## **RECRUITMENT TASK FORCE**

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# SILOS:

- STUDENT SERVICES
- ACADEMIC AFFAIRS
- MARKETING AND COMMUNICATIONS
- INSTITUTIONAL RESEARCH/

INSTITUTIONAL EFFECTIVENESS



## RECRUITMENT TASK FORCE SUBCOMMITTEES:

- PRE-ENROLLMENT PIPELINE
- INTERNATIONAL RECRUITING



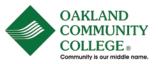
DECEMBER REPORT WITH RECOMMENDATIONS ON:

- TOOLS AND TECHNIQUES
- TARGET MARKETING
- OUTREACH
- THE ON-CAMPUS EXPERIENCE



## MYTH #1: THE TASK FORCE IS FIXING THE 13% DECREASE IN ENROLLMENT

• NO: WE ARE LOOKING AT THE TOOLS AND TECHNIQUES OF RECRUITMENT AND WILL MAKE RECOMMENDATIONS IN THAT ARENA.



#### MYTH #2: THE TASK FORCE IS PREMATURE BEFORE COLLEGE PRIORITIES ARE CLARIFIED.

 NO, WE ARE FOCUSED ON TOOLS AND TECHNIQUES SO AS TO BE READY TO TAKE TARGETED ACTION – MARKETING AND RECRUITMENT – ONCE THEY ARE CLARIFIED.



## MYTH #3: WE DON'T CARE ABOUT OUR K-12 PARTNERS.

 NO, THE NEW STYLE OF RECRUITING BRINGS STUDENTS TO CAMPUS, NOT THE REVERSE. AS WE TRANSITION WE HAVE VOLUNTEERS ATTENDING SOME COLLEGE FAIRS.



## THANK YOU FOR YOUR TIME!

