

# Yearly Recruitment Planning

Using Student Insights and Data to Inform the Annual Recruitment and Outreach Plan

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# Overview



ANNUAL RECRUITMENT PLANNING  
PROCESS & DEVELOPMENT



ASSESSING STUDENTS EXPERIENCE AS  
THEY ENTER AND MOVE THROUGH  
ADMISSIONS FUNNEL



OVERALL ASSESSMENT OF PLANS  
SUCCESS & IMPACT



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# Recruitment Plan

- Formalized FY 23
- 3 main components
- Created prior to each FY



ANNUAL GOALS



STUDENT AND  
INFLUENCER  
COMMUNICATION PLAN



RECRUITMENT AND  
OUTREACH EVENTS AND  
INITIATIVES



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# Recruitment Plan

- **Purpose:** feed the funnel through engagement and educational opportunities; promote enrollment; support the college's SEM plan.

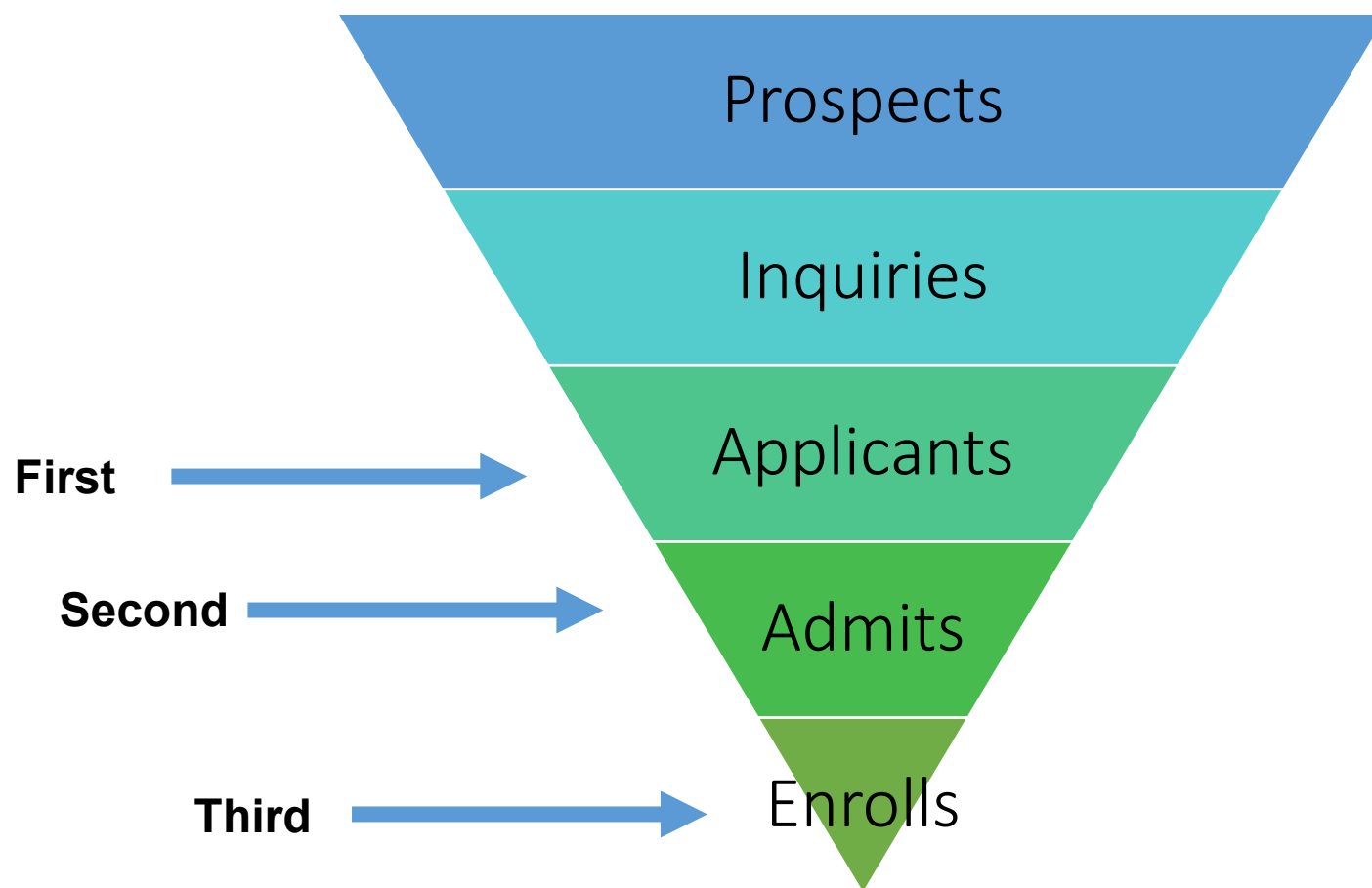


*Fall Open House 10/26/2022*



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# Opportunities to Survey



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# Survey Experiences

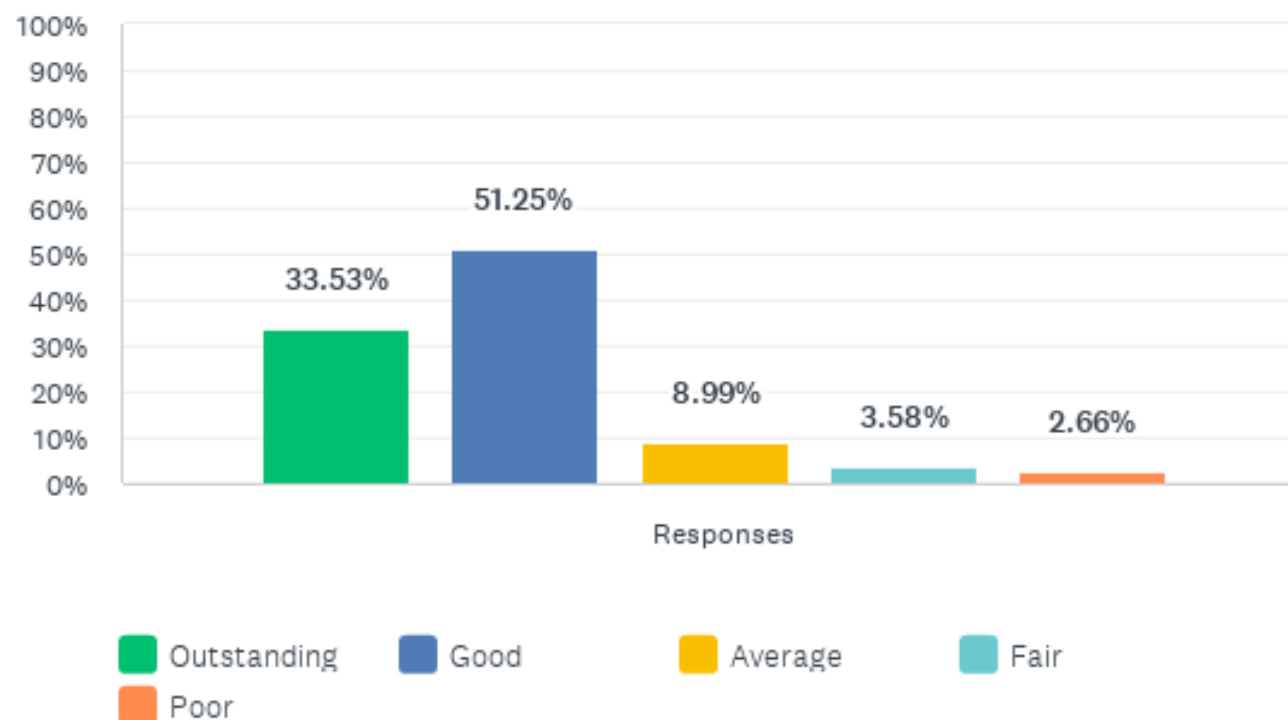


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# Survey Results

## Admission Application Experience Survey

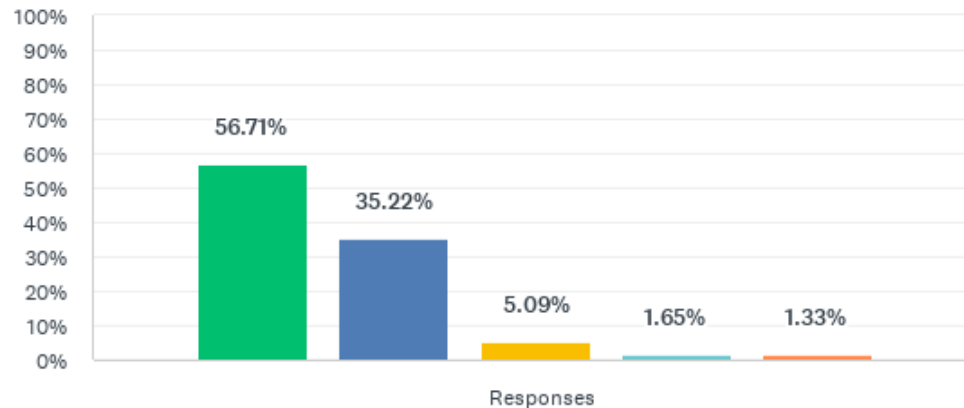
Q3 How would you rate your overall experience completing your admission application?



# Survey Results

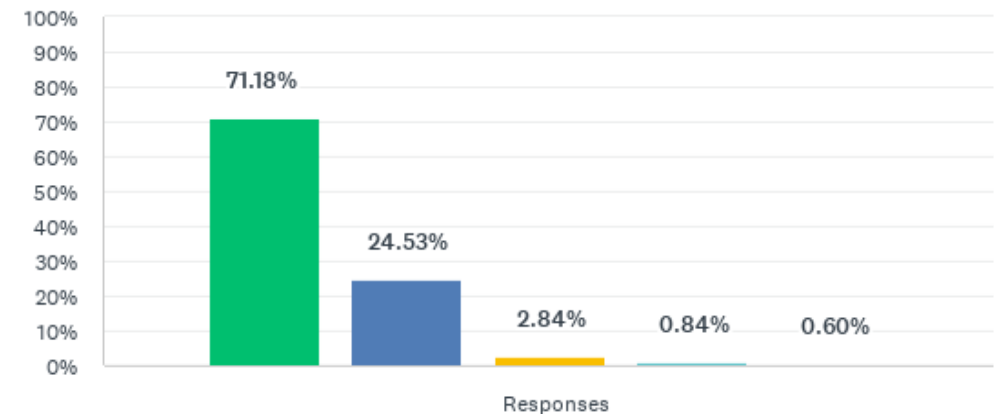
## Harper College Admissions Outreach Satisfaction Survey

Q2 How would you rate your overall experience?



Outstanding Good Average Fair  
Poor

Q3 How would you rate the friendliness of the staff?



Outstanding Good Average Fair  
Poor



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# Survey Results

## Harper College Enrollment Experience Survey

Q2 How would you rate your experience with the following during your enrollment process:

Answered: 608 Skipped: 0

	EXCELLENT	GOOD	FAIR	NEEDS IMPROVEMENT	N/A	TOTAL	WEIGHTED AVERAGE
Applying for Admission	49% 295	38% 228	9% 57	4% 22	1% 4	606	3.32



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# FY 23 Plan Results

**Goal:** Increase overall new student enrollment to flatline yield.

**Results:** Goal met – new student conversion was flat in FY 23

**Goal:** Maintain a customer satisfaction score of between 90 - 95%.

**Results:** Goal met – average score has been 92%

**Goal:** Convert 50% of admissions event attendees to enrolled students.

**Results:** Goal met – over 60% of event attendees enrolled in the next term



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# Action Planning and the Future

*S'mores & Success 11/13/2023*

- Assess after implementation (satisfaction, conversion)
- Continuous improvement lens, adjust benchmarks as needed
- Sunset initiatives that aren't delivering adequate results; identify new opportunities
- Update plan for next FY



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# Thank you!

- Questions?



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