

**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