

**SUPPORT SERVICES ADMINISTRATIVE REVIEW:
OFFICE OF STUDENT RECRUITMENT AND
OUTREACH SERVICES**

2002-2003

Prepared by:

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Coordinator Of Student Recruitment and Outreach**

MISSION OF SUPPORT SERVICE UNIT

The Office of Student Recruitment and Outreach Services is a department within the Division of Student Development. The unit purpose is to provide information to prospective students that will increase their awareness of the educational opportunities available at Del Mar College and maximize student access to programs and services.

The Office of Student Recruitment and Outreach Services is dedicated to maximizing student access to Del Mar College programs through a comprehensive, unified approach to attracting new students. This department believes that all persons regardless of age, gender, or ethnicity should be provided the essential information necessary to access and enroll in the College's programs. Finally, this department believes in and affirms an approach whereby relationship-building with prospective students is the best way to enhance new student enrollment. The purposes of the department are:

- To provide essential information about the College, its policies, procedures for admission, and enrollment to prospective students.
- To provide the essential information and promote the College's program in a clear, concise and timely manner.
- To make vital college information available to the community through a variety of strategies that include print, mail, telephone and personal contacts.
- To work in a collaborative and professional manner with the college community, viz., faculty, staff, and current students, in attracting new students.
- To foster awareness and support a culture of higher education through outreach activities such as presentations or displays throughout the College's service area.

SERVICE UNIT GOALS

The following are the unit goals first developed for the Office of Student Recruitment and Outreach in April 2000.

Goals	Assessment Method
1. Conduct recruiting visits to high schools in the Del Mar College service area during the academic year to provide admissions and financial aid information, and to promote the College's programs to prospective students	At least 35 recruitment visits to high schools will be conducted annually.
2. Recruit nontraditional students from GED programs sponsored by Del Mar College, CCISD, and community-based organizations.	At least 8 recruitment visits will be made annually to GED programs in the service area.

Goals	Assessment Method
3. Participate in College, Financial Aid, and/or Career Days in the Del Mar College service area to provide prospective students with information on admissions, financial aid, and the College's programs.	At least 8 College, Financial Aid and/or Career Fairs will be participated in annually by the student recruitment staff.
4. Implement a direct mail campaign to provide prospective students with information on admissions, registration dates, and the College's programs.	<ul style="list-style-type: none"> • A minimum of 3700 prospective students will receive direct mail information about the College. • 70% of students will agree that information from the recruitment staff influenced their decision to enroll. • 70% of students surveyed will agree that the mail received from the College before enrollment was clear and concise.

Copies of unit plans and assessment of unit plans are attached. Since this is a fairly new department, the first unit plans were developed in June 2000. Hence, the attached documents cover 2000-2001 and 2001-2002.

EVALUATION

The primary method of assessing the success of the unit's services are the assessment of unit plans. Also, an annual report which documents the outcomes for the internal goals and performance objectives is developed and submitted to the Dean of Student Development. The recruitment and outreach activities for the reporting period were implemented within the context of a Recruitment Plan developed in October 2001. This plan provides a framework for recruitment and outreach activities.

The following is a summary of the outcomes for each strategy. In general, there were twenty-nine (29) performance objectives in the plan. Twenty (20) or 70 % of the objectives were completed, partially completed, or exceeded the planned outcomes. Objectives whose status is reported as pending will be reviewed and/or incorporated into next year's plan.

STRATEGY I: Personal Contacts With Prospective Students

Goals	Performance Objectives	Outcomes
To conduct recruitment and outreach visits to high schools within the service area.	Visit twenty-two (22) high schools for a total of 44 visits that will result in 700 contacts.	Visits were conducted at 28 high schools for a total of 80 visits that resulted in 1,751 contacts.
To conduct recruitment and outreach visits to middle schools within the service area.	Visit three (3) middle schools for a total of 3 visits that will result in 100 contacts.	Visits were conducted at 4 middle schools that resulted in 245 contacts.
To assist with/ or support campus tours.	Assist/ or support conduct 15 campus tours for a total of 500 contacts	43 campus tours were conducted for a total of 2,594 contacts. Of these tours, SRO staff conducted 4 tours for a total of 175.
To assist with / support financial aid workshop sessions.	Assist / support three (3) financial aid workshop sessions for 300 prospective students and their families.	Assisted/ supported 5 Financial Aid workshops, presentations or other related-activities for 142 prospective students and parents.
To plan and host College preview day for high school students	Plan and host a college preview day for 300 high school students	Planned and hosted a college preview day for 79 high school students (Ray TEXAN Day) Also participated in a west campus college/ career day for 600 high school students.
To Participate in regional college & career fairs in order to promote the College	Participate or coordinate participation in eight (8) financial aid, college and/ career fairs which will result in 970 contacts.	Participated or coordinated participation in 11 college and/ or career fairs which resulted in 2,070contacts.
To conduct recruitment and outreach visits to nonhigh school sites which serve nontraditional prospective students.	Conduct a total of 6 recruitment visits to 3 non-school sites that serve nontraditional prospective students. These visits will result in 100 contacts.	Conducted or supported 12 recruiting visits to 5 non-school sites with a total of 819 contacts.

STRATEGY II: Marketing (Mail) To Prospective Students

Goals	Performance Objectives	Outcomes
To refine a written communication system/ process that targets prospective students. This system will provide students with essential information such as: -testing dates, admissions procedures, financial aid deadlines, registration dates.	Refine a written communication system that targets and contacts prospective students by developing a annual marketing calendar. With timeframes and deadlines and an outline of proposed text.	Ongoing
To develop a database of high school seniors from the service area who will receive enrollment information throughout the academic year.	Obtain a database of 2500 high school seniors in the service area.	Developed a database of 2331 high school seniors in the service area.
To obtain a database of nontraditional prospective students to include applied- but- never enrolled and GED students.	Obtain a database of 2500 prospective nontraditional students which will include GED graduates, and students with applications who never enrolled	Obtained a database of 235 prospective nontraditional students. These were GED students.
To market via mail, the College to prospective students as it relates to essential information such as: -testing dates, admissions procedures, financial aid deadlines, registration dates.	Market the College via 13 mailings that will result in 32, 500 contacts.	Conducted 13 mailings that resulted in 23,513 contacts.
To develop a recruitment and outreach newsletter and to mail it out twice during the academic year.	Develop a newsletter by February 28 and mail in April and July.	Not completed for the period of this report. Will be part of the 2002-2003 plan.

STRATEGY III: Coordination and Support of Recruitment Efforts by Faculty and Staff

Goals	Performance Objectives	Outcomes
To conduct recruitment and outreach update meetings for faculty.	Conduct two recruitment and outreach update meetings for faculty. Five faculty will attend each session.	Conducted two recruitment and outreach update meetings for faculty. Five staff and faculty attended the first session. One faculty member attended the second update.
To develop and share a recruitment and outreach annual report with faculty and staff. Also, to develop and share a recruitment resource guide with faculty and staff.	Develop a recruitment annual report and resource guide, and share with faculty and staff.	Developed an annual report and shared with faculty, support services staff and directors, and College administrators.

STRATEGY III : Coordination and Support of Recruitment Efforts by Faculty and Staff		
To develop a web site for the purpose of sharing recruitment and outreach information with prospective students and the college community.	Develop a student recruitment web site for the purpose of sharing recruitment and outreach information with prospective students and the college community.	Developed a student recruitment web page designed to provide recruitment and outreach information to prospective students.
To develop a system for referring request for information cards to the appropriate departments	Develop a system for referring request for information cards to the appropriate departments	Pending final development
To provide assistance to College departments /programs in the form of guidance and support of their recruitment efforts.	Provide assistance to 23 College departments /programs in the form of guidance and support of their recruitment efforts. This will result in 14,200 contacts.	Provided assistance to 29 College departments /programs in the form of guidance and support of their recruitment efforts. This resulted in 16,700 contacts.
To facilitate or support faculty presentations to prospective students	Facilitate or support ten faculty presentations to prospective students. This will result in 100 contacts.	Facilitated or supported 9 faculty presentations to 830 prospective students
To coordinate and link with the recruitment and outreach activities of various student services departments.	Coordinate and link with the recruitment and outreach activities of various student services departments. This will result in 5100 contacts.	Coordinated and linked with the recruitment and outreach activities of various student services departments, such as Financial Aid, Counseling Office, and Student Activities. This resulted in making 5,586 contacts

STRATEGY IV: Recruitment & Outreach at Community-Based Organizations and /or Public School Events to Provide Information to Prospective Students		
Goal	Performance Objectives	Outcomes
To recruit and outreach at community- based organization and/ or public school events to provide exposure to or information about the College to traditional-age students.	Recruit and outreach at four (4) community- based organization and/ or public school events to provide exposure to or information about the College to 300 traditional-age students.	Recruited and outreached at twenty-nine (29) community- based organization and/ or public school events to provide exposure to or information about the College to 2,883 traditional-age students.
To recruit and outreach at community- based organization and/ or public school events to provide exposure to or information about the College to nontraditional traditional-age students.	Recruit and outreach at two (2) community- based organization and/ or public school events to provide exposure to or information about the College to 200 traditional-age students.	Recruited and outreached at nine (9) community- based organization and/ or public school events to provide exposure to or information about the College to 822 traditional-age students.

STRATEGY IV: Recruitment & Outreach at Community-Based Organizations and /or Public School Events to Provide Information to Prospective Students

To host an informational workshop for school district counselors and administrators.	Host an informational workshop for area high school counselors and administrators. Twenty (20) school district personnel will participate.	A Division of Student Development informational luncheon was conducted through this department. Thirty-five (35) high school counselors and educators participated.
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STRATEGY V: Telecounseling Program For Prospective Students

Goals	Performance Objectives	Outcomes
To research a pilot telecounseling program that systematically responds to and follows- up on the inquiries of prospective students.	Research a pilot telecounseling program that systematically responds to and follows- up on the inquiries of prospective students.	Pending. New SIS system is scheduled for implementation in the Fall of 2004. New goals and objectives under this strategy should incorporate a plan designed to take advantage of the follow up capabilities of that system.
To develop a script for student callers to use as they contact prospective students.	Develop and complete a script by July 30.	Pending development of the above objective.

STRATEGY VI ASSESSMENT OF 2000-2001 RECRUITMENT AND OUTREACH ACTIVITIES

Goals	Performance Objectives	Outcomes
To develop a survey instrument to measure effectiveness of departmental and institutional recruitment and outreach activities that were implemented during the 2000-2001 academic year.	The survey instrument will be developed by November.	Not completed
To identify a sample of First-Time-In-College cohort for Fall 2001.	The cohort will be identified by November.	Pending completion of the above
To survey 480 students.	Students will be surveyed in December	Pending completion of the above
To attain a respondent rate of 50%.	All responses will be collected by January	Pending completion of the above
To compile, analyze and use findings to modify or adjust recruitment and outreach services as needed.	Findings will be compiled and analyzed by March. Any required adjustments will be made to the current recruitment program where possible. These findings will be incorporated for planning the 2002-2003 plan.	Pending completion of the above

STRATEGY VI ASSESSMENT OF 2000-2001 RECRUITMENT AND OUTREACH ACTIVITIES		
To report survey findings in the annual report.	Survey findings will be reported in September 2002	Pending completion of the above

SERVICE UNIT FUNCTIONS

The principal functions and activities performed by the Office of Student Recruitment and Outreach include:

Recruitment Visits to Area High Schools

Student recruitment staff conduct regular, scheduled visits to area high schools to provide information about the college and its policies. Many of these visits consists of setting up a college display to distribute information and talk with students. Whenever possible recruitment staff conduct one-on-one or classroom admissions sessions. Staff also routinely attend school career days to provide essential College information.

Recruitment Visits to GED Centers

Student recruitment staff conduct recruitment and outreach visits to GED centers/ programs in the service area. Many of these students plan to continue their education by enrolling at area institutions of higher education. These centers are an important source of new student enrollment for Del Mar College. Students at these locations are provided essential enrollment information including admissions, testing, and financial aid information.

Assisting with Campus tours

Recruitment staff support the Office of Student Activities for, and whenever possible conduct, student tours of the Del Mar campuses. Student groups range from elementary to high school-age students.

Participating in Regional College/Financial Aid Fairs

College fairs are venues that provide an opportunity for student recruitment staff to connect with students (and their parents) from most of the schools in the College's service area. SRO staff participate in and provide support for these events every year.

Developing and Implementing Partnerships with Area High Schools

Partnerships with selected area high schools (Moody High School in the CCISD and West Oso High School in the West Oso ISD) are important strategies designed to increase the participation rates of high school graduates.

These high school were selected on the following bases:

- both schools have significant Hispanic and African-American student populations
- both schools have participation rates lower than that of schools of similar size or minority-to-majority ratios

Partnering with other area institutions of higher education is an essential component of this function. For example, the Moody High School partnership is part of a larger collaboration with other area institutions (viz., TAMU-CC and TAMU-K).

Marketing to Prospective Students

This function involves a written communication system for high school students, GED graduates, and other prospective students. Key pieces of information such as test dates, financial aid deadlines, admissions information, and registration dates are provided to these prospective students throughout the academic year. The action plans include:

- a annual mail campaign (a combination of direct and bulk mail) with timely information pieces throughout the academic year
- development and use of a student database from request for information cards collected at high schools, GED centers, college fairs, and other recruitment venues
- E-mail responses to online student inquiries

Coordination and Support of Recruitment and Outreach Efforts by Faculty and Staff

The aim of this function is to foster a unified institution wide recruitment effort and to link student services and faculty recruitment efforts. This is accomplished by sharing information, coordinating, supporting, and monitoring departmental recruitment initiatives. The activities in this strategy include:

- Office of Student Recruitment and Outreach updates for faculty.
- coordination by Office of Student Recruitment and Outreach of instructional/faculty participation at area career fairs (e.g., South Texas Career Expo, Alice High School Career Night)
- technical support (e.g., information sharing on recruitment strategies for departmental recruitment) and materials support (e.g., view books, postcards, and some promotional items) for the individual recruitment efforts of college departments.

Conducting Recruitment and Outreach at Community-Based Organization and/or Public School Events

Under this function, the Office of Student Recruitment and Outreach participates in community-based events sponsored by such groups as the LULAC National Educational Service Center, University Outreach, and Texas Workforce to provide a variety of College awareness, admissions, and registration information to prospective students. This strategy also targets after- school events such as parent nights, senior night, or 9th grade orientations. Additionally, the Office of Student Recruitment also coordinates and co-facilitates presentations with Office of Financial Aid staff at these events.

Developing and Maintaining Web-based Information and Assistance

The Office of Student Recruitment recently (May 2002) developed and implemented a Student Recruitment Web page. The Web page has contact information for the office (including an E-mail address) to answer student inquiries. The Web page also has links to other student services Web pages (such as Admissions and Financial Aid). The web page has additional links to a number of valuable Internet resources for financial aid assistance, scholarship search, and college search. The purpose of this strategy is to provide electronic access to college information which would facilitate transition to Del Mar College specifically, and higher education in general.

Providing Information Updates for Area High School Counselors

Area high school counselors are invited annually to the College campus to attend an information update. Counselors are provided information on some of the latest developments at the College which could help them advise their students. Topics such as accessing the Del Mar Web site, dual credit enrollment, scholarship and financial aid opportunities, and learning communities have been presented. Additionally, area school counselors are contacted regularly by student recruitment staff, both formally (postcards, letters) and informally (office visits, phone calls and E-mails) to appraise them of new developments (programmatic or procedural) at the College. Area school counselors are also provided regular "reminders" on such matters as admissions and registration dates, and financial aid priority deadlines.

The Office of Student Recruitment became operational in stages starting in January 2000. This unit did not become fully operational (see Personnel) until June 2001. Hence, the table below represents outcomes for the past three years. Further, the total number of contacts reflects, the contacts directly made by SRO staff or through faculty/staff efforts supported by the Office of Student Recruitment.

	1999-2000	2000-2001	2001-2002
I. Total recruitment and outreach contacts	28,668	64,369	53,292
1. Personal	8,231	21,950	22,279
2. Mail	20,437	42,419	31,013
II. Inquiries	na	184	343
III. Admissions Applications (generated by SRO)	na	na	92
IV. Other recruitment efforts & outcomes			
1. Recruitment & outreach visits /contacts at schools (w/ students & school staff)	47	70	84
2. Recruitment & outreach activities at special events at public schools/ agencies	53	23	38
3. Regional college /career fairs	3	9	11

	1999-2000	2000-2001	2001-2002
4. Group presentations/ workshops related to admissions, financial aid, or other essential college information	21	41	38
5. Additional Marketing & Recruitment Activities (special; e.g., luncheons, receptions, press conferences, campus-based events, etc., which presented a recruitment and outreach opportunity for the College)	16	16	26
6. Mail outs	10	13	13
7. Campus tours for prospective students	31	47	43

SERVICE UNIT CLIENTELE

The Office of Student Recruitment provides services primarily to prospective students (or with a key influential such as a parent, spouse, other family member, counselor, teacher, peer, caseworker who might influence his or her decision to enroll at Del Mar) at high schools, GED centers, and other sites (and events) in a legislatively-designated area which covers a five (or more precisely four and a half) county area which includes: Nueces, San Patricio, Aransas, the eastern half of Kleberg, and Kenedy counties.

This unit also supports departmental and program marketing and recruitment efforts by supplying informational (view books , postcards, DMC envelopes) and some promotional (pens and pencils) items for their departmental or program-specific marketing and recruitment efforts. By facilitating departmental efforts through the provision of the above, we are not only helping them meet individual enrollment goals but by extension fulfilling our mission of optimizing student enrollments for the institution as a whole.

Approximately 90 % of the unit's services directly targets the prospective student while the remaining 10% of the services are provided to high school counselors, faculty, and staff. The diverse characteristics of the people and context this office works with and within, viz, students, counselors, faculty, parents, high school, college fairs, college campus etc., requires that services are delivered in a ways that are adapted to the individual and situation.

PERSONNEL

The office is currently staffed by a permanent full-time coordinator and recruiter, and a part-time student assistant. Both the coordinator and recruiter are APT positions. The coordinator position requires a masters level degree, while the recruiter requires a bachelors level degree.

When this unit was originally developed, a full-time secretary position was assigned. However, an office support person has yet to be assigned or hired to work directly in this office. Therefore, a full-time clerical support person who reports directly to the Office of Student Recruitment and Outreach is needed.

PROFESSIONAL ACTIVITIES

The Office of Student Recruitment and Outreach staff belong to the following professional organizations:

- American Association of Registrars and Admissions Officers (AACRAO); coordinator
- Texas Association of Registrars and Admissions Officers (TACRAO); coordinator and recruiter)
- National Association of College Admissions Counselors (NACAC); recruiter
- Texas Association of Chicanos in Higher Education (TACHE); coordinator
- National Coalition Building Institute (NCBI); coordinator

This department received recognition from the Board of Regents for its work on the Del Mar Now T.V. Program.

Over the last three years Student Recruitment staff have been involved in the following projects:

- Development of the Student Recruitment Plan Outline for a Coordinating Board site visit
- Development of the College's first Student Recruitment Plan
- Development of the College's Recruitment and Retention Strategic Plan
- Implemented Collaborative Agreement between the College, TAMU-CC, TAMUK, and the Corpus Christi Independent School District to increase the college-going rate of Moody High School students
- Development of a Partnership Agreement with the West Oso Independent School District to increase the college going rates of their graduates
- Participation in a faculty/staff focus group that reviewed and provided input for the new generation of marketing publications
- Development of the core content for the College's new companion publication piece
- Coordinated initial project activities for the Del Mar NOW T.V. program; developed project proposal and presented to president's staff
- Developed and implemented Partnership Agreement with University Outreach (a local community-based organization) to co-sponsor joint college information and application nights for area high school students
- Development of the College's first Student Recruitment web-page
- Participated in the training by the Chamber of Commerce for the Texas Scholars Program

PROFESSIONAL DEVELOPMENT

In addition to co-facilitating a number of prejudice reduction workshops and pre-enrollment presentations over the past three years, Student Recruitment staff have attended and participated in the following professional development activities annually:

- Strategic Enrollment Management Annual Conference (AACRAO)
- Enrollment Management Institute (AACRAO)
- Student Retention Annual Conference (Noel-Levitz)
- NACAC National Conference
- Annual Recruitment and Retention Conference (Coordinating Board)

FACILITIES AND EQUIPMENT

Office space in general, and work space for the recruiter specifically, is barely adequate for the essential functions of this office. Room for storing essential office supplies, promotional, and marketing materials is minimal. The present office space for this department was originally configured for another unit and therefore has limitations. Equipment required for the basic recruitment and outreach activities performed through this office is likewise minimally adequate.

Any growth in the structure and function of this office beyond its current capabilities would require additional funding and space. However, due to institution-wide budget constraints and limits on office space campus-wide, it is unrealistic to expect change in this situation in the foreseeable future.

BUDGET AND EXPENDITURES

Budgets for 2000-2001 and 2001-2002 are attached. There is no budget attachment for 1999-2000 because an account was not set up for this department when it began operations during that period (operating funds for 1999-2000 were drawn from several budgets within the Division of Student Development).

ACCREDITATION

NA

SERVICE UNIT EVALUATION SUMMARY

In summary, the strengths of this unit are:

- a structured and planned method of conducting recruitment and outreach activities
- high degree of recruitment and outreach activity in the high schools
- high degree of recruitment and outreach activity at special school and public agency events
- a schedule of mailings to prospective students with essential enrollment information
- a network of working relationships with area schools and agencies that serve our prospective students

Areas of relative weaknesses include:

- inadequate method of measuring unit success
- incomplete database of area high school seniors
- lower degree of recruitment and outreach activity at GED centers
- incomplete coordination between faculty recruitment efforts and this office
- lack of a follow-up and tracking system to influence new student enrollments
- lack of resources(space, funding, and staff) to develop and implement a follow-up and tracking system

Recommendations to enhance the functioning of this department include:

- review and revise unit goals to expand or redefine the Student Recruitment Office's charge to emphasize its outreach purpose and function
- increase the number of college visits and presentations to local GED centers (e.g. West Campus GED).
- increase the database of high school seniors from our taxing district for marketing to prospective students.
- conduct survey research targeting First -Time-In-College students to assess the effectiveness of recruitment and outreach activities.
- continue development of a web site for informational and reporting purposes to better coordinate faculty and SRO recruitment efforts
- develop, mail and/or post on the web page, a periodic newsletter for prospective students
- improve coordination of recruitment efforts between this office and other Student Development departments through development and implementation of an enrollment management committee .
- funding to develop a follow-up and tracking system for student inquiries and applications.
- assignment of a clerical support person who reports directly to Office of Student Recruitment.

UNIT PLANS & ASSESSMENT OF UNIT PLANS

Del Mar College
Institutional Effectiveness Unit Plans
2000-2001

1. Unit: Office of Student Recruitment and Outreach Services	2. Division: Student Development								
3. College Mission Addressed: To expand the dimensions of personal, social, ethical, development, and cultural development, and to develop qualities essential to good citizenship.									
4. Unit Purpose: To provide information to prospective students that will increase their awareness of educational opportunities available at Del Mar College and maximize student access to programs and services.									
5. Link to Strategic Plan: Goal # B Objective # 1 7. Link to Unit Goal # 1 OR Student Learning Objective #	6. Proposed completion date: June 2001								
8. Assessment Question and Expected Results: Visits to area high schools and other recruiting sites are essential for maximizing access to the College. In the face of limited resources (staff and fiscal), innovative strategies will be developed to include staff, faculty, and students in the College's recruitment efforts. <ul style="list-style-type: none"> -Ten (10) area high schools will be visited during the school year for a total of 35 visits. -Three (3) nonschool recruiting sites will be visited during the academic year for a total of six (6) visits. -At least ten (10) faculty and staff will participate in a high school liaison program. -At least two (2) student assistants will be trained as recruitment assistants and visit area high schools. 									
9. Strategies (Activities Planned) : <ul style="list-style-type: none"> -An implementation calendar which includes dates of high school and nonschool recruiting visits will be developed by September 1, 2000 -A form request for College employees will be distributed by September 15, 2000. This will be used to identify staff and faculty who are willing to serve as high school liaisons. -Training sessions will be conducted by October 15, 2000 for volunteers serving as high school liaisons. - An employment request for student assistants will be distributed by September 15, 2000. This will be used to recruit, screen, and hire students as recruitment assistants. -Training for student assistants will be conducted by October 1, 2000. - Student assistants will begin making high school visits by October 15, 2000. 									
10. Assessment Procedures (how will you measure for results and who is responsible for conduct of this assessment): An end-of-year (annual) report will be prepared by the Coordinator of Student Recruitment and Outreach Services and submitted to the Dean of Student Development. This report will include information that documents the outcome of these strategies.									
11. Budget Cost Impact, if any (does not assure budget approval): <table style="width: 100%; border: none;"> <tr> <td style="padding-left: 20px;">Personnel</td> <td style="padding-left: 20px;">8,806</td> </tr> <tr> <td style="padding-left: 20px;">Equipment</td> <td style="padding-left: 20px;">4,693 (LCD projector and laptop)</td> </tr> <tr> <td style="padding-left: 20px;">Other</td> <td style="padding-left: 20px;">1,172 (student mileage)</td> </tr> <tr> <td style="padding-left: 20px;">Total</td> <td style="padding-left: 20px;">\$ 14,671 _____</td> </tr> </table>		Personnel	8,806	Equipment	4,693 (LCD projector and laptop)	Other	1,172 (student mileage)	Total	\$ 14,671 _____
Personnel	8,806								
Equipment	4,693 (LCD projector and laptop)								
Other	1,172 (student mileage)								
Total	\$ 14,671 _____								
12. Use of Assessment Findings (how will you use the findings): The Coordinator of Student Recruitment and Outreach Services will use the results of the end-of-year report to modify the implementation calendar, high school liaison program, and the peer recruiting (student assistants) effort as needed.									
13. Signature of Unit Director:	14. Signature of Dean/Vice President:								
Date	Date								

**Del Mar College
Institutional Effectiveness Unit Plans
2000-2001**

1. Unit: Office of Student Recruitment and Outreach Services	2. Division: Student Development								
3. College Mission Addressed: To expand the dimensions of personal, social, ethical, development, and cultural development, and to develop qualities essential to good citizenship.									
4. Unit Purpose: To provide information to prospective students that will increase their awareness of educational opportunities available at Del Mar College and maximize student access to programs and services.									
5. Link to Strategic Plan: Goal # B Objective # 1	6. Proposed completion date: June 2001								
7. Link to Unit Goal # 4 OR Student Learning Objective #									
8. Assessment Question and Expected Results: Mail campaigns targeting prospective students is part of an overall recruitment effort. Moreover, direct mail during the recruiting cycle has been proven (at other institutions) to be an effective way of contacting, informing and influencing a student's decision to enroll. -A minimum of 3700 prospective students will receive college information through direct mail four (4) times during the academic year.									
9. Strategies (Activities Planned) : -An implementation calendar which includes dates of mailings will be developed by September 1, 2000. -Obtain mailing lists of high school seniors from one large urban ISD and a large rural ISD by September 30, 2000. -Obtain a mailing list of GED recipients from Del Mar College West Campus GED program by September 30, 2000. -Begin a mailing campaign by October 15, 2000 and continue through July 30, 2001.									
10. Assessment Procedures (how will you measure for results and who is responsible for conduct of this assessment): An end-of-year (annual) report will be prepared by the Coordinator of Student Recruitment and Outreach Services and submitted to the Dean of Student Development . This report will include information that documents the outcome of these strategies.									
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Personnel									
Equipment									
Other	10,000 (postage and duplicating)								
Total	\$ 10,000								
12. Use of Assessment Findings (how will you use the findings): The Coordinator of Student Recruitment and Outreach Services will use the results of the end-of-year report to modify the implementation calendar and the mailing strategy									
13. Signature of Unit Director:	14. Signature of Dean/Vice President:								
Date	Date								

