

Vernon College
Assessment Activity/Report Communication Form
2014-2015

Title: Semi Annual Recruiting Report

Date of completion: 2/16/15

Please circle or highlight: Assessment Activity **Report** Both

Highlights of data:

Data collected from 9/1/14- 2/12/15. 2,325 prospective student contacts through college fairs and recruiting events. Recruiting materials sent out: For Fall II, 1,278 people and 2,083 emails received information through an email blast. For Spring, 1,476 people and 2,277 emails received information through an email blast; 1,486 homes received postcards. In February, 1,506 service area seniors received a postcard. There were 21 prospects that registered for the Fall II semester and 115 converted in the Spring semester.

Use of data:

To measure the effectiveness of the current recruiting plan and to use for future strategic recruiting plans.

How associated to Student Success?

More students enrolling at Vernon College
Walking students through the applying, scholarship, and registering processes to ensure enrollment

Where the report can be found: Housed in the Advancement Office and Integrated Marketing/Recruiting Committee Blackboard Shell

Submitted by: LeAnn Scharbrough **Date:** 2/16/15
(Responsible Party)

Received by Office of Quality Enhancement: February 16, 2015
(Date)

Presented to SSBTN Committee*: February 26, 2015
(Date)

* Posted on Vernon College website to be shared with SSBTN and College Effectiveness Committees as well as Vernon College constituents.