

College Action Project Worksheet for NEW CAP Projects – July 2014

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

Champion: Eric Mullen

1. Proposed CAP Team Members:
 - a. Existing S2C team members: Ann Isackson, Angela Salinas, Chloe Beighly, Jodie Wagner, Lilly Anderson, Laurie Foster, Ryan Nausieda, and Sarah Laycock.
 - b. Additionally added members: Scott Mattson
 - c. Potential members: Undecided at this time

 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 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

 4. What **measurable criteria** will be used to determine this project's success?
 - a. Levels of faculty/departmental involvement (ex. did we complete all microsites and did we achieve 8 full departmental communication plans)
 - b. Prospective students, applicants, and yield rate

 5. What **Indicators of Success** will this project most likely impact? Please indicate whether the project will directly or indirectly impact the measure.
 - a. 1– Persistence rate (fall to winter, part and full time (NCCBP definition), Michigan metric **Indirectly**
 - b. 5 – Retention rate (fall to fall for first time, degree-seeking students), **Indirectly**
 - c. 6 – Student engagement benchmarks (CCSSE), **Indirectly**
 - d. 7 – Entering student benchmarks of effective practice (SENSE), **Indirectly**
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6. What **personnel resources** will be required to deliver the project successfully? Faculty involvement in content development and recruitment initiatives, IT involvement in completion of microsites, and Enrollment Management Staff for coordination and implementation of various communication plans and outreach initiatives
7. 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			
TOTAL Cost Estimate			

8. Will this project require any **additional budget dollars** for the 2014-2015 academic year that have not already been secured? X NO ___ Yes

If yes, please describe briefly:

9. Provide a 3-month work plan for this project:

Month	Activity	Person Responsible
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)	Ryan N., Eric M., and Nathan H.

September, 2014	Kick off meeting under umbrella of SLT, update new team members of previous Street to Complete work, seek input regarding initial plan, develop implementation timeline for academic year.	All