



“Creating Opportunities for You!”



Recruitment & Campus Life Subcommittee

22 Feb 2019



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I. Call Meeting to Order: 1:08 pm

II Information /Discussion Items: The mission of the Luna Community College’s Recruitment Subcommittee is to support student and college success by: creating and communicating a positive institutional image, building understanding and awareness of programs and services among college constituencies and informing the communities of the opportunities at LCC.

1. Retention Plan and Restructuring

2. Recruitment and Campus Life Plan – Phase I (2018/2019)

PHASE 1 GOALS:

- **Create strategies that can help attract new, transfer, and returning students to Luna Community College.**
- Increase high school visits, school presentations, participation in college fairs, coordinated campus tours and a verbal and written correspondence.
- Track Yield Rates, Enrollment, Increase Applications, collect qualitative data.

3. Subcommittee Assignments/Deadlines

4. Schedule Regular Committee Meeting Times

III. New or Follow-up Items for Next meeting’s Agenda



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2018 - 2019 - Phase 1

Goal 1: Admissions office will work with Institutional Research Director to gain training on collecting and utilizing data on prospective and admitted students, including updates of application process to be consistent in format. (POC: Moses Marquez, Martin Garcia, Laura Salazar)

22 Feb 2019 – Admitted Students: Try to meet with IR between 4-8 March to obtain training to pulling data. Prospective Students: Data is currently compiled from within Admissions department. Application Process: Work with IT to get to completion. Matching on-line app with paper app and ensuring all cells are filled out appropriately. Data below is based on reports we have available to us currently. ** Data corrected from 15 Feb meeting slides.

Goal: Provide 1st set of reportable data by 15 March 2019 and ongoing data reporting.

SP 2019	6 Feb	22 Feb		
Prospective	287**	295		
Admitted	224	234		
%	78%**	79%		

SU 2019	Feb	Mar	Apr	May
Prospective	16			
Admitted				
%				



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2018 - 2019 - Phase 2

Goal 2: Work with local high schools to prepare students for entrance and inform about LCC as early as possible, including dual Credit students. (POC: Moses Marquez)

22 Feb 2019 – Contact all service area schools and conduct training for counselors on DE program and after graduation Admission & Enrollment process. This may be delayed until closer to Summer, if there is a Summer Program to offer.

Goal: 100% by 30 April 2019. Continue to report as changes to staffing occur.

Service School	Counselor	Date Trained	Counselor	Date Trained
West Las Vegas HS				
West Las Vegas Partnership				
Mora HS				
Santa Rosa HS				
Springer HS				
Maxwell				
Robertson HS				
Wagon Mound HS				

X/X Trained = XX% Complete



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2018 - 2019- Phase 1

Goal 3: Promote positive image of college through social media, community events, radio shows & advertisements, and personal interactions, including improvement of website. (POC: Jesse Gallegos, Dave Kavanaugh)

22 Feb 2019 – Recent and Upcoming events, estimated number of contacts and estimated cost listed below. After HLC more focus will be on highlighting success stories. PR can help develop fliers/posters, but has no budget available for printing. Printing costs should come from individual departments.

Date	Event	Contacts	Cost
8 Feb 2019	Mora HC Parade	est. 300-400 Community mbrs	~\$300 (candy, swag)
21 Feb 2019	HLC forums release	LCC e-mail list, media outlet circulation, social media	N/A
February 2019	LCC Fact Book (in conjunction with Institutional Research)	to be determined; will be published electronically as well as limited print run	N/A
ongoing weekly since Jan. 15	Luna @ Legislature weekly updates	LCC e-mail list	N/A
weekly	Luna Light weekly publication	LCC e-mail list; published electronically in addition to limited print run	Marginal (color print/postage)



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2018 - 2019-Phase 1

Goal 4: Increase involvement of departments in recruitment strategies, including educating students about potential outcome of completing certificate/Associates. (POC: Laura Salazar)

22 Feb 2019 – Santa Fe – LCC Presentation showcasing community colleges. Invites went out to all departments: participants listed below. Allied Health, Business, Vocations represented at event. Poor student participation. We went into the group of students to make contacts.

Date	Event	Participants	Participating Departments
22 Feb 2019	Santa Fe HS –LCC Presentation	9 Contacts - 25- 40 Expected	Admissions, Vocations, Business, Allied Health



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2018 - 2019-Phase 1

Goal 5: Increase number of events offered to current students and community, track and report number of attendees. (POC: Janice Medrano)

22 Feb 2019 – Create separate calendar tracking events taking place on campus/in community to inform students. Ongoing tracking. Along with Student Senate, will be attending LV at the Legislature event. Will partner with other event lead persons to coordinate efforts.

Date	Event	Participants
28 Feb 2019	LV at the Legislature	to be reported later
5-7 Mar 2019	Mid Term Snack Week	
8 Mar 2019	Student Senate Mtg - STEM CR - Open to All LCC Studs/Staff	
21 Mar 2019	Game Room Grand Re-Opening by LRC Audito	



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2018 - 2019-Phase 1

Goal 6: Communicate with students regarding campus life improvements needed. (POC: John Noel)

22 Feb 2019 – Schedule forums to communicate with students. Schedule at time that would yield greater attendance.

Goal: Set time to meet with students, track attendance and items of interest. Ongoing reporting.

Date / Time	Forum Location	Attendance	Items of Interest
22 Feb 2019 8:00 AM	STEM Conference Room	Student Senate (6 persons)	Game Room Food Service Campus Life Working w/ NMHU to share hosting activities



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2018 - 2019-Phase 1

Goal 7: Utilize results from Student Retention survey to make suggested improvements. (POC: Janice Medrano-??)

22 Feb 2019 – Obtain info on Retention Survey and report results, progress. Unknown Student Retention survey details from any R & CL mbr. Need to clarify w/ Sierra Fernandez/Amanda Ortiz what this involves. Dawna Ortega-Gallegos to find more details.

Date of Survey	Number Surveyed	Positive Areas	Areas of Concern



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2018 - 2019-Phase 1

Goal 8: Utilize tablets to assist in more efficient admissions process. (POC: Moses Marquez, John Noel)

22 Feb 2019 – Admissions has one tablet in hand. Waiting on 2nd from IT. Admissions will order keyboards for both and explore an app to use to facilitate student sign in at various events.

Goal: have both tablets/keyboards in Admissions by 28 Feb 2019. Explore app, track progress to completion by 15 Mar 2019. Ongoing reporting

Tablet	Keyboard	In Admissions	Ready to use
#1	on -order	15 Feb 2018	
#2	on-order	W/ IT for updates	

App progress: 22 Feb 2019 - Nothing to report.



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2018 - 2019-Phase 1

Goal 9: Work with IT to develop strategies and market LCC through technology. (POC: Jesse Gallegos, Dave Kavanaugh)

22 Feb 2019 – Exploring use of video GIFS to be used on LCC site. Reviewing LCC site to eliminate confusion with drop downs/hyperlinks. (Ex: ‘About LCC’ links) Id strategies to use, track and report progress, use, efficiency, cost.

Goal: Report by 15 March 2019, Ongoing reporting.

Date	Strategy/Idea	Feedback	Cost
Winter 2018-19	Preliminary discussion of incorporating video GIFs of certain departments into LCC website	Will need to assess best use and feasibility	TBD; may contract with alumnus to create digital video production
Ongoing	Continue to review LCC website and make recommendations, edits, etc. (in conjunction with IT)	As needed to improve functionality and overall quality	N/A



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2018 - 2019-Phase 1

Goal 10: Track and increase yield rates. (POC: Martin Garcia, Laura Salazar)

22 Feb 2019 – Met w/ Matt Bowie to try to automate a report that can be pulled at any time. Previously, IT was manually generating this report f/ Pres. Serna upon request. No data to report currently.

Goal: Report on current data pull by 15 Mar 19. Ongoing reporting.

SU 2019	Mar	Apr	May	Jun
Prospective	16			
Enrolled				
Yield Rate: %	Data Avail - 1 April			

FA 2019	Mar	Apr	May	Jun
Prospective	(352) + 88 = 440			
Enrolled				
Yield Rate: %	Data Avail - 15 April			



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2018 - 2019-Phase 1

Goal 11: Develop Campus calendar to be updated each year. (POC: Dawna Ortega-Gallegos, Linda Salazar)

22 Feb 2019 – Received quotes for quantities of 500, 1K, 1.5K & 2K calendars. Will research two additional quotes. Were unable to meet on 19 Feb 2019 due to snow/LCC closure. Update to follow next week.

Goal: Have final product “OK to Print” by Jul 2019 and be ready to distribute for Fall 19. Track ongoing progress and report until complete.

Quantity	# 1 Allprint (Alphagraphics)	# 2	# 3
500	\$1752.50		
1,000			
1,500			
2,000			



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2018 - 2019-Phase 1

Goal 12: Develop and implement focused campus tours. (POC: Laura Salazar)

22 Feb 2019 – Reached out to 26 schools. Target dates are 12 Apr or 3 May, to end days event at Baseball/Softball game. We would provide lunch. Need OK from Directors to host student with activity, gainful employment information. Decision to push for Spring 19 Semester event, even with small group and host another event in the Fall. Include post visit survey to gain information to improve next event.

Goal: Report update by 15 Mar 2019. Ongoing reporting till day of event.

# Schools	+ FB	- FB	Potential Students	Date of Event	Concerns
26	3	2	10 - 15	12 Apr or 3 May	



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IV - Next Meeting:

7 Mar 2019 / 1:00 pm

Distance Learning Lab (Title V)

Slides Update NLT:

6 Mar 2019 / 1200

V: Meeting Adjourned:

2:05 pm