

# College Action Project Worksheet for CAP Projects – March 18, 2016 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. Malinda Powers, Communications

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. 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 microsites
  - 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)
- Completion of all microsites - We have developed this [table](#) to track our progress regarding microsites. We are complete in terms of having completed a microsite for each academic department. We continue to work with Media to complete a video for each microsite.
  - Completion of 8 department communication plans - [UPDATE] Concerning faculty communication plans, we have finalized 6 of 8 (music, theater, biology, transfer, culinary, and exercise science) and 5 are in progress (visual arts, English, Foreign Languages, Computer Information Systems, and Business). This is proving to take a bit longer than anticipated. We plan to have these all complete by the end of this winter semester, so they are fully in production for the next full recruitment cycle in September 2016.
  - Prospective students, applicants, and yield rate - 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)
  - Implementation of texting solution - 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.
  - Completion of viewbook inserts for each academic department – [UPDATE] - Viewbook academic program insert are in development. Along with the completion of the 8 academic department communication plans, this will be the primary goal of this year. We have 7 completed at this time, and plan to complete the other department by the end of the summer.
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 microsites, and Enrollment Management Staff for coordination and implementation of various
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communication plans and outreach initiatives. Our new goal will require collaboration and work with the Communication Department.

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?                    X NO                    \_\_\_ Yes

If yes, please describe briefly:

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

Month	Activity	Person Responsible	Status as of March 2016
July & August, 2015	Finalize new viewbook design and begin academic program insert development	Eric Mullen, Angela Salinas, Ryan Nausieda, and Communications	Complete
September, 2015	Completion of 3 final department communication plans	Ryan Nausieda and Communications	Complete
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.	In progress – to date, the following inserts have been completed,
January, 2016			
February, 2016			
March, 2016			
April, 2016			
May, 2016			
June, 2016			

11. When will your Team meet? Please provide **Team meeting dates** for August 2015 to June 2016 (Create a Cadence of Accountability) - [UPDATE] we have not met in a couple months. Instead, we have been working individually and in small teams on the objectives we have established. We will be calling a full group meeting in mid-May to provide updates and gather team feedback.

12. Please check the response below that best describes this project:

This project will be completed by July 31, 2016 and should be closed

This project will be continued for the 2016-2017 academic year

The current activities for this project will be completed by July 31, 2016, but the CAP will continue for next year with additional initiatives

13. What **new CAPs** would your CAP team suggest as natural next steps to your current project?