

**Humboldt State Strategic Enrollment Plan
Recruitment Council Meeting
Monday January 29, 2018**

***NORTH STAR*
7603 Resident FTES**

10:00 a.m.

What is the purpose of this council?

What do we want to accomplish today?

Ground rules for our meetings.

- Be respectful.
- Be an active listener.
- Stay focused on the task.
- Others?

10:10 a.m.

Review the highlights of the environmental scan.

10:20 a.m.

Categorize the enrollment by various segments.

- Student Type
- Geographic Location
- Major
- College Preparedness

10:35 a.m.

What are three numbers we can nudge?

- Applications
- Intent (active interest)
- Yield (matriculated)

Examples of historical recruitment data.

Discussion of priorities within the data.

10:50 a.m.

Action Items – steps for next meeting.

**Next Meeting: Monday, February 12, 2018 – 10 a.m. in SBS 179.
Topic: Choose 3 goals for recruitment and start to discuss tactics.**

HSU Missions Statement:

Humboldt State University is a comprehensive, residential campus of the California State University. We welcome students from California and the world to our campus. We offer them access to affordable, high-quality education that is responsive to the needs of a fast-changing world. We serve them by providing a wide array of programs and activities that promote understanding of social, economic and environmental issues. We help individuals prepare to be responsible members of diverse societies.