

TRUSTEES INFORMATION PROGRAM

**Recruitment Outreach**  
January 2008

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Office of Admissions and Enrollment Management  
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January 2008

**Trustee Information Program**

Recruitment Outreach

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**EXECUTIVE SUMMARY**

The Recruitment area within the Office of Admissions and Enrollment Management coordinates college-wide outreach for prospective students and new applicants. The Recruitment area has staff located on each campus, assisting prospective students and applicants to navigate all phases of the enrollment process, from initial inquiry response to final registration and payment. The Recruitment staff use multiple effective methods of outreach, including campus programs, high school visits, correspondence, and online communication.

The report outlines new initiatives implemented during 2007, including expanded methods of internet technology outreach and increased contact with working adults. The Recruitment staff hosted several outreach events throughout the year at each campus. These events were highly effective in addressing the needs of prospective students and applicants, and the Recruitment staff coordinated these outreach activities with the cooperation of numerous faculty and staff college-wide. The events showcased the outstanding programs and services Montgomery College has to offer, and these events were extremely well-attended. In addition, the report elaborates on the variety of specific methods utilized by the Recruitment staff throughout the year.

## New Initiatives to Enhance Contact with Prospective Students

- **Expanded avenues for internet communication**
  - Developed content for the new **e-brochure** Hobsons publication with Institutional Advancement, which should go live in February 2008. Hobsons Enrollment Management Technology (EMT) provides recruitment and enrollment management products and services to colleges and universities.
  - Developing plans for an “electronic communication plan” in response to online inquiries
  - Implemented **online chat session technology** through Hobsons EMT Chat University, hosting 8 sessions from June to December, 2007 on topics ranging from financial aid, assessment testing, Montgomery Scholars, and general enrollment
  - Expanded **online rsvp** option for campus events (164 rsvps were received online, in addition to rsvps via email/mail/phone)
  - Implemented “Cutenews” online campus event posting
  
- **Expanded outreach to MCPS students regarding financial aid awareness**
  - Co-hosted two well attended “Paying Your Way” financial aid enrollment information sessions at the Rockville campus in the summer of 2007
  
- Coordinated freshman recruitment efforts for expanded **Macklin Business Institute** honors program
  
- **Expanded outreach to working adults**
  - Worked with the **Adult Re-entry and Options Programs**
  - Developed consistent correspondence and follow-up with inquiries from working adults
  - Facilitated opportunities for prospective working adults to visit campus and obtain enrollment assistance
  
- Expanded college-wide outreach for the **Visual and Performing Arts** programs, including special sessions and opportunities to promote and highlight the arts

## Recruitment Office Special Activities - 2007

<u>Campus Event Focus</u>	<u>Month</u>	<u>Location</u>	<u>Student Attendees</u>
Enrollment Fair	June	Germantown	109
Open House	November	Germantown	117
Enrollment Fair & Open House	April	Rockville	325
Financial Aid Enrollment Session	May	Rockville	215
Financial Aid Enrollment Session	June	Rockville	50
Montgomery Scholars	November	Rockville	125
Parent/Student Night	March	Takoma Park/Silver Spring	50
Health Sciences Open House	March	Takoma Park/Silver Spring	104
Multicultural Fair	April	Takoma Park/Silver Spring	142
Open House	October	Takoma Park/Silver Spring	108
Medical Careers Expo	November	Takoma Park/Silver Spring	174
Arts/School of Art + Design	Year-round	Takoma Park/Silver Spring	58

## Ongoing Recruitment Outreach Efforts for Prospective Students

- Conducted **“Walk-In” Sessions (May – August 2007)**
  - These personalized sessions were held on all campuses on varying days of the week. Prospective students and applicants were able to obtain personalized follow-up regarding the steps to enroll at the College, including campus tours.
- Increased **outreach to AELP students and second-language speakers**
  - Coordinated another well attended Multicultural Fair (Dia de Multicultural) at the Takoma Park/Silver Spring Campus in April, 2007, in cooperation with the Downcounty Latino Network. This event was highly successful, with students from MCPS, Prince Georges County and the District of Columbia (over 250 people in attendance).
  - Developed a bilingual open house outreach publication in English and Spanish for the Multicultural Fair
  - Participated in a bilingual segment for Radio America Spanish station (April, 2007)
  - Conducted special visits at MCPS high schools with AELP faculty to discuss the placement testing process
- Coordinated numerous **campus tours** for individual students as well as for special middle and high school groups throughout the year at all three campuses
- Visited all **Montgomery County Public high schools** multiple times throughout the school year, including outreach to seniors at Clarksburg and Northwood
- Attended **College Nights** and College Fairs at MCPS high schools
- Visited high schools in the District of Columbia
- Attended **national college fairs**, with over 800 students visiting the Montgomery College tables
- Attended **Hispanic college fair** at the Universities at Shady Grove, with over 400 Latino students visiting the Montgomery College table
- Conducted specialized visits at MCPS high schools concerning the visual and performing arts, School of Art and Design, Montgomery Scholars program, financial aid and scholarships, Macklin Business program, and AELP placement testing
- Organized **Counselor Breakfast** for MCPS Career Information Coordinators at the Takoma Park/Silver Spring Campus, including a **tour of the new Cafritz Foundation Arts Center** (September 2007)
- Managed **Montgomery Scholars** recruitment and admissions process for fall 2007, with the largest pool of Scholars applicants ever (248)
- Coordinated **“Welcome Brunch”** for newly admitted Montgomery Scholars at the Rockville campus (April 2007)
- Managed **School of Art and Design** recruitment and admissions process, with over 150 applicants for fall 2007
- Organized **Scholarship and Portfolio Day** program at the School of Art and Design
- Coordinated **Communication Plan** in Banner system, which provides regular, timely, and systematic contact with prospective students via mail
- Utilized **automatic phone dialer** for expanded telecounseling efforts. Examples of telephone outreach include reminders to attend on-campus events, reminders about payment & registration deadlines, and reminders regarding important steps in the enrollment process
- Utilized **email service** to increase opportunities to send and monitor mass emails. Examples of email outreach include announcements for online chats, assessment testing & open house programs, as well as reminders about important payment and registration deadline
- Work extensively with Institutional Advancement’s Creative Services team to develop outreach publications