CPTC’s Recruitment Plan 2014-2015

Effective: September 1, 2014-August 31, 2015

CPTC’S College Relations Statement of Work
The College Relations Department at Clover Park Technical College is responsible for communicating how our college benefits potential students, friends, public representatives, legislators, Washington citizens and the media. We also offer services to help faculty, staff and administrators meet their communication and marketing goals.

CPTC’s Office of Outreach and Recruitment Work Statement
As the 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 2014-2015 year and remains in effect from Sept. 1, 2014 to Aug. 30, 2015. This document was built using data and opportunities identified in the CPTC 2013-2018 Strategic Plan as well as national trend information collected at the Noel-Levitz Conference on Student Recruitment, Marketing and Enrollment.

Target Markets
- Young Adults 18-25
- Veterans (transitioning, active, reserve, Guard and with Joint Base Lewis-McChord)
- Parents
- Agencies

Foundational Elements:

Institutional support in terms of budget and shared mission: The Office of Outreach and Recruitment received a significant increase to its budget from the College 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.

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 on Parent Outreach.

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.
New displays, materials, and publications: The Office of Outreach and Recruitment has created and purchased the following:

- **Banner Stands:** These are to stand behind a table display or on stage at an event.
- **Contact Us Cards:** These are cards 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.
- **Outreach Slim Jims:** A display card with information for a specific program or resource along with contact information.
- **Promotional Giveaway Items:** The Office of Outreach and Recruitment purchased promotional items (bags, cups, frisbees, and sunglasses) to giveaway in exchange for a Contact Us Card.
- **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.
- **Viewbooks:** A marketing communication brochure used during outreach events that gives a general overview of program and resource offerings.

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.

Additional position added to Outreach: To support the college in its efforts to increase the number of students enrolled, bridge the gaps between populations, and meet goals outlined the college’s Strategic Plan 2013-2018, the Office of Outreach and Recruitment hired another full-time equivalent employee in 2014.

Improved data collection and evaluation: In an effort to progress prospects through Clover Park Technical College’s enrollment process, the entire College Relations Department has teamed up to create and maintain a homegrown relationship management process. The process has been manually developed and designed to communicate and encourage students through the steps before application. Our goal is to transition to a more comprehensive and efficient system in the near future.
**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. Our goal is to have face-to-face contact or engage with high schools on the Group A priority list at least 5 times a year.

**Priority schools/communities/agencies for the 2014-2015 Year**

1. **Group A**: Visit priority high schools within 10 miles of CPTC’s Lakewood campus 5 times a year to strengthen relationships, increase engagement and visibility.
   - Clover Park High School
   - Washington High School
   - Franklin Pierce High School
   - Lakes High School
   - Gates High School
   - Stadium High School
   - Oakland High School
   - Lincoln High School
   - Mt. Tahoma
   - Spanaway High School

2. **Group B**: Visit high schools at this level 3 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
   - Federal Way School District
   - Fife School District
   - North Thurston School District
   - Olympia High School
   - Orting School District
   - Peninsula School District
   - Puyallup School - Shelton School District
   - South Kitsap School District
   - Steilacoom School District
   - Sumner School District
   - Tacoma School District (excluding Mt. Tahoma, Oakland, and Stadium High Schools)
   - Tumwater School District
   - Yelm School District

3. **Group C**: Visit high schools at this level 1 time a year to maintain visibility.
   - Bremerton School District
   - Central Kitsap School District
   - Enumclaw School District
   - Highline School District
   - Kent School District
   - Tenino School District
   - Cascade Christian High School
Outreach event and activity focus areas:

- Traditional high school student, transitioning veterans, parents, and agencies
- College Days/Nights/Back-to-School Events for students and parents

Campus visits:

- 8th Grade Math Conference; goals: Due to availability of space on campus, this year’s event will be smaller in scale. Our goal is to have 1,000 attendees, and collect 200 contact us cards at the October 9 event. This would represent a 23% decrease in attendees, but would establish the practice of collecting cards for the October 2014 conference.
- Career Conference; goals: 3,000 participants, collect 800 contact us cards this academic year. Last year: 3,600 participants, 761 Contact Us Cards collected. Increase for contact us cards by 5.12% for the May 2015 conference.
- Campus Tours; goal: Increase number of campus tours for 2014-2015 year from 18 to 20 by August 31, 2015.
- Get Started Workshops; goal: Establish a system to collect 100 contacts us cards from Get Started Workshops by August, 31, 2015.
- Program Information Sessions; goal: Establish a system to collect 200 contact us cards 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 August 31, 2015.
- Multicare Nurse Camp; goal: 22 participants and 22 Contact Us Cards collected this academic year by August 31, 2015.
- Non-Traditional Programs/Career Tour; goal: Establish this first time program and execute with 25 participants and 25 Contact Us Cards collected by August 31, 2015.
- Umbrella Tours; goal: Establish this first time program and execute 3 tours this academic year.

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

Program Specific Outreach Events; goal 5 events staffed by faculty by August 31, 2015.

Assessment
Contact Us Cards: Establish a system to track contact us card collection in order to make data-driven decisions on recruitment priorities and effectiveness.
### APPENDIX A

**Comparison Calendars**

**Outreach Events for 2013-2014**

#### July

#### August

### September
- 9<sup>th</sup> Fall Counselor Workshop at Saint Martin’s University
- 12<sup>th</sup> Joint Base Lewis-McChord Apprenticeship & College Fair
- 14<sup>th</sup> Puyallup Fair at Puyallup Fairgrounds
- 15<sup>th</sup> Puyallup Fair at Puyallup Fairgrounds
- 16<sup>th</sup> Puyallup Fair at Puyallup Fairgrounds
- 17<sup>th</sup> Puyallup Fair at Puyallup Fairgrounds
- 18<sup>th</sup> Gig Harbor High School College Fair and Franklin Pierce High School College Fair
- 20<sup>th</sup> Fall Counselor Workshop at Pacific Lutheran University
- 22<sup>nd</sup> Puyallup Fair at Puyallup Fairgrounds
- 23<sup>rd</sup> Puyallup School District College Fair
- 24<sup>th</sup> Orting High School College Fair
- 25<sup>th</sup> Peninsula High School College Fair and Washington High School College Fair
- 27<sup>th</sup> Job Fair at REACH Center and Gig Harbor High School College Fair
- 29<sup>th</sup> 9<sup>th</sup> Annual King County Health and Safety Fair

### October
- 1<sup>st</sup> White River High School College Fair
- 2<sup>nd</sup> Fife High School College Fair
- 8<sup>th</sup> Clover Park High School College Fair and Spanaway Lake High School College Fair
- 9<sup>th</sup> Gates High School College Fair
- 10<sup>th</sup> Clover Park Technical College’s 8th Grade Math Conference and Auburn’s Reaching Out Fair
- 16<sup>th</sup> Federal Way School District College Fair and Olympic High School
- 17<sup>th</sup> Bethel High School College Fair, Graham Kapowsin High School College Fair and Lincoln High School College Fair
- 18<sup>th</sup> Gear Up Partner Luncheon
- 28<sup>th</sup> North Thurston Public Schools College Fair
- 29<sup>th</sup> Yelm High School College Fair
- 30<sup>th</sup> Pierce County Skills Center College Fair and Olympia School District College Fair

### November
- 5<sup>th</sup> Steilacoom High School College Fair
- 6<sup>th</sup> Shelton High School College Fair
- 7<sup>th</sup> Tacoma High School College Fair
- 13<sup>th</sup> Lakes High School College Fair
- 14<sup>th</sup> Bremerton High School Future Fair, Emerald Ridge High School College Fair, South Kitsap High School College Fair and Chief Leschi High School College Career Fair
- 15<sup>th</sup> Washington Youth Academy College Fair
- 19<sup>th</sup> Sumner School District Event
- 20<sup>th</sup> Rainier View Christian Church Presentation
December
10th Clover Park Technical College’s Cosmetology Show

January
7th Enumclaw High School Presentation
15th Gig Harbor High School Presentation and Peninsula High School Presentation
16th Chief Leschi High School Presentation and United Negro College Fund College Fair at Pacific Lutheran University
21st Orting High School Presentation
23rd Graduate Tacoma Event
28th Enumclaw High School Presentation and Our College Scholarships Event at Boys and Girls Club of South Puget Sound

February
6th Auburn School District College Fair
10th Auburn Mountain View High School Presentations
12th Graham Kapowsin Mini-College Fair
18th Lakes High School Career Center Presentation and Lakewood YMCA College Fair
27th FA Night at Mt. Tahoma High School and Western Washington Native American Educators Conference
28th Western Washington Native American Educators Conference

March
4th Emerald Ridge High School College Fair and Eatonville High School Post-High School Planning Night
6th Auburn Mountain View High School Presentations
11th Enumclaw High School Presentation
13th White River High School Presentation
15th Gear Up College Fair at Joint-Base Lewis-McChord
18th Henderson Bay High School Presentations
20th High School and Beyond Event at Stewart Middle School
22nd Find Your Future Fair at Timberline High School
24th Pierce College’s 8th Grade Event at Fort Steilacoom Park
25th Health and Career Day at Pacific Lutheran University
27th Bethel High School Presentation and Lochburn Middle School Presentation

April
10th Puyallup High School Future Fair
11th Glacier View Junior High School Presentation
15th Job Fest at Star Center
16th Bremerton High School Spring and Parent Conference
17th Walker High School College Fair and Renaissance High School Presentation
18th Man Middle School Presentation
19th College Resource Fair at University of Washington-Tacoma
22nd TERO Conference
23rd TERO Conference, Muckleshoot Tribal School College Fair, and Girl Scout College Fair in DuPont
25th Nisqually Tribal Youth Center College Fair
29th Sumner High School Presentation
May
1st College Signing Event at Foss High School
2nd Bonney Lake High School Presentation and College Signing Event at Lincoln High School
Career Conference at Clover Park Technical College date TBD
8th Clover Park Technical College’s Career Conference
14th Spouse and Teen Fair at Joint-Base Lewis-McChord
22nd Westside Alternative High School Presentation

June
2nd College Signing Event at Mt. Tahoma High School
4th College and Career Fair at Mann Middle School and AVID Night at Gray Middle School
20th Meeker Days at Pioneer Park
21st Meeker Days at Pioneer Park
22nd Meeker Days at Pioneer Park
25th Education Fair at Joint-Base Lewis-McChord

Outreach Events for 2014-2015

July
12th Lakewood Summer Fest at Fort Steilacoom Park
22nd Clover Park Technical College’s Cosmetology Show
24th MultiCare Nurse Camp at Clover Park Technical College
26th Ethnic Fest at Wright Park
27th Ethnic Fest at Wright Park

August
27th Get Your Stuff Day at Graham Kapowsin
28th Christensen Elementary
31st Rock the Rim at Lincoln High School

September
13th Puyallup Fair at Puyallup Fairgrounds
14th Puyallup Fair at Puyallup Fairgrounds
15th Puyallup Fair at Puyallup Fairgrounds and Fall Counselor Workshop at The Evergreen College
18th Open House at Challenger High School
22nd Puyallup School District’s Post High School Plan
25th Fall Counselor Workshop at University of Washington-Tacoma
30th College Fair at Graham Kapowsin High School and College Fair at Bethel High School

October
1st Back to School Night at Clover Park High School and College Fair at White River High School
2nd Back to School Night at Fife High School
7th College and Career Fair at Central Kitsap High School
9th 8th Grade Math Conference at Clover Park Technical College and The Reaching Out Fair at Auburn Middle School
15th Life After High School at Truman High School and White River High School Presentation
18th UNCF Event at Northwest African American Museum
22nd High School and Beyond Night at Mt. Tahoma High School and College Night at Challenger High School
23rd Tacoma School District Fair
27th College Fair at North Thurston High School
28th College Fair at Yelm High School
29th Olympia School District College Fair
29th Umbrella Tour

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6th Sumner School District College Fair and Shelton High School College Fair and Steilacoom High School College Fair
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