

# RECRUITMENT TASK FORCE

PRESENTED BY:

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FOR STUDENT SERVICES

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# SILOS:

- STUDENT SERVICES
- ACADEMIC AFFAIRS
- MARKETING AND COMMUNICATIONS
- INSTITUTIONAL RESEARCH/  
INSTITUTIONAL EFFECTIVENESS

# RECRUITMENT TASK FORCE SUBCOMMITTEES:

- PRE-ENROLLMENT PIPELINE
- INTERNATIONAL RECRUITING

# DECEMBER REPORT WITH RECOMMENDATIONS ON:

- TOOLS AND TECHNIQUES
- TARGET MARKETING
- OUTREACH
- THE ON-CAMPUS EXPERIENCE

# MYTH #1: THE TASK FORCE IS FIXING THE 13% DECREASE IN ENROLLMENT

- *NO: WE ARE LOOKING AT THE TOOLS AND TECHNIQUES OF RECRUITMENT AND WILL MAKE RECOMMENDATIONS IN THAT ARENA.*

# MYTH #2: THE TASK FORCE IS PREMATURE BEFORE COLLEGE PRIORITIES ARE CLARIFIED.

- *NO, WE ARE FOCUSED ON TOOLS AND TECHNIQUES SO AS TO BE READY TO TAKE TARGETED ACTION – MARKETING AND RECRUITMENT – ONCE THEY ARE CLARIFIED.*

# MYTH #3: WE DON'T CARE ABOUT OUR K-12 PARTNERS.

- *NO, THE NEW STYLE OF RECRUITING BRINGS STUDENTS TO CAMPUS, NOT THE REVERSE. AS WE TRANSITION WE HAVE VOLUNTEERS ATTENDING SOME COLLEGE FAIRS.*

THANK YOU FOR YOUR TIME!