

College Action Project Worksheet for CAP Projects – August 7, 2015 Update

CAP: CAP #1.1.1: Improve outreach and recruitment of new students (HLC P & C project)

Champion: Eric Mullen

1. CAP Team Members:

- a. Ann Isackson, Financial Aid Director
- b. Angela Salinas, Admissions & Enrollment Coordinator
- c. Jodie Wagner, Enrollment Support Professional
- d. Lilly Anderson, Associate Dean for Arts & Sciences
- e. Laurie Foster, Professor, Biology
- f. Ryan Nausieda, Enrollment Communication & Data Manager
- g. Sarah Laycock, Success Coach
- h. Nick Antonakis, Professor/Department Head, Visual Arts
- i. Rhondo Cooper, Upward Bound Director
- j. Communications Department (**new** – began working with them on the development of new print materials to showcase our academic programs and services)

2. Describe the **purpose** of this project including a description of the associated activities. (100 words or fewer).

The purpose of this project is to more actively and strategically recruit new students into our academic programs. This project seeks to emphasize academic department involvement in developing the content and systems used to identify leads and recruit prospective students, and to actively participate in outreach efforts. The activities associated with this project will include identification of new lead sources, development and delivery of specific academic program info based on student interest, and new communication and outreach plans to recruit students related to their academic goals.

3. Describe the **goals** of this Action Project (in 100 words or fewer).

- a. Develop microsites for all academic departments that will be sent to prospective students based on their academic interests
 - b. Develop a full communication plan, which includes faculty involvement, for a pilot of 8 departments/programs
 - c. Increase students leads and prospects over each year, increase student applicant pool, and increase enrollment yield rates
 - d. Develop ways to use technology to improve our communication reach and effectiveness with new leads and recruits (social media, texting, mobile, email, etc.).
 - e. **NEW** - Develop new print collateral to complement digital campaigns – and revise viewbook materials to provide custom inserts for students based on their academic interests (develop inserts, like a microsite, that provide an overview of all our academic departments and their corresponding programs).
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4. What **measurable criteria** (lead measures) will be used to determine this project's success?
(Lead measures)
- Completion of all microsities
 - Completion of 8 department communication plans
 - Prospective students, applicants, and yield rate
 - Implementation of texting solution
 - Completion of viewbook inserts for each academic department
5. Please provide the results of your lead measures to date (either tables or charts) (Compelling Scoreboard)
- We have developed this [table](#) to track our progress regarding microsities. We are complete in terms of having completed a microsite for each academic department.
 - Concerning faculty communication plans, we have finalized 5 of the 8 (music, theater, biology, transfer, and culinary) and one is in progress (visual arts). This is proving to take a bit longer than anticipated. We plan to have these all complete by the end of this semester.
 - This cannot be determined nor evaluated until we have these new communication plans and place and implemented (we will be able to evaluate after the start of the 2016 fall semester)
 - We have implemented a new texting system – and are observing significant student response and participation (and higher rates of student communication than previous email and call campaigns). The texting campaigns are reaching 20-50% of students (depending on the campaign and target) compared to previous email (20-30%) and call campaign (10-15%) rates.
 - Viewbook academic program insert development – this is a new goal. Along with the completion of the 8 academic department communication plans, this will be the primary goal of this year.
6. What **Indicators of Success** will this project most likely impact? Please indicate whether the project will directly or indirectly impact the measure.
- 1– Persistence rate (fall to winter, part and full time (NCCBP definition), Michigan metric **Indirectly**
 - 5 – Retention rate (fall to fall for first time, degree-seeking students), **Indirectly**
 - 6 – Student engagement benchmarks (CCSSE), **Indirectly**
 - 7 – Entering student benchmarks of effective practice (SENSE), **Indirectly**
 - 7 – Entering student benchmarks of effective practice (SENSE), **Indirectly**
7. What **personnel resources** will be required to deliver the project successfully? Faculty involvement in content development and recruitment initiatives, IT involvement in completion of microsities, and Enrollment Management Staff for coordination and implementation of various communication plans and outreach initiatives. Our new goal will require collaboration and work with the Communication Department.
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8. What **additional resources** will be required to develop and/or sustain the project?

Category	Cost	Explanation (one time or recurring)	Which budget will cover these costs?
Supplies	Unknown at this time	Additional direct mailing campaigns by department	Unknown at this time
Training			
Equipment/ Software	\$6,000	Pilot year use of Text Aim cloud based software to stronger engage students in mobile/text communication	SLT Budget Request
Other	\$12-14K	Print an initial run of each academic department's viewbook insert	SLT Budget Request
TOTAL Cost Estimate	\$18-20K		

9. Will this project require any **additional budget dollars** for the 2015-2016 academic year that have not already been secured? NO Yes

If yes, please describe briefly:

10. Please provide an update for the activities you described in your spring report.

Month	Activity	Person Responsible	Current Status
July, 2014	None		
August, 2014	Microsite drafts completed, sent to academic department heads for review and sign off, and development of 2 nd level interest form (used to trigger microsites) [Complete]	Ryan N., Eric M., and Nathan H.	Complete
September, 2014	Kick off meeting under umbrella of SLT, update	All	Complete

	<p>new team members of previous Street to Complete work, seek input regarding initial plan, develop implementation timeline for academic year.</p> <p>[Complete]</p>		
October, 2014	<p>Complete microsities, 2nd level inquiry form (used to trigger department communication plans), and complete communication plans for our 8 programs</p> <p>[Delayed – complete as of March 15, 2015]</p>	All (team members assigned to specific departments)	Complete
November, 2014	<p>Launch department communication plans (Culinary, Applied Tech, Visual Arts, Business, Transfer, Biology, CIS, and Theater) [Delayed – anticipate completion by end of March 2015]</p>	Ryan Nausieda	<p>In progress – the 5 that are complete or in progress will be launched at the start of the fall as we begin our next recruitment cycle, and the remaining will be launched once complete (anticipated by the end of the fall semester)</p>
December, 2014	<p>Event planning – working with several departments to plan program specific activities for late winter/early spring [In progress]</p>	All (team members assigned to specific departments)	<p>Complete – we hosted a workforce development and training focused event. Although we had a limited response, we worked with multiple departments and targeted a new student population (previous admitted, no enrollment, no enrollment at another institution). We are currently planning</p>

			some new faculty outreach efforts (faculty outbound calling to prospective students with interest in their programs). We also collaborated on two events with other department (Nursing and Child Development)
January, 2015	Event planning – working with several departments to plan program specific activities for late winter/early spring [In progress]	All (team members assigned to specific departments)	Complete – see above.
February, 2015	Monitor and assess student data. At this point, we will be able to review the communication plans and determine the [In progress]	All	In progress – won't have the ability to full assess until Fall 2016.
March, 2015	Event Implementation – we plan to host our events during these time frames	Various – depending on departments featured	Complete (see above)
April, 2015	Event Implementation – we plan to host our events during these time frames	Various – depending on departments featured	Complete (see above)
May, 2015	We will use the end of the winter semester and beginning of summer to evaluate our efforts, assess the metrics of the campaigns, gain faculty feedback on participation and ideas for improvement, and build communication and outreach plans for the 2015-16 recruitment cycle	All	In progress – determined that we need to check against fall 2016 application, admission, and enrollment rates to determine if all of planned activities have an impact.
June, 2015			
July, 2015			

11. Provide a 12-month work plan for this project for the upcoming year:

Month	Activity	Person Responsible
July & August, 2015	Finalize new viewbook design and begin academic program insert development	Eric Mullen, Angela Salinas, Ryan Nausieda, and Communications
September, 2015	Completion of 3 final department communication plans	Ryan Nausieda and Communications
October, 2015		
November, 2015		
December, 2015	Although we will likely begin the process to develop a new viewbook insert for each academic departments as early as the middle of August, we will use this time frame to focus on the completion of these.	Eric Mullen, Ryan Nausieda, Department Heads, Communications, and other team members.
January, 2016		
February, 2016		
March, 2016		
April, 2016		
May, 2016		
June, 2016		

12. When will your Team meet? Please provide **Team meeting dates** for August 2015 to June 2016 (Create a Cadence of Accountability) - as we did this past year, we will plan to meet after each SLT meeting.