



American River College 90 Day - Student Outreach and Recruitment Objectives and Action Plan

Student Access

Objectives

1. **Establish enrollment goals for Spring 2023 and Fall 2023.** Review college and district data to determine trends and targets of opportunities in American River College service area.

Action Plan

- Determine campus and center enrollment goals based on enrollment targets (headcount/FTE), district directives, campus capacity, and student need.
- Conduct stakeholder focus groups and environmental scan (market analysis) to identify opportunities for recruitment and enrollment.
- Identify and target students who applied but did not enroll for the past year and develop a marketing and recruitment campaign.
- Leverage feedback from students who did not complete enrollment process to modify/tailor recruitment plan
- Develop enrollment targets for specific market segments and dual enrollment prospects.

2. **Create a comprehensive communication plan throughout the student enrollment cycle for each market segment.** Incorporate into the recruitment plan effective conversion and yield strategies to maximize applications and, ultimately, enrollments.
 - Develop a communication strategy for each market segment throughout the student journey (prospects, inquiries, applicants, admitted, registered, and enrolled).
 - Create and/or leverage a Prospective Student Portal with live links to FAFSA/CADAA, Academic Programs, Campus Resources.
 - Create the collateral materials specific to market need/demand
 - Ensure all contacts get loaded into the College-wide recruitment database.
 - Develop and leverage social media campaigns
 - Train staff – scope and agenda to be determined.
 - Create a re-engagement communication plan for students who did not complete the enrollment process and never attended.
 - Create and roll out a re-engagement marketing plan for students who stopped attending. *Work with financial aid to determine “eligible” students and include financial aid plan for those who may be in default.*
 - Leverage Thriving Students and Alumni/ae Stories to Develop a “Picture Yourself Here/I Can Too” Campaign to capitalize on feeder school success stories.

**Institutional
Effectiveness**

Objective	Action Plan
<p>3. Compile and maintain a comprehensive enrollment database and information management information system to support enrollment planning, decision making, and monitoring progress toward goals.</p>	<ul style="list-style-type: none">● Develop a process to capture, track prospects, inquiries, applicants and enrolls to evaluate the effectiveness of each marketing, outreach and recruiting strategy.<ul style="list-style-type: none">○ Digital lead sheet that feeds into CRM/tracking system○ Communication journey through the CRM that engages and re-engages student at each point of the enrollment continuum.● Create a pro-active communication/contact system to respond to student inquiries within 24-hours (link existing Chatbot system)● Develop data analytics team and process to ensure data integrity and to optimize planning and predictive modeling capabilities.● Implement a live chat system through the main Welcome Center to provide real time responses to enrollment inquiries.● Create an accompanying ticketing system that captures inquiries sent outside of business hours.

Operational Efficiency

Objectives

4. **Develop a structure and process to coordinate the colleges' overall marketing, outreach, and recruitment efforts**

5. **Update and revise policies to be more student centric.**

6. **Provide professional development and training**

Action Plan

- **Direct the existing outreach collaboration team** to coordinate all outreach and recruitment efforts for the college and to implement the 90-day action plans described herein.
- Establish a **Data Integrity and Analytics** sub-committee to maintain and assure the accuracy and consistency of data.
- Establish a **Communication** sub-committee to draft communicate for each interval of the enrollment continuum. Committee should include FA, Admissions/Records, Academic, IT, and Student Life.
- Conduct interviews and focus groups with internal and external stakeholders to identify policies and procedures that inhibit enrollment.
- Crosswalk policies and procedures and document processes – written procedures.
- Determine which processes can be automated.
- Engage in a disciplined appraisal of roles, responsibilities related to the tasks to be accomplished.

Next Steps: Planning Assumptions

1. Review draft and prioritize objectives and action plans
2. Determine roll-out strategies – campus announcement, stakeholder engagement, and timelines
3. Coordinate strategies with district personnel-marketing, data analytics/enrollment targets and IT support
4. Meet with high school counselors and College Dual Enrollment Team to craft dual enrollment strategies
5. Ensure alignment with college and district's outreach plan
6. Implementation – assign tasks, responsibilities, timelines and KPIs
7. Monitor the process, make mid-course adjustments if necessary.
8. Report progress and measure results