

**Humboldt State Strategic Enrollment Plan  
Recruitment Council Meeting  
Monday, February 26, 2018**

**Present:** Stephanie Lane, Peggy Metzger, Andrea Enyedi, Christ Harmon, Rick Zechman, Kristen Gould, Carl Hansen, Meredith Williams, Sarah Bacio, Josh Smith, Ronda Stemach, Zoe Merrill (Notes)

**Welcome**

Announcements from Student Success Alliance meetings from Peggy and Steph:

- SSA feedback to lower our goals slightly
- Part-time to full-time goal is better utilized as a strategy
- Retention vs recruitment--work together to reach the "North Star" goal. Right now we are 600 students shy of the goal. If the retention committee says they can keep 400 students, recruitment should aim to get 200. We will adjust as needed

Discussion on removing impaction and how it will affect recruitment

- Impaction is going to be removed for freshmen--this does not include program-level impaction
- Discussion on whether this will be positive or negative for recruitment-with this create a flood of applicants that we can't accommodate?

**Revised Goals Based on SSA Feedback**

- Increase the number of new transfer students to 950
  - Recruiting clusters majors
    - rather than promoting individual majors, we could promote groups of majors to give students more options to explore what they think they are interested in
    - Marcom would need input from academic department for ideas of which majors to group together
    - Discussion on the creation of quizzes that help students find their major--Marcom has been looking into this
    - The need to give students options for their majors other than the obvious--this could help increase applications for non-impacted programs
  - Set specific upper division transfer number and specific lower division numbers
  - Look at feeder community colleges and do visits at those feeder high schools
  - Develop a transfer Center
- Increase the number of new freshmen students to 1250
  - Department level "cluster" marketing (see above for more detail)
  - Invest in "Pre-majors"
    - This could help students better choose their majors
  - Increase local yield to 35%

- Emphasis on Fall Admissions Day
  - Focus on Freshmen from high yield schools
    - Work with OIE on an algorithm of successful regions (retention, yield, and apps)
    - Currently admissions is currently working to do an environmental scan to determine where our yield is coming from to ensure we are using our resources effectively and sending recruiters where they will be most effective
    - Discussion on faculty volunteers to present at high schools--partner with HCOE?
  - Acquire & nurture prospect list
- Increase and maintain ENR/APP% (yield) to 11.1
  - Invest in learning communities
  - Reinvestment in to application receptions
  - Call campaigns at department level
  - Social Media Campaigns

#### **Discussion of Capacity Data Points**

- Housing capacity for TR and FTF is 2049 beds
- Next year anticipated housing:
  - 370 incoming transfer
  - 600 returners
  - 1079 FTF--freshmen will have priority
- Discussion of new housing "The Village"- estimated 750-800 beds

#### **Strategy Talk**

- We will ultimately take a closer look at our strategies and assign "project leads" to be responsible with following-through with each one
- We will also need to look at the fiscal impact of each strategy and tactic

#### **Wrap Up Discussion**

- Action Items -- Steps for next meeting:
  - Continue to think on strategies and email Steph with ideas
  - We will be adding on/to and changing strategies as they develop
- Next meeting: Monday, March 12, 2018 - 10am in SBS 345
  - Topic: How do we relate/measure/benchmark our strategies to budget?