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