

## HIGH SCHOOL AND COLLEGE RELATIONS

### Mission

High School and College Relations identifies recruits and generates a new student population that meets the University's enrollment goals.

### Vision

High School and College Relations will:

- Be a model of efficiency in bringing new students from initial point of contact to enrollment;
- Be recognized as an integral component of the strategic enrollment planning process;
- Be a model for recruiting and enrolling provide the most diverse and academically qualified student body in the region;
- Be recognized for exemplary customer service; and
- Achieve a national reputation of excellence relative to innovative recruitment practices.

### Core Values

**Excellence** – We seek excellence in all our endeavors, and we are committed to continuous improvement.

**Intellectual Freedom** – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

**Integrity** – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

**Service** – We believe that serving others is a noble and worthy endeavor.

**Diversity** – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

**Stewardship of Resources** – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

## **Goals, Critical Success Factors, Objectives, and Strategies**

**Goal One: Achieve enrollment and class profile goals as prescribed by the University.**

### **Critical Success Factors:**

- Annually build a combined freshman and transfer prospect pool of 40,000+
- Establish a comprehensive longitudinal recruitment strategy focusing on students in grades 9-12 and transfer students
- Enroll freshman and transfer classes that reflect the demographic composition of Oklahoma
- Enroll 25 National Merit Scholars annually
- Increase the mean ACT of enrolling freshmen to 26 (SAT 1170)
- Increase the size of the freshman class to 3500+
- Increase transfer student enrollment to 2500+
- With increasing admissions standards, maintain the matriculation rate for freshman and transfer applicants
- Increase from 370 to 500 the number of freshmen enrolling from Texas
- Increase from 30 to 60 transfers enrolling from targeted Texas community colleges
- Establish a recruitment network of OSU alumni who work in Oklahoma high schools

### **Objectives:**

**Objective 1.1:** Increase the size, diversity and quality of the prospect and applicant pools.

#### Strategies:

- Establish regional recruitment offices in Dallas-Ft. Worth and Houston.
- Expand the use of search services offered by the College Board and ACT to identify student prospects.
- Establish special recruitment programs (Senior Spotlights) for high achievers and minority students in the OKC, Tulsa and the Dallas/Ft Worth metro areas and other targeted high market areas.
- Establish special on campus recruitment programs for high achievers and minority priority prospects.
- Establish a new junior recruitment day to be held on campus each spring.
- Utilize internal enrollment data based upon annual new student class profiles, EIS, and information provided via the Admitted Student Questionnaire to evaluate the efficiency of our recruitment strategies.

**Objective 1.2:** Increase the number and types of special recruitment programs for high school and community college counselors.

Strategies:

- Enhance fall campus programs that focus on high school counselors.
- Evaluate providing regional high school counselor update programs in selected out-of-state markets.
- Develop annual visitation programs for community college counselors.

**Objective 1.3:** Develop an integrated recruitment plan incorporating grades 9-12.

Strategies:

- Include all staff in development of a recruitment plan and provide each a copy of the plan.
- Schedule a departmental retreat to collaboratively map out an annual timeline of all of our recruitment activities.
- Utilize the knowledge and skills of the entire enrollment management division when designing the plan.
- A series of coordinated, age-sensitive print, electronic, and telecommunication contacts will begin as early as the prospect's freshman year and follow them through enrollment.
- Adjust the plan based upon results and cost.
- Concentrate on using predictive information and market analysis data, provided by the Enrollment Management Council, to effectively meet predetermined annual enrollment goals.

**Goal Two: Utilize current technologies and best practices to improve the identification, recruitment and matriculation of students.**

**Critical Success Factors:**

- Web-based recruitment software that is integrated into SIS
- Online prospect form that is integrated into the SIS system
- Provide on going training for all HSCR staff as we implement and continue to develop our prospective student system
- Establish new web-based recruitment components that are integrated with SIS
- Utilize web-chat technology in recruitment process

**Objectives:**

**Objective 2.1:** Develop online registration form that is integrated into SIS.

Strategies:

- Work closely with IT staff in the design and implement an on-line prospect form that automatically loads to SIS.

**Objective 2.2:** Purchase new recruitment software that provides a more efficient method of managing our prospective student database and facilitating an integrated campus wide recruitment effort.

Strategies:

- Research the different recruitment software packages and submit proposals to Vice President for Enrollment Management and Marketing with specifications and pricing of products.
- In conjunction with Admissions and Information Technology, develop an implementation plan for the new recruitment software package.

**Objective 2.3:** Continue to develop an efficient email campaign that complements our print and telephone communications.

Strategies:

- Train all university recruiters and other university officials how to utilize email campaigns, via the recruitment datasets, to communicate with specific student cohorts.
- Develop state of the art electronic communications for prospects (i.e., flash emails).
- Track the postal savings that are realized by utilizing electronic mail and reallocate the savings within the recruitment budget.

**Objective 2.4:** Develop state of the art web services for prospective students.

Strategies:

- Survey prospective students on an annual basis about their perceptions of the HSCR and OSU websites.
- Redesign HSCR's website to include an electronic application, virtual tour, online prospect form, "meet your recruiter" link, virtual advisor, and chatroom link.
- Continue to advocate for the development of electronic versions of applications for scholarships, honors and housing.

**Objective 2.5:** Develop a web based portal system for prospective and accepted students.

Strategies:

- Work closely with Admissions and Information Technology to design portals for prospective and accepted students, parents and counselors.
- Develop a strategy to market the portal.

**Goal Three: Increase the number of diverse and high achieving students.**

**Critical Success Factors:**

- Increase the number of minority students in our prospective student database
- Establish 5 new recruitment programs that target diverse students
- Diversity is celebrated in all departmental publications and the department website
- Multicultural sensitivity training for all High School and College Relations staff members
- Increase minority student enrollment to reflect the demographic profile of Oklahoma
- Increase the number of high achieving enrollees (ACT 30+/SAT 1320+), by 5% per year through a collaborative effort with Scholarships and Financial Aid, the Scholar Development Office and the Honors College
- Increase the number of National Merit Finalists applying by 5% per year

**Objectives:**

**Objective 3.1:** Develop and implement recruitment programs and events that attract a more diverse student population.

**Strategies:**

- Utilize the search services provided by SAT and ACT to identify more diverse student populations.
- Strengthen relationships with the Multicultural Student Center and include minority faculty, administrators and alumni in our recruitment efforts.
- Strengthen relationships with minority student and faculty associations and key off campus organizations and involve them in recruitment activities.
- Identify and collaboratively service high schools and two-year schools with diverse populations in a much more comprehensive manner in Oklahoma and surrounding states.
- Promote the Presidents Opportunity Scholarship and the Academic Opportunity Scholarship targeted toward first generation students and students from underserved populations.
- Begin to provide transportation to students to attend our on campus minority recruitment programs. (Multicultural Day/ Project Success, Senior Spotlights, OSU Experience, Junior Preview)
- Develop new multicultural sensitive communication publications targeted to diverse student populations.
- Maintain student diversity in the Student Alumni Board tour guide group.
- Insure that diversity is celebrated in all HSCR publications and on the HSCR website.
- Participate in local, regional, and national minority professional development programs.

**Goal Four: Collaborate with other departments to broaden and coordinate recruitment activities.**

**Critical Success Factors:**

- Meet internally with college representatives to review their recruitment activities, including their printed recruitment materials
- Serve as the primary source of recruitment information distributed to all university entities
- Strive for 20 recruitment programs attended by university representatives from departments other than High School and College Relations

**Objectives:**

**Objective 4.1:** Foster and establish relationships with the colleges and departments to educate them about the recruitment process.

Strategies:

- Conduct a survey of all recruitment activities currently being used by each academic college.
- Establish a campus wide listserv that provides departments with a timeline of our recruitment strategies and programs.
- Encourage colleges and departments to communicate with prospects and to develop grade specific recruitment materials for High School and College Relations to help disperse.
- Provide them with prospective student information and datasets and train them to effectively communicate with cohorts of students that have shown an interest in their respective areas.
- Assist and help train other university departments that are hosting recruitment activities on and off campus.

**Objective 4.2:** Continue to develop campus wide High School and College Relations annual staff development training sessions.

Strategies:

- Use representatives from outside departments to assist with developing outreach presentations.
- Schedule facility specific campus tours and departmental interview sessions for the recruitment staff to become knowledgeable so they can better serve the prospects while in the field.

**Objective 4.3:** Identify key alumni constituents to assist in the recruitment process and develop an alumni database.

Strategies:

- Work closely with the alumni association to develop a program (Team OSU) of influential alumni that are employed in the high schools to assist us in our recruitment endeavors.
- Continue to train alumni to assist us in out-of-state recruitment areas by attending college fairs, making telephone calls and hosting receptions.

**Objective 4.4:** Broaden all High School and College Relations lines of communication across the university to promote a holistic approach toward recruitment.

Strategies:

- Create and foster an image of professionalism and respect for all departments across the campus.
- Include other departments in the recruitment scheme and provide them with access to cohorts of prospective students that are integral to the success of their departments.
- Promote and celebrate the notion that that recruitment effort of a university is a collaborative effort of the entire university, not just the recruitment division.



**Goal Five: Attract and retain a knowledgeable, highly competent and diverse staff.**

**Critical Success Factors:**

- Compensation is competitive with similar college recruitment positions in the region
- Diversity is achieved and maintained across the recruitment staff
- 80 percent of recruitment staff is retained on an annual basis

***Objectives:***

**Objective 5.1:** Provide organizational leadership and direction that promotes a working environment comprised of a knowledgeable, highly competent diverse staff.

**Strategies:**

- Restructure, combine, and reassign current staff responsibilities in order to maximize resources and more efficiently achieve recruitment goals.
- Provide at least one professional development opportunity per year related to specific job duties for all staff
- Conduct annual performance reviews for all staff.
- Maintain up-to-date job descriptions for all staff.
- Develop a plan to insure all searches produce a well-qualified and diverse applicant pool.
- Insure that compensation levels are adequate to attract and retain well-qualified staff.