Overview

- Five-Year Enrollment Data
- Peer Comparisons
- Strategic Focus
Five-Year Enrollment Data
Peer Comparisons
Peer Comparisons - Fall to Fall
Develop a virtual presence to assist prospective and new students with enrollment of students from target populations by developing a data-driven process to increase enrollment.

Leverage technology to enhance, revise, and refine marketing messages and visibility of the College.

Develop and implement targeted recruitment best practices.

Navigating the RCC system

Strategic Recruitment: Importance

Student enrollment: specifically focused on recruitment. Listed below is an overview of increasing enrollment status, the economy, and research on college-going students’ RCC.

Given the decline in enrollment, being conscious of peer institutions...
Strategic Recruitment Planning - Planning
Developing a Recruitment Marketing Campaign for PCC

Developing New Targeted Recruitment Materials

Recruiting Students (follow-up communications)

Developed and Scheduling Communications to Develop Standard Themed Communications

Navigating the PCC System

Developing a Virtual Presence that assists future students with

Developing Reports needed to successfully track students

Developing System Support needed to successfully track students

Technology and Systems Support

They move through the enrollment funnel

Developing Targeted Programming for students as

Developed Territory Management

Developed High School Visit Strategy

Developed Standard High School Presentations

The High School Visit & Programming

Strategic Recruitment - Current Steps
Questions