

Vernon College
Assessment Activity/Report Communication Form
2018-2019

Title: Annual Recruiting Report

Date of completion: 8/14/2019

Highlights of data:

- Preview Day Vernon Campus saw a 13% increase in attendance
- Total number of individual tours given to potential students increased at both the Vernon Campus (38%) and Century City Center (110%)
- 80% of students who toured one of our locations eventually applied for admission
- 87 total recruitment events were attended
- 2,393 total contacts were made with potential students
- 145 individual tours were offered across all locations (81% increase)

Use of data: Annual recruitment data is used to analyze the effectiveness of current recruitment strategies and initiatives, and to make informed decisions about the best use of recruitment staff and resources for maximum efficiency in future recruitment cycles. Data is continuously utilized to identify areas of improvement and to make data-driven decisions about best recruiting practices for future academic years.

How associated to Student Success? The Recruiting Office works to ensure that all persons who may benefit from higher education have access to the educational opportunities offered by assisting students through the admissions and registration processes.

Where the report can be found: Admissions & Records

Submitted by: Rachel White **Date:** 8/29/2019
(Responsible Party)

Received by Office of Institutional Effectiveness:

August 29, 2019
(Date)

Posted to VC Website*:

August 29, 2019
(Date)

* To be shared with the Student Success Data and College Effectiveness Committees as well as Vernon College constituents.