

School Relations Program Review Action Plan

November, 2014

Goal	ST - LT	Action	Timeline	Progress	Notes
Ensure appropriate staffing for current recruitment efforts	ST	<p>Using the IBP process, request 3 new full-time recruitment staff who will do the following:</p> <ol style="list-style-type: none"> Promote the CTE programs, Enhance adult recruitment efforts, Increase Latino enrollments <p>Develop recruitment plans that will affect Fall 2016 enrollments and efforts utilizing new Ellucian Recruiter.</p>	<p>June 2014</p> <p>November 2014</p> <p>April, 2015</p>	<p>Completed</p> <p>Latino position will be hired by Nov. 15</p>	<p>Develop a Latino recruitment plan. The 2014-15 IBP request was a beginning effort to bolster recruitment efforts in a declining enrollment phase. Further development of appropriate staffing will come as we determine if an Admissions Office will be formed.</p>
Ensure appropriate staffing for current Outreach and Access efforts	<p>ST</p> <p>ST</p>	<p>It was determined that we look at making a larger separation between Outreach & Access and Recruitment areas in order to offer better staffing support.</p> <p>Using the IBP process, request 3 new full-time outreach staff to ensure increased outreach and access efforts.</p> <ol style="list-style-type: none"> Hire a full-time PACE Advisor Hire full-time Outreach Advisor Hire full-time SAT Advisor 	<p>July 2014</p> <p>October 2014</p>	<p>Completed</p> <p>Completed</p> <p>Completed</p> <p>In progress</p>	<p>A small budget was carved out for Outreach & Access. Outreach & Access staff was moved to a new location.</p> <p>Outreach Advisor was filled by current staff from another area.</p> <p>Having appropriate furnishings remains a problem.</p>

	ST	Outreach & Access staff moved to portable building.	Sept. 2014		
Consider the development of an Admissions Office	LT	Develop a college-wide task force that would consider implications and be able to make recommendations regarding the establishment of a new Admissions Office.	October 2014	Committee was formed with IT staff and staff from Student Services, on-line and SAT representation.	Eric Weber will chair the committee.
	LT	Work with the School of Applied Technology to identify how to guide future students through the application, FAFSA, orientation, testing, etc. SAT will be part of consideration as we consider implementation of new Admissions Office.	Aug 2014 – Sept 2015	On-going	New FT SAT staff will be hired to market programs. SAT will be on committee to consider new Admissions Office. Need to consider how this will affect current staffing. This will also affect Outreach & Access.
	LT	Examine current practices of other state admissions offices. Consider organizational structural models.	November 2014	Committee will gather info and look at a variety of org charts.	There are several models to consider. IBP Request will need detailed work if remodeling is to take place for 2015-16.
	ST	Committee will recommend potential models. This will be crucial. Questions are whether we separate processing from recruitment; Also issues of the alignment of Outreach & Access.	Dec. 2014	Committee will make recommendations	Discussions with staff members need to take place. Submit to HR any new job descriptions for cabinet approvals.
	LT	VP needs to consider committee recommendations and then decide regarding implementation of Admissions Office and possible IBP request.	Feb. 2015	On-going	If approved, consult with Malin to determine space needs for IBP .
		Finalize Organizational recommendations and	Feb. 2015		

		<p>firm up budget request.</p> <p>Plan realignment of services and staff for new Admissions area. And write new job descriptions</p> <p>Develop a plan that will detail physical space requirements.</p> <p>Remodel should begin</p> <p>New space available</p> <p>New Admissions Office space functional</p>	<p>April-June 2015</p> <p>May, 2015</p> <p>November, 2015</p> <p>March. 2016</p> <p>March 2016</p>		
Evaluate department name	LT	A new name for the Office of School Relations that is more inclusive of the work that is conducted is needed. Suggestion is Prospective Student Services. This may also involve establishing or possibly the reorganization of School Relations to be incorporated in to Admissions. Depending on the outcome of creating an Admissions Office, this may be a moot point.	Review May 2015	In Progress	Establishment (or not) of a new Admissions Office will have an effect on this issue.
Train and assess student ambassadors	ST	Develop consistent training plan for all incoming ambassadors	August 2014	Completed	School Relations has had significant turn-over this year. The staff member who was managing the ambassador program has left the college.
	LT	Provide training prior to the start of the Fall 2014 semester Strategic training to include measurement of learning outcomes	August 2014	Completed	
	LT	The college is reviewing all tuition waiver programs and this could impact the future of the ambassador program	June 2014	On-going review	

	ST	Current ambassador team reflects increased diversity	May 2014	Completed	
Implement a more robust prospective student database and process that incorporates data sharing with internal partners.	LT	College-wide work committee will begin to look at business processes and implementation of Ellucian Recruiter which will affect admissions application processes.	October 2014	In Progress	Committee members representing a variety of student services areas including SAT, IT, IM, F/A,
	LT	Ellucian Consultant will be hired to assess business practices.	December 2014	In Progress	Ellucian will mostly affect Fall 2016 application process and communication plans.
	LT	Ellucian Recruiter implementation begins. As implementation is begun, all prospective touch points will be considered so that prospects are not lost.	January - Sept. 2015	In progress	School Relations will continue to run the 3 rd party database while Ellucian begins to operate for Fall 2015.
	LT	A new admissions application will be developed utilizing Ellucian Recruiter.	Jan – Sept. 2015	New app should be in use for Spring 2016 class.	
	LT	There will need to be a side-by-side running of Ellucian and our own internal database for this next year.	October 2014-June 2015		Testing will take place during Summer.
	LT	We anticipate that we will use Ellucian for prospects beginning with a trial run of the ACT Spring 2015 data.	May, 2015		The expectation is that Ellucian Recruiter will be able to offer better communication with prospective students at multiple, increasingly automated, touch points.
	LT	All prospective students' information is to be entered into the Ellucian Recruiter database. This will ensure consistent messaging without duplication to prospective students. This will also ensure that prospective contact information is not lost at various contact points throughout the college.	Sept 2015	Ellucian Recruiter will impact Fall 2016 enrollment efforts	
	LT	Purchase a 3 rd -party ACT database existing of juniors. State-wide test is taken in March of 2015. Continue to purchase other 3 rd party lists.	Spring 2015		Estimated cost is \$10,000.

	LT	Develop on-going relationship with school districts to secure student data. Annual Principals Meeting should be able to assist with this relationship.			Estimated cost is \$5,000.
	LT	Train all outreach and recruitment advisors on and others who see prospects on entering student information into Ellucian Recruiter database and extracting needed reports. Train all “points of contact” in this new procedure.	Summer 2015, Amend and retrain each subsequent summer		This is extremely challenging because of FERPA and will require constant collaboration; however, because of recent availability of data from ACT state-wide testing, this may not be an issue. Ellucian may provide support for this.
	LT	Utilizing Ellucian Recruiter, new communication plans will need to be developed.	2015		Apart from typical prospective communication, this flow should be in conjunction with I/M. Collaborating with multiple entities that send out any communications to newly applied students.
Strengthen relationships with high school counselors to include pathway options.	LT	School Relations has hired new CTE recruitment advisor and SAT outreach advisor to promote programs to high school level counselors and community.	October 2014	Completed	
	ST	Provide a counseling conference for high school counselors and have SAT and CTE participate.	March 2016	On-going	We have new staff that can assist in this effort. We have many new updates in both of these areas.
Develop programming that encourages college and career planning	LT	Work with Institutional Marketing to ensure Explore SLCC Night, StepAhead nights are advertised to the greater community, radio, and social media. Partner with UHEAA for FAFSA nights at SLCC	January 2015	Scheduled	Department needs to determine best way to offer families evening events that encourage college knowledge activities.

for prospective students and their families	ST	Outreach and Access continues to support night events that involve the families and communities.	June 2015		There has been an increase of staff support for this area to reflect the importance on outreach & access efforts.
	LT	Develop an Outreach Recruitment Plan that outlines efforts with alternative populations to include refugees, early outreach, alternative schools, young parents, families. Align efforts with core values.	June 2016-April 2017		Diana Bevan should lead this effort.
Greater collaboration with community partners.	LT	We will participate on community committees that have a specific area that might align with our purposes of outreach and recruitment. For each event the committee will have a defined purpose and objective that will align with core values.	June 2015		This should be DWS, Voc. Rehab, IRC, U of U Neighborhood Partners, Catholic Communities, Refugee Services, Indian Affairs, etc.
Disseminate educational information to refugee and immigrant populations and community support groups.	LT	Utilizing Outreach Plan, continue to develop relationships with individual schools, school districts and Utah State Office of Refugee IRC and Dept. of Workforce Services to develop collaborative relationships that serve this population.	Develop plan July 2015. Utilize Ellucian to assist with management beginning Sept. 2015	On-going	Get with SLL to determine collaborative club possibilities.
	LT	Work with various stakeholders to establish and provide support to a Refugee Club within the college.	2015		Staff leader could come out of Diana's office.
Greater collaboration with IM to ensure that the	LT	Utilizing Ellucian recruiter will enable an appropriate planned communication flow.	2016	On-going with Institutional Marketing	Need to coordinate efforts with IM team and Ellucian team to make this happen.
	ST	Collaborate with Institutional Marketing for	2015		This also involves IT from Ellucian to make sure that comm flow will work.

marketing materials are designed to reach appropriate populations.		developing messaging/materials that are designed for targeted groups		On-going	
	ST	Develop new and updated view book that will be distributed to high school students and counselors. New Banner Stands with new messaging will be designed to match view book.	June 2014 November 2014	Completed Completed	Collaborated with I/M to get this done.
Suggest changes to the existing website that will ensure that prospective students can navigate the site to apply and enroll.	LT	Work with Institutional Marketing to develop materials that are not only engaging, but informational and provide direct location of where to get specific information on web. A new viewbook and other materials were developed in coordination with IM.	Aug. 2014	Completed	I/M coordinated with our staff to determine best new viewbook.
	LT	A new RFP for Institutional Marketing to update the college website was submitted.	October 2014	On going	Need to collaborate with IM because of reworking of website. Work with Ellucian Committee for seamless transition.
	LT	Institutional Marketing controls department website development.			Sara Reale in IM will coordinate
	LT	Steps from admission to enrollment are found on the future student website managed by Institutional Marketing. Coordination will need to take place as we implement Ellucian Recruiter. IM staff will be on implementation committee. Recommend we add a new "virtual tour" of campus	Sept. 2015	On going	Melanie Hall with IM has been assigned to manage all recruitment efforts.
	ST	Need to add social media, Youtube videos for event advertising. This is managed by Institutional Marketing.	September 2015	On-going	Coordinate ideas with Sarah Reale Meet with Sarah Reale.
Increase recruitment efforts with adult learners that include	ST	Work with V.P. to establish a formal definition of what constitutes an adult student and ensure that all departments are aware of the	February 2015		Need standard definition of a non-traditional adult student and how does the LDS missionary experience fit in. May need to consider deferred admissions for

Hispanic/Latino(s), refugee, and immigrant populations.		definition. This question needs to be answered with the implementation of Ellucian Recruiter.			returning LDS missionaries. Largely this affects scholarship awards. Discussion is needed as we implement Ellucian.
	ST	Hire new advisor for Adult recruiting	September 2014	Completed	
	LT	Purchase 3 rd party lists for this population.	Jan, 2015	On going	
	LT	Utilizing new SAT recruiter and Outreach staff, coordinate recruitment at adult education schools and community events with new Adult Advisor.	Jan. 2015	On going	
	LT	Adult recruitment plan will be implemented academic year 2015-2016. A marketing plan will be completed.	June 2015		Estimated cost is \$5,000
	LT	Many of the prospective adult learners are within the Hispanic/Latino (a) and refugee populations. Collaboration will take place between the adult recruiter, CTE Recruiter the Hispanic/Latino (a) recruiter and SAT Outreach Advisor. A marketing plan will be developed in collaboration between School Relations and Institutional Marketing.	Begin collaboration May, 2015 Develop plans by June, 2015	On-going	Lucian Recruiter will assist with streamlining this effort. Will need to collaborate with SAT staff to make sure flow is smooth for recruiting. SAT area will have many changes by Sept. 2015 that will positively affect enrollments in this area.
Add staff to other locations to assist prospective students	LT	We will consider requesting new funding as part of potential Admissions Office implementation for IBP 2015-16 for site support and coverage. This will be part of consideration of forming a new	October, 2014 Committee established to consider Admissions Office.		Collaborate with site directors to determine needs.

	ST	admissions office. Assign recruitment and outreach advisors a defined territory or population	January 2016	On-going	Helps better align recruitment and outreach staff responsibilities with overall strategic priorities of the College.
	LT	Develop metrics for fairly assessing performance of recruitment and outreach advisors based on their territory/population assignments.	May 2016-Mar 2017		
	LT	Mesh performance metrics into advisor responsibilities with reporting via Recruiter	Summer 2017		
Collaborate with other departments and committees to develop a Strategic Enrollment Management effort.	LT	With the potential development of an admissions/prospective student services office, the institution should be able to develop an SEM approach to enrollments. This will involve collaboration across the college and implementing new processes and increase communications and data sharing.	May 2015 – Gather SEM committee together to develop a plan for Fall 2016 utilizing the new Ellucian Recruiter.	On going	
Develop training plan for all current and future school relations employees and ambassadors that includes a greater understanding of diversity.	LT	Training as a means of understanding the choice of language. Change from terms that are viewed negatively to those that are more affirming. Updated training sessions have been completed for current staff. This is to become part of team retreat for Spring 2015.	April 2015	on-going	Staff are the face of SLCC to the communities they touch. We need to ensure they put our best foot forward.