedback to the guidance counselors.
Campus Visit Survey	Students & Families that came for a campus visit	Make adjustments to the current campus visit format
Community Surveys	Big Horn Basin Residents	Get input on programs to offer, improve customer service and other input from the surrounding communities
Orientation Survey	Summer Orientation attendees	Gather information regarding what influenced students decisions.

