

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

Present: Stephanie Lane, Peggy Metzger, Cutcha Baldy, Rick Zechman, Kristen Gould, Sarah Bacio, Josh Smith, Manohar Singh, Zoe Merrill (Notes)

Welcome/Announcements from Student Success Alliance (SSA)

- OIE presented results of Survey
 - Students who were 3-5 weeks in were already planning to transfer due to HSU not having the majors they wanted or enough financial aid
 - Students were missing home
 - Expectations of HSU were not met
 - Presentation can be viewed [here](#).

Student Recruitment Funnel

- Visual Aid of Recruitment plan distributed

Academic Program Capacity Numbers Review

- OIE provides current numbers. Link [here](#)
- Discussion on whether we can get yield numbers at department level -- Josh will send link to group

Tactics

- Review the working document and discuss tactics to make each strategy help reach our main goals
- Goal: Increase Transfer Students to 950
 - Strategy: Academic Clusters
 - Video Marketing for each cluster
 - Connect with colleges to create clusters
 - Strategy: Prospect Lists
 - Increase relationships with counselors
 - UDT Target: 900
 - LDT Target: 100
 - Strategy: Feeder CC
 - Identify feeder high schools
 - Mention jobs to transfer students
 - Connect with Career Center to open Springboard to admits
 - Develop presentation for Community College Students
 - Strategy: Transfer Advising Center
 - Invest in space and personnel to support transfer students
 - Invest in a transfer-specific website
- Goal: Increase First Time Freshmen to 250
 - Strategy: Academic Clusters
 - Specific academic scholarships
 - List on-campus employment opportunities in department chair letters

- Strategy: Prospect Lists
 - Increase relationships with counselors
- Strategy: Invest in Pre-Majors
 - Identify pre-majors-what majors need “pre”
- Strategy: Increase local freshmen yield to 35%
 - Purchase all local names
 - Develop a local specific communication plan
 - Local scholarships
 - Collaborate with Early Start
- Strategy: Focus recruitment on effective Schools
- Goal: ENR/APP % to 11.1
 - Strategy: Learning Communities
 - Communicate to admitted students
 - Develop for every college
 - Pursue alternative funding sources for startup costs
 - Strategy: CA Applicant Receptions
 - Connect with families to teach about HSU
 - Include grad students
 - Strategy: Call Campaigns
 - Student to applicant call campaign
 - Coordinate time frame within recruitment cycle
 - Strategy: Social Media Campaigns

Discussion:

- Using videos for marketing specific departments
- Incorporating return students and grad students in 2023 SEM
- Increasing student employment, work study, scholarships
 - Connecting with payroll to get the number of student employees-capacity
 - Sponsored programs, stipends/awards/grants

Next Meeting: Monday, March 26,2018 -- 10am in SBS 345

Topic: Review final plan and make last edits before sending to SSA and the SEM Open Forum