

**Vernon College**  
**Assessment Activity/Report Communication Form**  
**2015-2016**

**Title:** Annual Recruiting Report

**Date of completion:** 8/31/16

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

**Highlights of data:**

Data collected from 9/1/15- 8/31/16. 5,820 prospective student contacts through college fairs and recruiting events. 116 recruiting activities were attended/hosted. Recruiting media sent out: Email Blasts were sent to 11,018 emails; Postcards were sent to 2,837 homes; Letters were sent to 308 Dual Credit students. In June and July a total of 325 students were called as part of our Prospective Student Calling Project.

**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 Admissions Office

**Submitted by:** Rachel White      **Date:** 9/27/16  
(Responsible Party)

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**Received by Office of Quality Enhancement:** 9/27/16  
(Date)

**Presented to SSBTN Committee\*:** 10/21/16  
(Date)

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