

TRUSTEES INFORMATION PROGRAM

Recruitment Outreach
January 2009

Office of Admissions and Enrollment Management
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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 2008, including expanded methods of internet technology outreach, visual and performing arts programming, outreach to the Hispanic community, 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**
 - Implemented the **new e-brochure Hobsons publication**, which went live in May, 2008. Hobsons Enrollment Management Technology (EMT) provides recruitment and enrollment management products and services to colleges and universities. **Over 4,000 personalized e-brochures were requested from May to November, 2008.**
 - Expanding outreach via **social networking**, by developing a Montgomery College **facebook** group for prospective students, in collaboration with the Marketing department.
 - Continued outreach through **online chat session technology** through Hobsons EMT Chat University, hosting 8 sessions in 2008 on topics ranging from financial aid, health sciences, assessment testing, and general enrollment; 48 participants.
 - Expanded **online rsvp** option for campus events (in addition to rsmps via email/mail/phone)
- **Expanded outreach to Hispanic community, the fastest (and only) growing contingent of our County population.**
 - We have increased significantly our outreach to the Spanish-speaking community through the use of two half-time positions transferred from the TP/SS Campus to the Admissions Office (one of which is still vacant).
 - We are using different community outreach and communication methods to inform the Spanish-speaking community about Montgomery College programs and training.
 - 1) **Personal Contact:** Identifying community events, community service providers, PTA groups, institutions, churches and businesses already working with the community that can allow collaboration and facilitate the delivery of information in the form of group presentations and printed materials from Montgomery College.
 - 2) **Use of Spanish Radio:** The Development and implementation of a 30-minute radio program twice a month incorporating different topics and guests from Montgomery College including: admissions process, deadlines, fees, college locations, credit and non credit classes, adult education, financial aid, etc. The aim is to facilitate access to information and establish a familiar and consistent message on specific days of the month in order to develop Montgomery College presence in the Spanish-speaking community.
 - TITLE: “ Mi Escuela es su Escuela” - My school is your School
 - BROADCAST DAYS: First and Second Monday of the month
 - VEHICLE: Radio America 1540 AM
 - Continued **outreach to MCPS second-language speakers**, including conducting special visits at MCPS high schools with AELP faculty to discuss the placement testing process.
 - Developing a **recruitment publication in Spanish** through Institutional Advancement.
 - **Conducted information sessions in Spanish** at the Rockville and Takoma Park/Silver Spring campus.
 - Attended **Hispanic college fair** at the Universities at Shady Grove, with over 400 Latino students visiting the Montgomery College table.
- **Coordinated development of new publication (flipbook) with Institutional Advancement** which provided a unique opportunity to market to both high school students and working adults with one publication.
- **Participated in pilot Middle School Parent Orientation at 3 MCPS middle schools** with Academic Initiatives to provide information to middle school parents on how to prepare their students for college.

- **Expanded outreach to working adults**
 - Worked with the **Adult Re-entry and Options Programs**
 - **Implemented adult information sessions (Take Time Out Tuesdays/Thursdays)** to facilitate opportunities for prospective working adults to visit campus and obtain enrollment assistance.
 - **Developed Accelerated Schedule offerings for spring 2009**; collaborated with College Registrar, scheduling and various Deans from each campus to put together Programs of Study, so that working adults have the opportunity to complete a degree program or a certificate program in two years.
 - Developed consistent correspondence and follow-up with inquiries from working adults
- Enhanced targeted college-wide outreach for the **Visual and Performing Arts** programs to promote and highlight the arts at the Rockville and Takoma Park/Silver Spring campuses, including arts care packages for counselors, arts Information sessions, parent nights, portfolio days, lecture series, and campus visits. Special plans to **showcase the Cultural Arts Center Grand Opening in fall 2009**, such as inviting MCPS students and teachers to tour the new facilities, arranging a performance for the new stage, and enlisting artists to display in the gallery.

Recruitment Office Special Activities – 2008

<u>Campus Event Focus</u>	<u>Month</u>	<u>Location</u>	<u>Student Attendees</u>
Parent Night	March	Germantown	75
Enrollment Fair & Open House	April	Rockville	275
Parent Night	May	Rockville	150
Montgomery Scholars	November	Rockville	150
Health Sciences Open House	March	Takoma Park/Silver Spring	100
Parent/Student Night	April	Takoma Park/Silver Spring	52
Visual Arts/School of Art + Design	April	Takoma Park/Silver Spring	35
Enrollment Fair/Super Saturday	June	Takoma Park/Silver Spring	125
Health Sciences Open House	November	Takoma Park/Silver Spring	114

Ongoing Recruitment Outreach Efforts for Prospective Students

- Conducted **“Walk-In” Sessions** on all campuses on varying days of the week. Prospective students and applicants are able to obtain personalized follow-up regarding the steps to enroll at the College, including campus tours.
- Coordinated numerous **campus tours** for individual students as well as for special elementary, 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.
- Attended **College Nights** and College Fairs at MCPS high schools.
- Attended fairs and visited schools in the District of Columbia; attended fairs and visited schools in Prince Georges and Frederick counties, by request.
- Attended **national college fairs**, with over 800 students visiting the Montgomery College tables.
- Visited numerous corporate and government agencies for their **Adult Education Fairs**.
- 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.
- Managed **Montgomery Scholars** recruitment and admissions process, with the large and diverse pool (215); managed recruitment and admissions process for new **Macklin Business** freshman admissions program (39).
- Coordinated **Communication Plan** in Banner system, which provides personalized, regular, timely, and systematic contact with prospective students via mail.