

**Humboldt State Strategic Enrollment Plan
Recruitment Council Meeting
Monday, February 12, 2018**

Present: Stephanie Lane, Kristen Gould, Carl Hansen, Cutcha Risling Baldy, Jesica Bishop, Meredith Williams, Sarah Bacio, Josh Smith, Ronda Stemach, Zoe Merrill (Notes)

Welcome

Announcements:

- Workshop Canceled on 2/19: My First Year in College : A Five-Year Retrospective
 - Angela Rich will present to our council separately in the future.
- Upcoming Workshop on 2/14: Black Student Success: Increase Recruitment, Retention, Engagement, & Completion

Brainstorm Ideas for Recruitment Goals

Suggestions:

- Increasing number of incoming transfer students to 1000
 - Lower vs Upper Division - explore retention and graduation rates
- Focus on First Time Freshmen from High-Yield Regions
- Acquire & Nurture a Prospect List
 - Develop a list targeted at individuals who have expressed interest in HSU
 - Of lists purchased this year, 1200-1400 students on the list were actual applicants
 - Potential to purchase data for HSU internet searches
- Increasing First Time Freshmen to 1400-the capacity for housing
- Increasing Part-time to Full-time Students
- Increase opportunities and programs that emphasize what makes HSU different
 - Department focused vs. University focused
 - Increased marketing at the department level
 - Youtube, Social Media, and Department Websites
 - Are we selling a real story?
 - Are we representing all majors effectively?
 - Hands-on learning opportunities
 - Currently MarCom works with departments to emphasize what makes them stand out--more information is on Brand site
- Increasing local yield rates of First time local freshmen to 34%
 - This could help with the limit of housing capacity because many local students will live at home
 - Challenge of marketing HSU as something new and exciting to local students

Discussion of themes and overlaps:

- Transfer students, First-time freshmen, yield rates, marketing

Find ways to combine potential goals

- Utilize some goals as bullet points of other Goals that overlap

Decide on Top Three Goals

1. Increase the number of Transfer Students to 1000 (this number may change once we receive capacity data from housing)
 - a. Lower Division Transfers
 - b. Upper Division Transfers
 - c. High Yield Feeder Schools
 - d. Acquire and nurture prospect lists
2. Increase first-time freshman incoming class to 1400 (this number may change once we receive capacity information from housing)
 - a. Increase yield of local first-time freshmen to 34%
 - b. Focus on recruitment of first-time freshmen from high-yield areas
 - c. Acquire and nurture prospect lists
3. Increase part-time students to full-time students
 - a. Find out why they are part-time
 - b. Take into account the average unit load
 - c. View past efforts in this area

Additional Comments/Questions

- Our capacity of incoming students is always going to be based on availability of housing and number of beds
- We can't neglect Masters and Credential students
- We need to set attainable goals that can be reached in 3-5 years
- Are these goals big enough?
- Should we focus on majors due to impactation?
- Study abroad students count towards the "North Star" number
- Will the new proposed free first year of community college increase our transfer numbers?
- We need better support and more outreach for our transfer students--talk of developing a transfer center
- All marketing increases will require increased funding

Next Meeting: Monday, February 26, 2018 - 10 a.m. in SBS 345.

Topic: Finalize numbers in the Goals and discuss strategies for all goals