CPTC’s Recruitment Plan 2015-2016

Effective: July 1, 2015 - June 30, 2016

CPTC’s Office of Outreach and Recruitment Work Statement:
As an important face of Clover Park Technical College, the Office of Outreach and Recruitment is responsible for:

- Attracting prospective students to meet enrollment needs. Fostering and strengthening relationships with local community and business partners.

Purpose of Plan:
This plan will guide activity development for Outreach Staff for 2015-2016 year and remains in effect from July 1, 2015 - June 30, 2016. This document was built using data and opportunities identified in the CPTC 2013-2018 Strategic Plan, national trend information, feedback provided through an All Faculty/Staff Survey and two open forums in addition to numerous conversations with campus and community stakeholders.

Target Markets:
- Young Adults 18-25
- Veterans (transitioning, active, reserve, Guard and with Joint Base Lewis-McChord)
- Parents
- Agencies
- Career-changing adults: unemployed, ready for a career change

Foundational Elements:

Institutional support in terms of budget and shared mission: The Office of Outreach and Recruitment received an increase to its budget and hired a second staff member in the 2014 FY. This increase in budget will help the Office of Outreach and Recruitment to focus on opportunities identified in the CPTC 2013-2018 Strategic Plan and update materials to take our efforts to the next level. In addition, one-time funding was provided in the 2015-2016 budget to cover new outdoor tents. Outreach staff continues to work within the budget process to advocate for increased funding including additional permanent funding for the Career Conference and a strategic hire in the Director of Admissions position.

Strategic Outreach Committee: The Outreach Committee is designed to invite other members on campus to collaborate on consistent messaging, participate in outreach events, and for the Office of Outreach and Recruitment to support other departments with marketing and promotion.

Participation on local community committees: External committees have a larger reach to members in the community. It is important for Clover Park Technical College to remain visible and strengthen relationships within Pierce County. Currently, the Office of Outreach and Recruitment serves on the sub-committee for the Tacoma College Support Network.

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1 Clover Park Technical College Strategic Plan Summary, p. 10.
2 Clover Park Technical College Strategic Plan Summary, p. 10.
3 National Trend Data, Noel-Levitz Conference July 2014.
Displays, materials, and publications:
Every summer the Office of Outreach and Recruitment works with the College Relations Staff to produce new publications including a college Viewbook and program cards for specific programs. The Office of Outreach and Recruitment has purchased the following materials:

- Banner Stands: These are to stand behind a table display or on stage at an event.
- Career Conference Bags: These bags are a staple item to the largest annual event on campus.
- Contact Us Cards: These are cards are used to collect information from a prospective student. It is also a way for College Relations to reach out to prospective students with information about programs and to track data for trends.
- Table Covers and Table Runners: Table covers and runners have been updated to fit our brand standards.
- Tents for Events: Tents are to brand the College and serve as a booth with promotional materials for internal and external events.
- Signing Day Packages: These are given away by request of select schools in CPTC’s district. They are provided when a student has expressed a formal interest to attend Clover Park Technical College. The prospective student will receive a CPTC t-shirt, pennant, and bag filled with informational brochures from a college representative at a high school Signing Day event.

Comprehensive follow-up efforts:
In coordination with the College Relations Specialist, the Office of Outreach and Recruitment follows-up to inquiries generated by prospective students and guests via e-mail or phone call. In an effort to maximize contacts made between the individual and the College, a general or program specific letter is sent in the form of an e-mail. This e-mail is meant to funnel or drive students to campus with a program information session or VIP pass to class.

Improved data collection and evaluation:
In an effort to progress prospects through Clover Park Technical College’s enrollment funnel, the College Relations Department, Outreach and Recruiting and Student Services have teamed up to implement a Customer Relationship Management system purchased in March 2015. Since, proving the success of data collection from prospective students in a homegrown system, the College purchased Azorus. The CRM is designed to communicate and encourage students through the steps before application to the College. CPTC’s CRM is operational and work continues to expand the uses of the system to consistently and effectively communicate with prospects. Our goal is to increase recruitment by increasing inquiries in the CRM and streamline the communication process with all prospects.

Online Applications:
Online applications were authorized at CPTC beginning May 1, 2015. Outreach/Recruiting and College Relations have adjusted messaging to focus sending students to apply online. During the summer of 2015, publications will be updated to reflect online application availability.

Recruitment-Focused Advertising:
Based on feedback in our All Staff and Faculty Survey, during the 2015-2016 year, the College Relations Department will be undertaking an online/digital advertising campaign that will target specific populations to increase recruitment in low-enrolled programs. The advertising campaign (pending one-time funding) will be exclusively online and provide return on investment data through click-through statistics and website analytics. Digital advertising allows for a more targeted audience and will allow us
to better reach specific audiences found in our programs with a frequency that will provide better results.

**Social Media Recruitment Efforts:**
College Relations maintains a robust Social Media presence for the College including Facebook and Twitter. The College Relations Team will be including recruiting specific messaging throughout the 2015-2016 year that highlights student success stories, employer-focused information, and opportunities to enroll at CPTC. College Relations will post one student success story per month for twelve months during the 2015-2016 year. In addition, they will work to provide a quarterly employer highlight story that shares how alumni have been successful after their time at CPTC.

**College Feedback Analysis:**
On April 30, 2015 an All Staff and Faculty Survey was created. The survey was administered for two weeks in May 2015. Fifty-three college employees responded to the survey. Specific themes emerged from the survey including:

- 73.58% of respondents agreed that both the 18-25 year old and Veteran populations, identified as opportunities by our 2013-2018 Strategic Plan, were places to see the College focus on increasing recruiting.
- 54.9% of respondents perceived that encouraging prospective students to apply on the admissions web site was somewhat or highly effective for CPTC. This practice was initiated on May 1, 2015, and is showing great results.
- 64% percent of respondents perceived that academic programs within high schools for students to earn college credits at CPTC were a highly or somewhat effective recruiting practice.
- 74.51% of respondents perceived that campus open house events were somewhat or highly effective recruiting practice for CPTC.
- 64.7% of respondents perceived that campus visit days for high school students were somewhat or highly effective recruiting practice for CPTC. Due to this feedback, the Office of Outreach and Recruiting is pursuing a potential second open house event that would occur on an evening or weekend.
- 67.31% of respondents perceived that campus visit events designed for school counselors were somewhat or highly effective recruiting practice for CPTC. Due to this feedback, the Office of Outreach and Recruiting will be focusing the Umbrella Tour program on both school and agency counselors in the 2015-2016 year.

**Recruitment Priorities:**

**Recruitment travel:**
To remain effective in outreach strategies, a prioritization system was used to determine a group of schools/agencies/communities that are opportunities for increased market share.

**Priority schools/communities/agencies for the 2015-2016 Year**

1. **Group A:** Visit priority targets within 10 miles of CPTC’s Lakewood campus 3 times a year to strengthen relationships, increase engagement and visibility.
   - Clover Park High School
   - Washington High School
   - Franklin Pierce High School
   - Lakes High School
2. **Group B**: Visit targets at this level 2 times a year to maintain relationships and visibility.
   - Auburn School District
   - Bethel School District (excluding Spanaway Lake High School)
   - Clover Park School District (excluding Clover Park and Lakes High Schools)
   - Eatonville School District
   - Fife School District
   - Orting School District
   - Peninsula School District
   - Pierce County Skills Center
   - Puyallup School
   - Steilacoom School District
   - Sumner School District
   - Tacoma School District (excluding Mt. Tahoma, Oakland, and Stadium High Schools)
   - White River High School
   - Tacoma Community House
   - South Puget Intertribal Planning Agency
   - Tacoma Housing Authority
   - Courage360 (Formerly WWEE)
   - Tacoma Rescue Mission
   - Joint Base Lewis-McChord
   - Boys and Girls Club of Spanaway
   - Boys and Girls Club of Lakewood
   - Lakewood Employment Office
   - Chehalis Tribe
   - Nisqually Indian Tribe
   - Puyallup Tribe of Indians
   - Quinault Tribes
   - Squaxin Island Tribe
   - Skokomish Indian Tribe
   - LOVE, INC. (Jobs for Life Program)
   - Catholic Community Services
   - Goodwill
   - YMCA
   - Asian Pacific Cultural Center
   - IAM Boeing Joint Programs

3. **Group C**: Visit targets at this level 1 time a year to maintain visibility.
   - Enumclaw School District
   - North Thurston School District
   - Shelton School District
   - Washington Youth Academy
West Sound Technical
Yelm School District

Campus visits:
- Career Conference goals: 3,500 participants, collect 800 contacts this academic year.
- Campus Tours; goal: Increase number of campus tours for 2015-2016 year from 21 to 25 by June 30, 2016.
- Get Started Workshops; goal: Collect 50 contacts from Get Started Workshops by June 30, 2016.
- Program Information Sessions; goal: Collect 1,500 contacts from Program Information Sessions by August 31, 2015.
- VIP Pass to Class goal: Increase participation in VIP Pass to Class program from 11 participants to 20 participants by June 30, 2016.
- Multicare Nurse Camp; host this tour program at CPTC during the summer of 2015.
- Counselor Umbrella Tours goal: Execute two tours for area school and agency counselor by June 30, 2016 in an effort to create and nurture relationships with potential advocates for prospective students.
- Send quarterly emails to All Faculty and Staff outlining the importance of their voice and work in recruiting students to CPTC. Included in the verbiage will be links to resources for their use, the importance of their daily interactions with new and existing students, our goals to have CPTC “bursting at the seams” with students and our progress toward reaching those goals.
- Create an organizational chart identifying all staff members involved in Outreach/Recruiting functions at CPTC by Sept. 1, 2015.
- Implement quarterly visits to the ABE/ESL courses at CPTC to increase their transfer into college-level courses.
- Facilitate a letter sent to all high school sophomores within Pierce County from the President’s Office letting them know about the Running Start and transfer options available at CPTC.

Faculty involvement:
Career Conference; goal: participation from all 43 programs.

Program Specific Outreach Events goal: 5 events staffed by faculty by June 30, 2016.

In an effort to support faculty in recruiting for their programs, Outreach staff will be working to create a Program Information Session best practices document and presentation. Through a small working group of faculty and Outreach staff, feedback and input will be gathered. During the 2015-2016 year, Outreach staff will work directly with five programs and they will update their program information session presentations and materials by June 30, 2016.

Assessment:
Contact Us Cards: Collect and track 1,000 contacts in order to make data-driven decisions on recruitment priorities and effectiveness.

Future Implications:
This is the second version of a formal recruiting plan for CPTC and a continued attempt to adapt our practices to data-informed decision making. Moving forward there is still much to do, but making jumps that are too ambitious or overreaching would move away from the adaptive leadership more effective in a living system like CPTC. In future plans, we hope to make more efforts toward additional ideas such as:
• Inclusion of broader departments in the plan and efforts including specific Instructional efforts, faculty expectations, and goals for program navigators.
• Increase our work with employers through a collaborative partnership with the career center staff. This effort could include using alumni employer feedback in advertising, highlighting specific partnerships with local employers, and recruiting efforts for prospective students at those businesses.
• Future efforts that will require college funding could also include promotional videos for all.
• Increased staffing in the Outreach/Admissions Department to allow for specialized population focus.
APPENDIX A

Comparison Calendars: Outreach Events for 2014-2015

July
Lakewood Summer Fest at Fort Steilacoom Park
Clover Park Technical College’s Cosmetology Show
MultiCare Nurse Camp at Clover Park Technical College
Ethnic Fest at Wright Park

August
Get Your Stuff Day at Graham Kapowsin High School
Christensen Elementary
Rock the Rim at Lincoln High School

September
Puyallup Fair at Puyallup Fairgrounds
Fall Counselor Workshop at The Evergreen College
Open House at Challenger High School
Puyallup School District’s Post High School Plan
Fall Counselor Workshop at University of Washington-Tacoma
College Fair at Graham Kapowsin High School
College Fair at Bethel High School

October
Back to School Night at Clover Park High School
College Fair at White River High School
Back to School Night at Fife High School
College and Career Fair at Central Kitsap High School
Life After High School at Truman High School
White River High School Presentation
UNCF Event at Northwest African American Museum
High School and Beyond Night at Mt. Tahoma High School
College Night at Challenger High School
Tacoma School District Fair
College Fair at North Thurston High School
College Fair at Yelm High School
Olympia School District College Fair

November
Sumner School District College Fair
Shelton High School College Fair
Steilacoom High School College Fair
Tacoma High School College Fair
Lakes High School College Fair
Bremerton High School Future Fair
Emerald Ridge High School College Fair
South Kitsap High School College Fair
Chief Leschi High School College Career Fair
Washington Youth Academy College Fair
Sumner School District Event
College Fair at South Kitsap High School
Rainier View Christian Church Presentation

January
Enumclaw High School Presentation
Gig Harbor High School Presentation
Peninsula High School Presentation
Chief Leschi High School Presentation
United Negro College Fund College Fair at Pacific Lutheran University
Orting High School Presentation
Graduate Tacoma Event
Enumclaw High School Presentation
Our College Scholarships Event at Boys and Girls Club of South Puget Sound
Western Washington Native American Educators Conference

February
Auburn School District College Fair
Auburn Mountain View High School Presentations
Umbrella Tour
Graham Kapowsin Mini-College Fair
Lakes High School Career Center Presentation
Lakewood YMCA College Fair
FA Night at Mt. Tahoma High School
Western Washington Native American Educators Conference

March
Emerald Ridge High School College Fair
Eatonville High School Post-High School Planning Night
Auburn Mountain View High School Presentations
Enumclaw High School Presentation
White River High School Presentation
Gear Up College Fair at Joint Base Lewis-McChord
Henderson Bay High School Presentations
High School and Beyond Event at Stewart Middle School
Find Your Future Fair at Timberline High School
Pierce College’s 8th Grade Event at Fort Steilacoom Park
Health and Career Day at Pacific Lutheran University
Bethel High School Presentation and Lochburn Middle School Presentation

April
Puyallup High School Future Fair
Glacier View Junior High School Presentation
Job Fest at Star Center
Bremerton High School Spring and Parent Conference
Walker High School College Fair and Renaissance High School Presentation
Mann Middle School Presentation
College Resource Fair at University of Washington-Tacoma
TERO Conference
Muckleshoot Tribal School College Fair
Girl Scout College Fair in Dupont
Nisqually Tribal Youth Center College Fair
Sumner High School Presentation

**May**
College Signing Event at Foss High School
Bonney Lake High School Presentation
College Signing Event at Lincoln High School
Clover Park Technical College’s Career Conference
Spouse and Teen Fair at Joint Base Lewis-McChord
Westside Alternative High School Presentation

**June**
College Signing Event at Mt. Tahoma High School
College and Career Fair at Mann Middle School
AVID Night at Gray Middle School
Meeker Days at Pioneer Park
Education Fair at Joint Base Lewis-McChord

Outreach Events for 2015-2016

**July**
Clover Park Technical College’s Cosmetology Show
MultiCare Nurse Camp at Clover Park Technical College
Ethnic Fest at Wright Park

**August**
Get Your Stuff Day at Graham Kapowsin

**September**
Puyallup Fair at Puyallup Fairgrounds
Fall Counselor Workshop at The Evergreen College
Open House at Challenger High School
Puyallup School District’s Post High School Plan
Fall Counselor Workshop at University of Washington-Tacoma
College Fair at Graham Kapowsin High School
College Fair at Bethel High School

**October**
Back to School Night at Clover Park High School
College Fair at White River High School
Back to School Night at Fife High School
Life After High School at Truman High School
White River High School Presentation
High School and Beyond Night at Mt. Tahoma High School
College Night at Challenger High School
Tacoma School District Fair
College Fair at North Thurston High School
Counselor Umbrella Tour

**November**
Sumner School District College Fair
Steilacoom High School College Fair
Tacoma High School College Fair
Lakes High School College Fair
Emerald Ridge High School College Fair
Chief Leschi High School College Career Fair
Washington Youth Academy College Fair
Sumner School District Event
Pierce County Career Day

**January**
Enumclaw High School Presentation
Gig Harbor High School Presentation
Peninsula High School Presentation
Chief Leschi High School Presentation
Orting High School Presentation
Graduate Tacoma Event
Enumclaw High School Presentation
Our College Scholarships Event at Boys and Girls Club of South Puget Sound

**February**
Auburn School District College Fair
Auburn Mountain View High School Presentations
Graham Kapowsin Mini-College Fair
Lakes High School Career Center Presentation
Lakewood YMCA College Fair
Counselor Umbrella Tour
FA Night at Mt. Tahoma High School

**March**
Emerald Ridge High School College Fair
Enumclaw High School Presentation
White River High School Presentation
Henderson Bay High School Presentations
High School and Beyond Event at Stewart Middle School
Find Your Future Fair at Timberline High School
Pierce College’s 8th Grade Event at Fort Steilacoom Park
Health and Career Day at Pacific Lutheran University
Bethel High School Presentation
Lochburn Middle School Presentation

April
Puyallup High School Future Fair
Glacier View Junior High School Presentation
Job Fest at Star Center
Walker High School College Fair
Mann Middle School Presentation
College Resource Fair at University of Washington-Tacoma
Muckleshoot Tribal School College Fair
Girl Scout College Fair in Dupont
Nisqually Tribal Youth Center College Fair
Sumner High School Presentation

May
College Signing Event at Foss High School
Bonney Lake High School Presentation
College Signing Event at Lincoln High School
Clover Park Technical College’s Career Conference
Spouse and Teen Fair at Joint Base Lewis-McChord

June
College Signing Event at Mt. Tahoma High School
College and Career Fair at Mann Middle School
AVID Night at Gray Middle School
Education Fair at Joint Base Lewis-McChord