

# Florida Gateway College

**Admission Services**

## **Recruitment Plan**

**2014-2015**

**The mission of Florida Gateway College is to provide superior instruction, nurture individual development, and enrich the community through quality higher education programs and lifelong learning opportunities.**

The recruitment plan for Florida Gateway College is mission-driven and based on the concept that recruitment should be about building long-term relationships. This includes relationships with potential students, parents, high school faculty and counselors, local employers, dual enrollment prospects, non-traditional students, and members of minority communities.

## **Principles**

1. Effective recruiting for the College is the responsibility of all members of the college family (faculty, staff, administration, alumni and friends). It begins with knowing and understanding the College mission, and relating all recruiting efforts back to that mission. This plan adheres to the core values inherent in the mission of the College, which includes the nurturing of individual development through the provision of quality higher education programs and lifelong learning opportunities.
2. A diverse recruiting strategy must always reference not only the College mission but also a consistent and unified image, embodied in the College logo and the College slogan. While strategies may vary, in order to build a brand, the logo and related slogan must appear consistently, on all promotional materials, signs, and banners, and on the College Web site. This is part of creating the college brand and establishing a recognizable and sustained, positive public image.
3. Success of the recruiting plan depends upon continued improvement of internal and external channels of communication, which is also the responsibility of all members of the College family. Communication must flow up and through as well as down the organization.
4. The emphasis of this plan is the promotion of our strengths and successes. It focuses on student and alumni successes, the quality of our faculty and the value of small class size combined with low tuition cost, our friendly small school atmosphere, and finally our convenient and attractive campus location. The affordability of taking online classes and attending nearby centers rather than driving to a distant campus should be emphasized to potential students and their parents.

## **Promotional Campaign Theme**

Florida Gateway College – “Start Here. Go Anywhere!”

## **Goal**

To enroll the largest possible share of high school students in the FGC service district area and increase non-traditional student enrollment while ensuring a diverse student population.

## **Recruitment Strategies**

### **Strategic Objective**

To establish relationships with:

- High School Students and Parents
- High School Guidance Counselors
- Parents of Prospective Students
- Other High School Personnel
- Dual Enrollment Students
- Nontraditional Student/Adult Learners
- Minority Students and Parents
- Local Churches
- Local Community Centers
- Community Organizations
- Middle Schools
- Secondary Programs Focusing on STEM (Science, Technology , Engineering and Math)

#### Other Markets:

- Home Schooled Students and Parents
- Private School Students and Parents
- Charter School Students and Parents
- GED® Graduates
- Military Veterans
- Employees from local companies that have downsized
- Other Training Institutions
- International Students
- New Hires for Alternative Teacher Certification
- Current Employees of School Districts for Alternative Certifications (ESOL, ESE, Reading, Math and Science)
- Florida Correctional Institution Re-entry Seminars
- Health Department SWAT (Students Working Against Tobacco) program at the Middle and High School Level

## High School Students

### Description of Recruitment Strategy

The College's actions will be directed toward increasing all high school students' understanding and appreciation of the educational opportunities available at FGC, which may lead them to enroll at FGC. Activities will also be directed towards providing a possible direction to those students that have not considered the opportunities at FGC. These activities will also address their needs and attempt to minimize the cost they incur in coming to FGC by stressing the quality educational opportunities and the benefits of enrolling at FGC before transferring to a four-year college or university or before joining the workforce.

### Action Plan

1. A minimum of 14 total visits to district high schools on a recurring annual basis.
2. Coordination of recruitment efforts with FGC's Coordinator of Multicultural Programs.
3. Distribute brochures, catalogs, class schedules and other college information to area high schools, libraries and businesses.
4. Encourage individual visitations to the college campus and conduct guided tours.
5. Invite the five-county area high school students to attend and participate in College Night and other college wide promotional activities.
6. Utilize student assistants acting in the capacity of an ambassador to the fullest extent in recruiting activities.
7. Attend pertinent community activities (fairs, festivals, parades, homecoming festivities, etc.).
8. Establish a recruiting presence at relevant outside agency activities that utilize the college facilities.
9. Provide information and/or visit the Georgia high schools that benefit from our in-state tuition rate agreement.
10. Promote FGC Exploring College events/sessions for the general public in an effort to further communicate the advantages of attending FGC and the steps required for enrollment.

### Performance Indicators

1. Number and percent of high school seniors indicating intent to attend FGC.
2. Number and percent of current-year graduates of county high schools enrolled by high school.
3. Number of dual enrollment students and number of these students enrolling at FGC upon high school graduation.
4. Show an increase in the number of dual enrollment students.
5. Show an increase in the number of minority students.

## **High School Guidance Counselors**

### **Description of Recruitment Strategy**

High school guidance counselors have a profound impact on high school students with respect to decisions about college. Counselors' perceptions about FGC, whether positive or negative, can effect their recommendations to students. If they are informed and knowledgeable about the education opportunities and services available at FGC, then they will recommend FGC to their students more frequently.

### **Action Plan**

1. Strengthen the relationship between the high school guidance counselors (FL and GA) and FGC.
2. Increase the familiarity of counselors with FGC's programs, faculty and student services.
3. Provide counselors with the information they need for their students.
4. Make their students' transition from high school to FGC as smooth as possible.
5. Regular visits to our high schools.
6. Participate in fall and spring meetings for guidance counselors and school district personnel to inform them of new or modified programs available and dual enrollment updates.
7. Distribute brochures, catalogs, class schedules and other college information to high school counselors.
8. Encourage high school counselors to visit FGC campus and classes.
9. Invite high school guidance counselors to participate in College Night.
10. Coordinate recruitment activities with the Coordinator of Multicultural Programs.
11. Provide College Contact and General Information folder to high school guidance counselors as a quick resource for FGC information.

### **Performance Indicators**

1. Increase number and share of applications and enrollment from respective high schools.
2. Increase number of requests for information about FGC from high school counselors.
3. Increase number of counselors participating in workshops.

## **Parents of Prospective Students**

### **Description of Recruitment Strategy**

The College will establish relationships with prospective students' parents to create a favorable perception of FGC and increase the likelihood that they will recommend FGC for their children's continuing education.

### **Action Plan**

1. Work with parent organizations of high school students.
2. Work with parents of private school and homeschooled students.
3. Invite parents to attend College Night with their children.
4. Invite and encourage parents to visit the campus with their children.

## **Performance Indicators**

1. Increase number of applications due to recommendations from parents.
2. Increase number of requests for information about FGC from parents.

## **Other School Personnel**

### **Description of Recruitment Strategy**

Teachers, advisors, principals and other school professionals, such as guidance counselors, can have a profound impact on high school students with respect to decisions about their future. If school personnel are informed and knowledgeable of the educational opportunities and services available at FGC, they should recommend FGC to their students.

Recruiting will be directed toward strengthening the relationship between all high school personnel and FGC. The strategy will increase the familiarity of district high school personnel with FGC's programs, faculty and student services. Recruiting actions will provide school personnel with information they need for their education and information they need for their students. The College actions will take into account school personnel's time and effort when addressing its needs.

### **Action Plan**

1. Contact as many school personnel as possible during the regular visits made by FGC recruiter and admissions representatives, financial aid representatives, and faculty.
2. Distribute brochures, catalogs, class schedules and other college information to high school personnel.
3. Encourage high school personnel to visit FGC campus through classes and/or personally.
4. Distribute the course schedules and/or marketing materials to district high school personnel, local chamber members, local realtors, civic organizations and clubs, libraries, mailings to all five-county residents, as well as select inclusion in district and others as applicable.
5. Meet with district school administrators in their respective counties to provide information, seek their support for the FGC and encourage the dissemination of materials to their school personnel.
6. Strengthen relationships with county representatives.
7. Encourage high school personnel to utilize the FGC campus for meetings and other school functions.
8. Provide College Contact and General Information folder to high school principals as a quick resource for FGC information.

## **Performance Indicators**

1. Increase share of applications and enrollment from respective high schools due to referrals from high school personnel other than guidance counselors.
2. Increase number of requests for information about FGC from school-related personnel.

## **Dual Enrollment Students**

### **Description of Recruitment Strategy**

Disseminate information and familiarize high school personnel, potential dual enrollment students and their parents about the dual enrollment program.

### **Action Plan**

1. The Coordinator of Dual Enrollment, in coordination with Admission Services, will host a minimum of two district-wide meetings on the FGC campus for high school guidance counselors and district personnel on the dual enrollment program and other educational opportunities at FGC.
2. The Coordinator of Dual Enrollment, in coordination with Admissions Services and the Coordinator of Multicultural Programs, will conduct dual enrollment presentations/workshops on the high school campus.
3. The Coordinator of Dual Enrollment, in coordination with Admission Services, will attend meetings and workshops for private high school students.
4. The Coordinator of Dual Enrollment, in coordination with Admissions Services, will attend meetings and workshops for homeschooled students.
5. The Coordinator of Dual Enrollment, in coordination with Admission Services and the Coordinator of Multicultural Programs, will invite all community members to a dual enrollment informational meeting hosted on the FGC campus.

### **Performance Indicators**

1. Increased enrollment of dual enrollment students.

## **Non-traditional Students/Adult Learners**

### **Description of Recruitment Strategy**

Familiarize adult learners with the educational opportunities at FGC and convey how these opportunities will help to enrich their life. Our actions should promote the student services that are available for adult learners and emphasize financial aid opportunities.

Advising and testing will accurately match the programs and services to the student's needs.

Other activities will highlight those courses that maybe taken for personal enrichment and attempt to create interest in these and other courses.

### **Action Plan**

1. Increase advertising to target "nontraditional" students.
2. Develop activities with local businesses to promote college opportunities to their employees.
3. Develop partnerships with businesses to identify their needs and requirements.
4. Coordinate joint promotions with student services for recruiting adult learners.
5. Distribute brochures, schedules and other information to places that potential adult learners frequent, working closely with entities frequented by the underemployed and recently unemployed, i.e., district Florida Crown/Workforce Development Office, county adult education office, etc.
6. Work with financial aid to conduct financial aid workshops throughout the College's district.
7. Conduct recruitment activities during the evening and on weekends to reach diverse populations.
8. Explore innovative orientation formats such as evening, weekends, and online orientation.

### **Performance Indicators**

1. Increase number of applications and enrollments of non-traditional students.

## **Minority Students**

### **Description of Recruitment Strategy**

All actions in each market will consider the needs of minority students.

### **Action Plan**

1. Work with the Coordinator of Multicultural Programs to establish relationships within the community.
2. Work with the Coordinator of Multicultural Programs to develop a mentor program concentrating on diverse populations.
3. Work with the Coordinator of Multicultural Programs to promote minority scholarships.
4. Work with pre-collegiate organizations in schools.
5. Work with the Coordinator of Multicultural Programs to develop relationships with district middle schools.
6. Work with the Coordinator of Multicultural Programs to establish relationships with churches and other organizations in minority areas to present programs relating to educational opportunities at FGC.
7. The Coordinator of Multicultural Programs will participate with college recruiter in relevant recruitment activities.

### **Performance Indicators**

1. Increase number of applications and enrollment of minority students.

## **Local Churches and Community Centers**

### **Description of Recruitment Strategy**

Increase awareness of FGC's programs and services among local churches and centers. Also, we will emphasize programs activities with churches and centers that serve a predominantly minority population.

The College Recruiter and the Coordinator of Multicultural Programs will work to establish relationships and lines of communication with local churches and community centers.

### **Action Plan**

1. Increase visitations to local churches.
2. Increase visitations to local community centers.
3. Provide FGC materials to local churches and centers.
4. Conduct workshops for church members and community centers on FGC programs, majors and certificates.
5. Conduct workshops for church members and community centers on how to apply to college and apply for financial aid.

## **Performance Indicators**

1. Increased number of visits to churches and community centers.

## **Community Organizations**

### **Description of Recruitment Strategy**

The colleges' actions will be directed toward strengthening the relationships between FGC and communities within its district.

The Colleges goal is to provide communities with resources and information as needed.

Actions will promote the opportunities available at FGC and should influence people in the communities to enroll at FGC.

### **Action Plans**

1. Promote FGC through respective professional societies and organizations, i.e., historical societies, drama clubs, nursing associations, etc.
2. Distribute brochures, catalogs, class schedules and other college information to area libraries and businesses.
3. Speak to local civic and service organizations.
4. Volunteer to serve as judges at science and county fairs.
5. Participate in area youth organizations on behalf of FGC.
6. Encourage faculty and staff to promote FGC in their daily contacts including social and religious organizations.
7. Encourage communities to notify FGC when they have an event.
8. Involve FGC students in community activities when possible.
9. Work with the Lake City/Columbia County Chamber of Commerce by distributing FGC information to members and develop relationship with other area chambers of commerce.
10. Participate in the high school homecoming parades and establish participation in other district high school events.
11. Participate in community parades, fairs, and festivals.
12. Involve student assistants performing ambassador related functions in community and civic activities.

## **Performance Indicators**

1. Increased participation in events.

## **Middle Schools**

### **Description of Recruitment Strategy**

Middle school students should be made aware of college admissions requirements. Help students understand what classes may be taken may help students meet college requirements.



## **Action Plan**

1. Strengthen the relationship between the middle school guidance counselors and teachers and FGC.
2. Increase the familiarity of counselors and instructors with FGC's programs, faculty and students services.
3. Provide counselors with the information they need for their own education and information they need for their students.
4. Visit the middle school students and staff school.
5. Conduct workshops and make presentations to middle school students in their classroom. Invite student's parents to attend.
6. Distribute brochures, and other college information to middle school counselors.
7. Encourage middle school counselors and instructors to visit the FGC campus and classes.
8. Encourage middle school students' parent to visit FGC campus.
9. Provide College Contact and General Information folder to middle school principals and guidance counselors as a quick resource for FGC information.

## **Performance Indicators**

1. Increase number of visits and presentations made during the school year.
2. Increase number of parent inquiries about FGC.
3. Increase number of campus visits by middle schools.

## **Current and Future Activities to Reach Diverse Markets**

1. Host FGC College Night
2. Participate in other College Nights throughout the state of Florida.
3. Participate in career fairs throughout the state of Florida.
4. Develop recruiting opportunities via email and use of other technology.
5. Request a video/DVD and/or interactive CD ROM be developed for recruiting purposes.
6. Work with the Coordinator of Multicultural Programs to develop out-reach programs to promote a diverse student population.
7. Work with the Executive Director of Media & Community Relations to produce programs to be broadcast delineating the application, financial aid, advising and registration process.
8. Establish on-going relationships with minority community centers, churches and organizations.
9. Develop and implement FGC Open House- Exploring College events/sessions for the general public in an effort to further communicate the advantages of attending FGC and the steps required for enrollment.
10. Develop recruiting strategies re: receipt of AP/CLEP/DANTES test scores for students who do not apply for admission.
11. Collaborate with Financial Aid to develop strategies insure that prospective students are knowledgeable of Financial Aid process.
12. Collaborate with college divisions to develop/implement recruiting opportunities specific to program(s) within the division.

## **Monthly Recruitment Reports**

Recruitment activities will be driven by this recruitment plan and the college mission statement.

Monthly recruitment activity reports will be generated by the college recruiter in cooperation with the Coordinator of Multicultural Programs, and the Coordinator of Dual Enrollment and supplied to the Director of Enrollment Management on a monthly basis. The Director of Enrollment Management will

present a summary of the recruitment report at the President's monthly Public Relations Committee meetings.