



“Creating Opportunities for You!”



Recruitment & Campus Life Subcommittee

15 Feb 2019



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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.

PLAN GOALS:

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

Phase 1 Goals (2018/2019)



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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)

15 Feb 2019 – Admitted Students: Meet with IR between 4-8 March to obtain training to pull 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.

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

SP 2019	Feb	Mar		
Prospective	263			
Admitted	224			
%	85%			

SU 2019	Mar	Apr	May	Jun
Prospective				
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)

15 Feb 2019 – Contact all service area schools and conduct training ofr counselors on DE program and after graduation Admission & Enrollment process.

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)

15 Feb 2019 – Recent and Upcoming events, estimated number of contacts and estimated cost listed below.

Date	Event	Contacts	Cost
8 Feb 2019	Mora HC Parade	~ ??	~\$300 (candy, swag)



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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)

15 Feb 2019 – Santa Fe – LCC Presentation showcasing community colleges. Invites went out to all departments: participants listed below. 1 decline.

Date	Event	Participants	Participating Departments
22 Feb 2019	Santa Fe HS –LCC Presentation		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)

15 Feb 2019 – Create separate calendar tracking events taking place on campus/in community to inform students. Ongoing tracking.

Date	Event	Participants



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2018 - 2019-Phase 1

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

15 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



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2018 - 2019-Phase 1

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

15 Feb 2019 – Obtain info on Retention Survey and report results, progress. Ongoing reporting.

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)

15 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 209. Ongoing reporting

Tablet	Keyboard	In Admissions	Ready to use
#1		15 Feb 2018	
#2			

App progress: 22 Feb 2019 -



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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)

15 Feb 2019 – Explore , id strategies to use, track and report progress, use, efficiency, cost.

Goal: Report by 15 March 2019, Ongoing reporting.

Date	Strategy/Idea	Feedback	Cost



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2018 - 2019-Phase 1

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

15 Feb 2019 – Review data on hand and present. ID frequency of data ‘pulls’ for trending purposes.

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

Date	Prospective SU 19 Students	Registered Students	Retained after Census	% Retained

Date	Prospective FA 19 Students	Registered Students	Retained after Census	% Retained



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2018 - 2019-Phase 1

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

15 Feb 2019 – Received quotes for quantities of 500, 1K, 1.5K & 2K calendars. Will research two additional quotes.

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)

15 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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Next Meeting:

22 March 2019 / 1:00 pm

Dental Classroom

Slides Update NLT:

21 March 2019 / 1200