

Action Team Project

Final Report

Project Title: Student Recruitment

Date: 11/15/07

The presentation to the Steering Committee will be 5-15 minutes in length and include the following:

- ✓ Updated Gantt Chart
- ✓ Copy of Steering Committee Feedback Form
- ✓ Status of approved recommendations
- ✓ Copy of Adult View book

- ✓ A brief description of how the Action Team Recommendations have been implemented and how they are becoming a part of the standard college processes and operations. Including results so far:
 - Money saved – Perkins grant money was used to produce the adult view book.
 - Student satisfaction improvement – Many of our recommendations are just now happening so we have not been able to measure student satisfaction.
 - Employee satisfaction improvement – We have heard positive comments about the adult view book.
 - New processes created – We were able to get the number of credit hours available through work experience waiver credit increased from 9 to 12 by going through the Academic Standards committee.
 - Improved existing process – We have met with the chairs and clarified the process for students to petition for work experience waiver credit.
 - Teaching/learning improvement – The adult view book is a tool that Owens staff can use to help educate older adults about the college process and to show them that college is possible at any age.
 - Valuing of people improvement – Our initiatives are aimed at showing older students that they are important and valuable to the institution.
 - Cooperation and communication improvements are beginning as Enrollment Services and WCS/CCE share materials and ideas.
 - Other positive improvements – We have opened the door for older students to return to college. Also, our team recommended that a team look at military credit. This team was subsequently formed and acknowledged by Dr. Adams as being an example of the Owens core values.

Departments Responsible for Continuing This Work: Enrollment Services and Workforce and Community Services/Community and Corporate Education

Persons Responsible for Monitoring Ongoing Improvements: Donna Gruber, Jennifer Irelan, and Angie McGinnis

Student Recruitment Team Recommendations: Update 11-15-2007

Improvement Ideas	Status	Who	Cost	Start
Produce & distribute a view book for older students	DONE			
View Book received 7/2007				
<u>Adult Learner Registration Days now Restart Your Education!</u> <u>Information and registration Fair (Findlay and Toledo)</u>				
Brainstorming and planning meeting(s)	done			
First planning meeting with departments involved: Aux. Services, IT, Security, Facility Services	done	Student Services staffs, PR & Marketing, Bursar staffs		10/16
Second planning meeting with departments involved: Aux. Services, IT, Security, Facility Services		see description of meeting		2/1
Direct mailings		see description of meeting		3/21
Press release		Enrollment Services staffs	\$400 for recruits \$185 for businesses	4/1
Solicit donations		PR & Marketing		4/24
Pick up donated items		Enrollment Services staffs	\$300 additional for refreshments	4/11
Related materials printed/gathered/organized		Enrollment Services staffs		5/7
Set-up of event		Enrollment Services staffs	\$100 folders, pens \$200 prizes	5/7
<u>Restart Your Education!</u> Held in Findlay, Toledo, possibly at The Source		Enrollment Services staffs		5/8
Boomer Family Discount Program (Gift Certificate)	not funded			
Create form & procedure for applying for certificate				
Develop gift certificate				
Print gift certificates (50/semester)				
Issue press releases re certificates				

Student Recruitment Team Recommendations: Update 11-15-2007

Improvement Ideas	Status	Who	Cost	Start
Accept applications & documentation				
Train staff on new program				
Issue gift certificates (fall)				
Issue gift certificates (spring)				
Increase Number of Credits that may be Earned through Work Experience Waiver from Nine to Twelve	DONE*			
Academic Standards Committee approval April 2007				
*new Board Policy of 6/12/07 references online catalog; online catalog specifies 9 hours available via work credit waiver				
Increase Utilization and Marketing of Work & Educational Experience Waiver Programs	DONE			
Train Enrollment Services Staff re waiver programs				
Insert waiver forms/information in adult view book				
Increase Collaboration & Communication between Workforce/Community Services & Enrollment Services				
Enrollment Services staff members on each campus will focus on business & industry recruiting for 20 hours/month		Enrollment Services staff member, Findlay and Toledo		12/1
Hold monthly meetings between WCS & ES		Workforce/Community Educ. & Enrollment Services staffs		12/1
Share ideas/materials between WCS & ES	done			
Begin using adult view book at business/industry locations	done			

Steering Committee Feedback

Team: **Student Recruitment**

Date: April 21, 2006

Sponsor: **Judy Ennis**

Ideas for Improvement

Support

1. Produce and distribute a view book for older students _____
2. Institute a family discount in the form of a one-time \$50 gift certificate to the bookstore _____
3. Host and market a weekly registration event for older students _____
4. Increase the number of credits that can be earned through the work experience waiver program from nine to twelve _____
5. Market the work and educational experience waiver programs by inserting information and forms into the older student view book _____
6. Train Enrollment Services staff on each campus to guide students through the work and educational experience waiver process with Chairs still deciding on credit awarded _____
7. Enrollment Services staff members on each campus will focus on business and industry recruiting for 20 hours per month _____
8. Workforce and Community Services/Community and Corporate Education and Enrollment Services staff who recruit in business and industry will share materials and ideas _____

Status of Approved Recommendations

1. **Produce and distribute a view book for older students.** Perkins grant money was obtained for fiscal year 2007 to produce and print the view book. Part of the money was used to take photos of older students and the rest of the money went toward printing costs. The view book was printed in July 2007. A number of offices across campus including Enrollment Services, Workforce and Community Services, and Community and Corporate Education have begun using the view book as a recruitment tool. The view book is being used at events such as education fairs and county fairs. Also, copies of the view book are being left at community locations such as social service agencies and the Source.
2. **Institute a family discount in the form of a one-time \$50 gift certificate to the Bookstore.** This recommendation was never implemented due to lack of funding.
3. **Host and market a weekly registration event for older students.** Those within Enrollment Services who would be responsible for this registration event determined that this event should be held once a semester. The resources required to plan such an event are substantial and currently there are not the staff, budget and time to host a weekly registration event. Enrollment Services on both campuses are collaborating to plan a registration event for older students in May 2008 for summer/fall registration. Our team recently learned of grant opportunities for programming for Baby Boomers.
4. **Increase the number of credits that can be earned through the work experience waiver program from nine to twelve.** Our team submitted a proposal to the Academic Standards Committee to make this change. The proposal was approved. The waiver application form has been updated to reflect the increase to 12 credits.
5. **Market the work and educational experience waiver programs by inserting information and forms into the older student view book.** The view book was printed in July 2007 and contains information about waiver credits. However, we decided not to include the actual waiver forms in the view book since these documents can become outdated.
6. **Train Enrollment Services staff on each campus to guide students through the work and educational waiver process with chairs still deciding on credit awarded.** Advising staff on both campuses receive training on the waiver process. Since the view book was just printed in July, not much marketing has been done yet of the waiver process, and therefore there has not been an increase in waiver applications.

7. **Enrollment Services staff members on each campus will focus on business and industry recruitment for 20 hours per month.** Currently, it is difficult for Enrollment Services staff to focus on business/industry recruitment due to competing demands including event planning, high school recruitment, and academic advising. On the Findlay Campus there is a search in process for a full-time Enrollment Services Representative who will be devoted to recruitment of both high school and adult students. On both campuses Enrollment Services staff regularly attend education and job fairs held at businesses.

8. **Workforce and Community Services/Community and Corporate Education and Enrollment Services staff who recruit in business and industry will share materials and ideas.** This has started to happen as the two areas are now sharing use of the adult view book. Also, some events are attended by both departments, such as job and education fairs. On the Findlay Campus a joint electronic newsletter written by Angie McGinnis and Steve Hillard is being sent out quarterly to all members of Greater Findlay Inc. When the new full-time recruiter for Findlay is hired, that person will communicate regularly with Steve Hillard.