

MARKETING/RECRUITMENT PLAN

ARKANSAS STATE UNIVERSITY - BEEBE



SPRING 2011 MARKETING & RECRUITMENT PLAN

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The purpose of this plan is to provide the framework for the Arkansas State University-Beebe's basic student recruitment and marketing efforts. It will align with the Mission and strategic plan as it assists with the management of new student enrollment. This plan will incorporate the University's goals, standards, and the necessary resources to implement the plan.

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Introduction and Executive Summary

The following marketing and recruitment plan is presented to ensure ASU-Beebe achieves its stated vision to be an educational institution of high distinction, considered among the region's premier state-supported two-year institutions. This plan was crafted as part of ASU-Beebe's 2010-2014 Strategic Plan under objective 2.2.

It is written to be an attainable, dynamic plan with strategic goals that:

- Enhance the way the university is communicating both externally and internally
- Ensure the university continually responds to the changing needs of its student body, communities, and numerous stakeholders and that it communicates such response appropriately
- Remain aggressive in maintaining and enhancing the university's external image
- Develop more community support and awareness of the university.

The key to the ASU-Beebe Marketing/Recruitment Plan is that these goals are shared across the campuses. All campuses and departments within the campuses must work together to achieve these goals for the betterment of the institution.

Prioritized marketing and goals are presented, followed by specific Marketing Action Plans (MAPs). The MAPs outline how ASU-Beebe can achieve each goal, including timeline and budgetary concerns. Year 1 of the plan begins July 2010.

- By the end of Year 2, 85 percent of the MAPs will be in progress.
- By the end of Year 3, 100 percent of the MAPs will be in progress
- By Year 5, 100 percent of the goals should be reached or close to being reached.

Recruitment strategies are identified along with the corresponding goals. Each goal is supported by various initiatives that are either ongoing or to be implemented in the future. Each initiative will be assessed and a determination will be made to continue, modify, or suspend the activity.

This marketing and recruitment plan is written as a dynamic document that will respond to institutional or environmental changes as necessary. Significant changes to the plan will be published, but otherwise annual updates will be provided. MAPs and initiatives will be added or changed as necessary.

Near completion of this entire plan during Year 5, a new marketing and recruitment plan will be developed based upon evaluations of these strategies and new institutional and/or environmental goals and challenges.

Marketing/Recruitment Planning Team Membership

Name	Title	Campus
Colbie Falwell	Chair, Public Information Coordinator	ASUB
Ron Hudson	Chair, Coordinator of Student Recruitment	ASUB
*Kimberly Archer	Counselor	ASUS
Robin Hayes	Director of Admissions	ASUB
Rosemary Jackson	Director of Community Relations	ASUB
Erica Killion	Admissions Secretary	ASUHS
*Whitney Prater	Publicity/Recruitment Specialist	ASUB
Keith Pinchback	Vice-Chancellor for Institutional Advancement Chancellor's Council Representative	ASUB

***No longer with university**

University History, Mission, and Vision

History

Mission Statement

Transforming lives through quality learning experiences.

Vision Statement

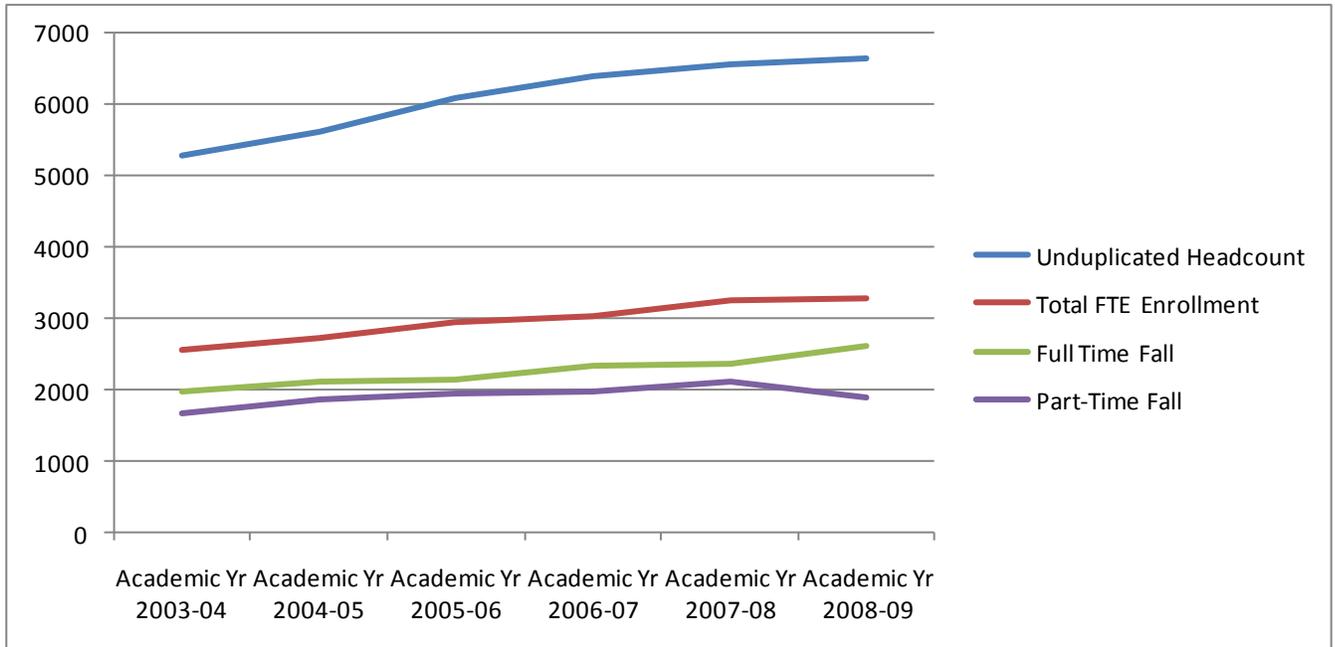
With 10,000 credit and 5,000 non-credit students, Arkansas State University – Beebe will become a comprehensive university of choice that enriches lives and equips students to become life-long learners capable of achieving excellence within an ever-changing global society.

Points of Pride

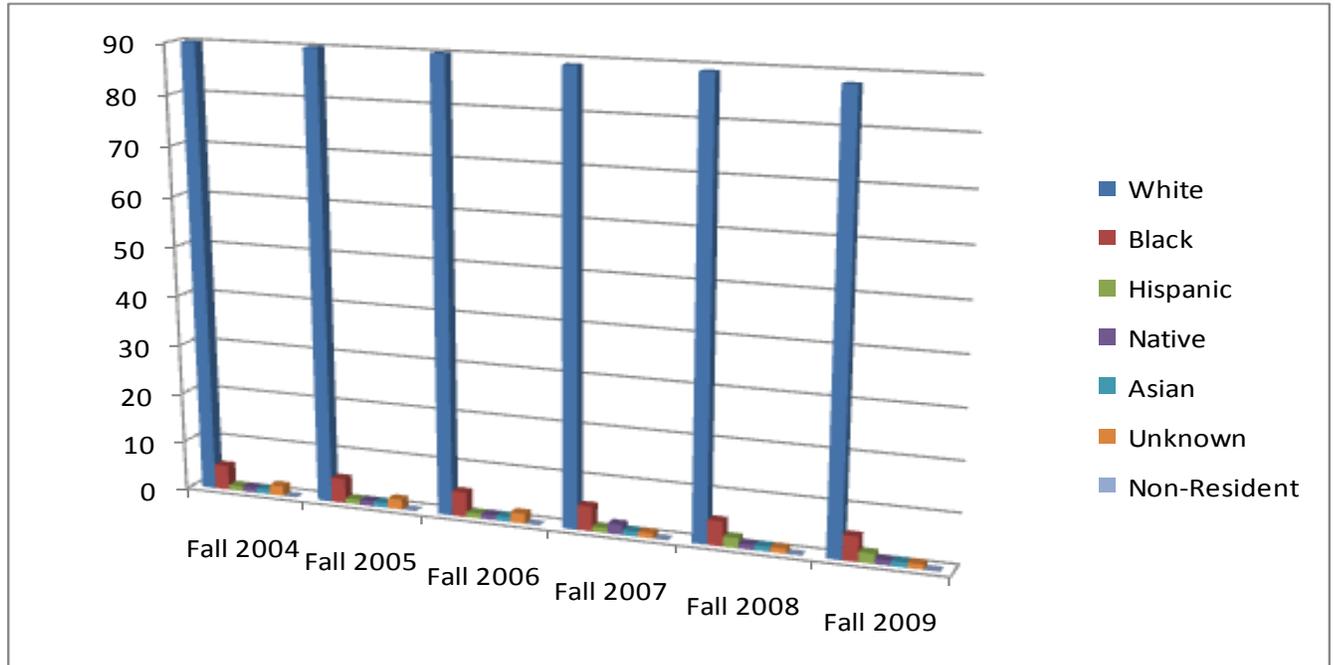
- ASU-Beebe is the oldest two-year institution of higher education in Arkansas.
- ASU-Beebe is the only two-year university in Arkansas with residence halls.
- ASU-Beebe consistently awards more degrees and certificates than any other two-year institution in Arkansas.
- ASU-Beebe’s enrollment has enjoyed steady incline for the last several years.
- ASU-Beebe has expanded its main campus to offer educational opportunities and training at three additional locations—Searcy, Heber Springs, and LRAFB.
- ASU-Beebe boasts a beautiful campus that is functional to both the student and attractive to the surrounding community.
- ASU-Beebe is an open-enrollment institution, opening doors for its area residents hoping to improve their current work situation or prepare for their educational journey.
- ASU-Beebe provides its students the comprehensive college experience through learning, skill-building, social interaction, community and campus service, and unique student life experiences.
- ASU-Beebe offers educational opportunities from GED programs to Masters programs.

Demographic and Enrollment Trend Data

Unduplicated Headcount and FTE Enrollment
Academic Years 2003 – 2009



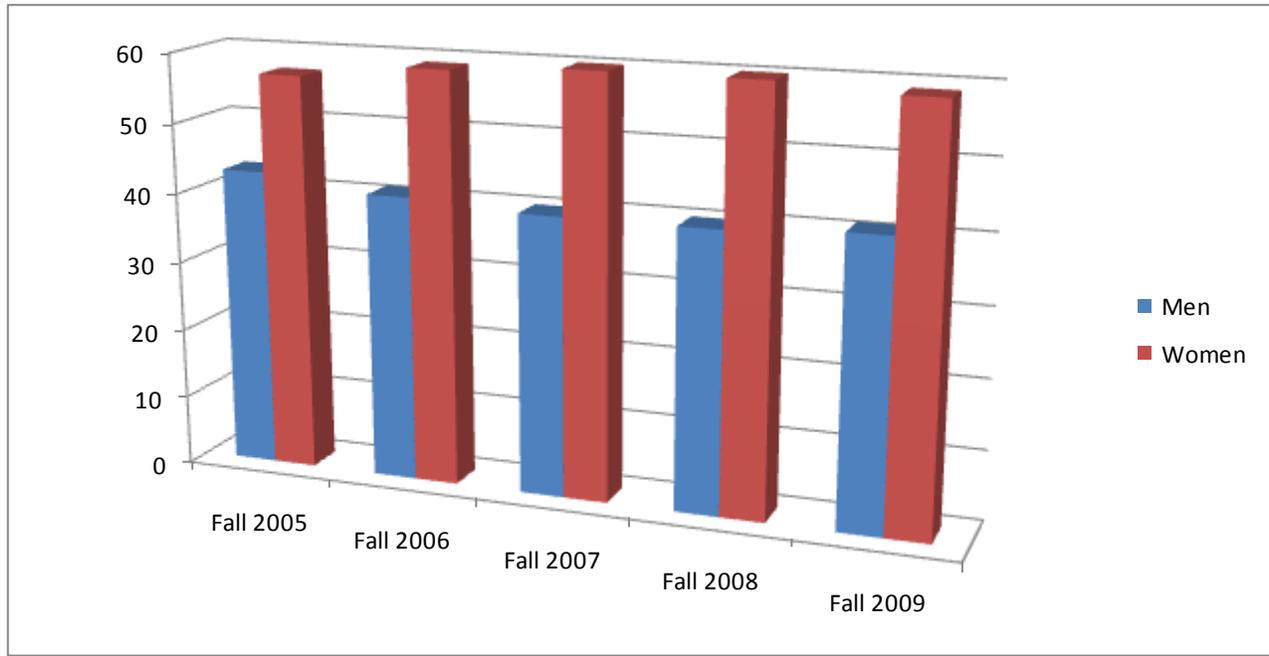
Percent of Students Enrolled by Race/Ethnicity
Fall 2004 – 2009



Source: IPEDS Data Feedback Report

Demographic and Enrollment Trend Data

Percent of Students Enrolled by Gender
Fall 2005 – 2009



Comparative Enrollment Data
Fall 2001 – 2009 (two-year cycle)

Institution Name	Fall 2009	Fall 2007	Fall 2005	Fall 2003	Fall 2001
Arkansas State University-Beebe	4491	4311	3976	3674	2853
National Park Community College	3698	2944	3050	3175	2440
Pulaski Technical College	10255	8768	7685	6128	4966
Southeast Arkansas College	2037	2144	2126	2371	2158
University of Arkansas Community College-Batesville	1725	1468	1397	1317	1236
University of Arkansas Community College-Morrilton	2421	1809	1739	1511	1305

Source: IPEDS Data Feedback Report

Strategies to Support Recruitment Goals

1. Outreach Activities
2. Orientation Programs
3. Correspondence
4. Diversity/Globalization

Student Recruitment Goals

Outreach Activities

- Goal 1:** Develop and maintain relationships with high school students, counselors, and administration
- Goal 2:** Increase awareness about the ASU-Beebe system, its academic programs, and resources
- Goal 3:** Consider demographics and enrollment trends of our service area and identify schools that need to be targeted
- Goal 4:** Provide educational access, financial literacy, college and career choices

Orientation Program

- Goal 1:** Create a welcoming environment that builds a sense of community among the incoming students, family, and support members and connects them to faculty, staff and other students
- Goal 2:** Provide assistance to first-time entering and transfer students in the registration process
- Goal 3:** Establish a framework for success through the communication of expectations, policies, and resources

Correspondence

- Goal 1:** Develop and maintain relationship with prospective students, counselors, and administrators
- Goal 2:** Provide assistance with submission of documentation to increase application generation and admitted yield
- Goal 3:** Distribution of marketing material

Diversity/Globalization

- Goal 1:** Target recruitment efforts towards underrepresented populations of students
- Goal 2:** New Student Orientation will expand its programming in diversity
- Goal 3:** Development, implementation, and promotion of minority student programs.

Outreach

Outreach Strategies

Goal 1: Develop and maintain relationships with high school students, counselors, administration, members of community
Purpose: Establish and maintain quality relationships with various stakeholders
Current initiatives supported by this strategy: <ol style="list-style-type: none"> 1. Cabot New Teacher Orientation Luncheon 2. Counselor Breakfast/Luncheon (High School Advisory Council) 3. Say Go College Week 4. Community Events (Cabot Fest, Strawberry Fest, White County Fair, White County Business Expo)
Target audiences: Prospective students, counselors, and members of communities in local service area
Outcomes: Enhanced relationship with stakeholders; continued presence in local communities; successful marketing of ASU-Beebe brand
Date: Ongoing
Evaluation mechanisms: Participation in events and number of contacts
When to evaluate: End of each academic year
Who evaluates: Institutional Advancement, Admissions
Departments Involved: Institutional Advancement, Admissions

Outreach Strategies

Goal 2: Increase awareness about the ASU-Beebe system, its academic programs and resources
Purpose: Development and maintenance of quality relationships with students, counselors, and administration.
Current initiatives supported by this strategy: <ol style="list-style-type: none"> 1. ArkACRAO Articulation Workshops 2. ArkACRAO Clearinghouse Coordinated College and Career Planning Program (CCPP) 3. Central Arkansas College and Career Planning Program (CCPP) 4. Locally Sponsored College and Career Days/Evening Programs 5. ASU-Beebe Ag Day/College Fair
Target audiences: Prospective students, counselors, teachers, and administration
Outcomes: Dissemination of information and updates; distribution of recruiting materials
Date: Ongoing
Evaluation mechanisms: Number of first-time and continued contacts
When to evaluate: Monthly
Who evaluates: Admissions and Enrollment Management
Departments Involved: Admissions

Outreach Strategies

Goal 3: Increase awareness about the ASU-Beebe system, its academic programs, and resources
Purpose: Systematically planning visits to high schools based on interest and enrollment trends
Current initiatives supported by this strategy: <ol style="list-style-type: none"> 1. Targeted High School Visits 2. On-Site Application Program/Pass the Torch Presentation <ol style="list-style-type: none"> a. Riverview High School b. Bald Knob High School c. North Pulaski High School d. Vilonia High School e. Rose Bud High School
Target audiences: Prospective students, counselors, teachers, and administration
Outcomes: Continued and increased enrollment from area high schools; opportunity to increase recruitment efforts outside of service area
Date: Ongoing
Evaluation mechanisms: Number of visits to targeted schools and contacts made
When to evaluate: End of the academic year
Who evaluates: Admissions and Enrollment Management
Departments Involved: Admissions

Outreach Strategies

Goal 4: Increase knowledge of educational access, financial literacy, college, and career choices
Purpose: Educate students and parents in areas that will allow them to make informed decisions
Current initiatives supported by this strategy: <ol style="list-style-type: none"> 1. College Goal Sunday 2. Bridge to College 3. Summer Technical College 4. Financial Aid Nights
Target audiences: Prospective students, parents, counselors, teachers, and administration
Outcomes: Increased numbers of applicants; timely financial aid packet completion
Date: Ongoing.
Evaluation mechanisms: Number of participants; applications
When to evaluate: End of academic year
Who evaluates: Admissions; Enrollment Management
Departments Involved: Admissions, Financial Aid

Orientation Programs

Orientation Strategies

Goal 1: Create a welcoming environment that builds a sense of community among the incoming students, family, and support members and connects them to faculty, staff and other students
Purpose: Providing an initial impression of the campus culture at ASU-Beebe and sharing pertinent information about resources and educational opportunities
Initiatives supported by this strategy: <ol style="list-style-type: none"> 1. Preview Days 2. Campus Tours
Target audiences: Prospective students, parents, and other support members
Outcomes: Increased number of applicants; positive first experience for prospective students
Date: Ongoing.
Evaluation mechanisms: Preview Day surveys; tour card surveys
When to evaluate: End of academic year
Who evaluates: Admissions
Departments Involved: Admissions

Orientation Strategies

Goal 2: Provide assistance to first-time entering and transfer students in the registration process
Purpose: To make a seamless, efficient matriculation to college
Initiatives supported by this strategy: <ol style="list-style-type: none"> 1. Early Registration 2. Transfer Registration 3. Civilian Registration
Target audiences: Prospective students
Outcome: Increased number of students completed with registration at a early time.
Date: Ongoing
Evaluation mechanisms: Survey instrument given during S.O.A.R program
When to evaluate: After completion of Fall and Spring Orientation program.
Who evaluates: Admissions
Departments Involved: Admissions

Orientation Strategies

Goal 3: Establish a framework for success through the communication of expectations, policies, and resources
Purpose: To connect students with various campus resources and services that will aid in their successful
Initiatives supported by this strategy: <ol style="list-style-type: none"> 1. Student Orientation and Recreation (S.O.A.R) 2. Parent Orientation 3. International Student Orientation Session 4. Veteran Orientation Session
Target audiences: Prospective students, parents and support members
Outcomes: Increased understanding of university policies; awareness of resources and services
Date: Summer & Fall 2011
Evaluation mechanisms: Survey instrument distributed during S.O.A.R program
When to evaluate: After completion of survey results
Who evaluates: Admissions; Orientation Committee
Departments Involved: Admissions, Business Office, Campus Police, Financial Aid, Learning Center, Registrar, Student Life, Student Success Center

Correspondence

Correspondence Strategies

Goal 1: Develop and maintain relationship with prospective students, counselors, and administrators
Purpose: Establish correspondence with various constituents, provide information, and collect data
Initiatives supported by this strategy: <ol style="list-style-type: none"> 1. Scholarship Correspondence 2. e-Post Cards 3. Web Information Packets 4. Social Networking <ol style="list-style-type: none"> a. FaceBook b. LinkedIn**
Target audiences: Prospective students, counselors, teachers, and administration
Outcomes: Consistent contact with prospective students and high school staff
Date: Ongoing
Evaluation mechanisms: Number of contacts
When to evaluate: End of academic year
Who evaluates: Admissions and Enrollment Management
Departments Involved: Admissions

Correspondence Strategies

Goal 2: Provide assistance with submission of documentation to increase application generation and admitted yield
Purpose: Generation of more applicants and accepted students
<p>Initiatives supported by this strategy:</p> <ol style="list-style-type: none"> 1. Telecounseling <ol style="list-style-type: none"> a. Orientation No-Shows b. Missing Items c. FAFSA Applicants d. Students who have withdrawn e. Students dropped for non-payment 2. Admissions Checklist 3. On-line Admissions Checklist
Target audiences: Prospective students who have not applied or have applied and have not been fully accepted
Outcome: Incomplete applicants will be accepted and enroll as students; non-applicants will become applicants
Date: Ongoing
Evaluation mechanisms: Enrollment funnel; applications
When to evaluate: At end of academic year
Who evaluates: Admissions and Enrollment Management
Departments Involved: Admissions; Institutional Advancement

Correspondence Strategies

Goal 3: Encourage and generate campus visitation
Purpose:
Initiatives supported by this strategy: <ol style="list-style-type: none"> 1. Marketing materials <ol style="list-style-type: none"> a. University View book b. Preview Day Posters 2. Webpage 3. On-line tour registration
Target audiences: Prospective students, parents, counselors, teachers, and administration
Outcomes: Prospective students attracted to campus
Date: Ongoing
Evaluation mechanisms: Number of campus tours; tour card survey
When to evaluate: End of academic year
Who evaluates: Admissions and Enrollment Management
Departments Involved: Admissions

Diversity/Globalization

Diversity/Globalization Strategy

Goal 1: Target recruitment efforts towards underrepresented populations of students
Purpose: To increase minority enrollment numbers
<p>Initiatives supported by this strategy:</p> <ol style="list-style-type: none"> 1. Targeted High School Visits <ol style="list-style-type: none"> a. Jacksonville b. Augusta c. Lonoke d. England 2. Global 2 Global Program (International Recruitment) 3. GED Scholarship Program <ol style="list-style-type: none"> a. Adult Education Program b. Arkansas National Guard Youth Challenge Program
Target audiences: Prospective students from underrepresented populations
Outcome(s): Increase in minority enrollment, student veterans and adult learners
Date: Fall 2011
Evaluation mechanisms: Participation in programs; minority enrollment; non-traditional enrollment
When to evaluate: End of academic year
Who evaluates: Admissions and Enrollment Management
Departments Involved: Admissions

Diversity/Globalization Strategies

Goal 2: New Student Orientation will expand its programming in diversity
Purpose: To conduct an orientation session that provides information pertaining to specific student populations
Initiatives supported by this strategies: <ol style="list-style-type: none"> 1. International Student Orientation Session 2. Veteran Orientation Session 3. Student Staff
Target audiences: Prospective students from underrepresented populations
Outcome(s): Students and support members will have an increased awareness of programs, services, and resources specific to their individual needs
Date: Fall 2011
Evaluation mechanisms: Orientation surveys
When to evaluate: End of academic year
Who evaluates: Admissions and Enrollment Management
Departments Involved: Admissions

Diversity/Globalization Strategies

Goal 3: Development, implementation, and promotion of minority student programs
Purpose: Recruitment, academic achievement, persistence and graduation of students from underrepresented populations
Initiatives supported by this strategies: <ol style="list-style-type: none"> 1. Minority Mentorship and Outreach Program 2. Student Veteran Association
Target audiences: Prospective students from underrepresented populations
Outcome(s): Increased enrollment of students from culturally diverse backgrounds
Date: Fall 2011
Evaluation mechanisms: Participation; increase in minority applications and enrollment
When to evaluate: After completion of survey results
Who evaluates: Admissions
Departments Involved: Admissions; Office of Student Success; Student Veteran Advisory Committee

Prioritized Marketing Goals

1. Community Relations
2. Image Building/Marketing

Community Relations

Goal: Make contacts/develop partnerships with 20 new community businesses or organizations in Beebe, Heber Springs, Searcy, Jacksonville, Lonoke, England, Little Rock, Cabot and Washington, D.C. by building upon existing relationships

Goal: Develop community relations efforts to enhance relationships between ASU-Beebe and its communities, ultimately resulting in mutually-beneficial relationships that elevate perception and support of the university

Goal: Raise public awareness about the university and the benefit it provides the community to secure increased community support of students and the university

Image Building/Marketing

Goal: Develop and implement an aggressive image campaign to brand ASU-Beebe as premier two-year university for 10-county region

Goal: Institutionalize marketing functions at ASU-Beebe to create a more unified, consistent image and message, resulting in increased recognition of the university and enhanced perception about the educational experience

Community Relations

Marketing Action Plan 1

Title of Marketing Action Plan: Take campus-wide inventory of community involvement
Description of MAP: This MAP will develop a comprehensive listing of ASU-Beebe faculty/staff/student and the community activities/organizations they support
Which goal(s) the plan supports: <ol style="list-style-type: none"> 1. Make contacts/develop partnerships with 20 new community businesses or organizations in Beebe, Searcy, Cabot, Heber Springs, Jacksonville, Lonoke, Little Rock, and Washington, D.C. by building upon existing relationships 2. Develop community relations efforts to enhance relationships between ASU-Beebe and its communities, ultimately resulting in mutually-beneficial relationships that elevate perception and support of the university 3. Raise public awareness about the university and the benefit it provides the community to secure increased community support of students and the university
Target audiences: <ol style="list-style-type: none"> 1. Faculty, staff, administration at all ASU-Beebe campuses
Action plan step-by-step: <ol style="list-style-type: none"> 1. Develop email questionnaire for campus communities (faculty, staff, and student organizations) 2. Send email and ask for support for completing survey 3. Analyze results 4. Share “snapshot” of community involvement on Beebe and Searcy campuses 5. Use information in proposed image campaign and for publicity to community
Timeline: Year 1 Begin Date: August 2011
Budget: \$0
MAP reported to: Community Relations
Evaluation mechanisms: Will evaluate effectiveness of email survey for similar efforts in the future
When to evaluate: After completion of survey results
Who evaluates: Community Relations
Departments Involved: Institutional Advancement

Marketing Action Plan 2

Title of Marketing Action Plan: Add community contacts to distribution list(s)
Description of MAP: This MAP will ensure that new community contacts are added to all appropriate distribution lists for ASU-Beebe to create more awareness about school activities
Which goal(s) the plan supports: <ol style="list-style-type: none"> 1. Make contacts/develop partnerships with 20 new community business or organizations in Beebe, Searcy, Cabot, Heber Springs, Jacksonville, Lonoke, Little Rock, and Washington, D.C. 2. Develop community relations efforts to enhance relationships between ASU-Beebe and its communities, ultimately resulting in mutually-beneficial relationships that elevate perception and support of the university 3. Raise public awareness about the university and the benefit it provides the community to secure increased community support of students and the university
Target audiences: <ol style="list-style-type: none"> 1. Community contacts in Beebe, Searcy, Cabot, Heber Springs, Jacksonville, Lonoke, Little Rock, and Washington, DC. 2. Private businesses in Beebe, Searcy, Cabot, Heber Springs, Jacksonville, Lonoke, and Little Rock. 3. Current organizations and businesses that share interest with ASU-Beebe
Action plan step-by-step: <ol style="list-style-type: none"> 1. Review current distribution lists to determine who currently receives what materials 2. Organize, update lists if needed 3. Add all elected officials for target area for all Advancement materials 4. Add new community contacts to lists as appropriate 5. Annually re-evaluate lists
Timeline: Year 1 Begin Date: Fall 2011 with evaluation of current lists End Date: ongoing
Budget:\$0
MAP reported to: Community Relations
Evaluation mechanisms: Current lists versus new lists and number of new responses/contacts from added individuals and businesses
When to evaluate: After completion
Who evaluates: Community Relations
Departments Involved: Institutional Advancement

Marketing Action Plan 3

Title of Marketing Action Plan: Develop campus events for the community
Description of MAP: This MAP will ensure direct interaction between ASU-Beebe and its numerous communities by hosting community-focused events on the campus
Which goal(s) the plan supports: <ol style="list-style-type: none"> 1. Make contacts/develop partnerships with 20 new community business or organizations in Beebe, Searcy, Cabot, Heber Springs, Jacksonville, Lonoke, Little Rock, and Washington, D.C. 2. Develop community relations efforts to enhance relationships between ASU-Beebe and its communities, ultimately resulting in mutually-beneficial relationships that elevate perception and support of the university 3. Raise public awareness about the university and the benefit it provides the community to secure increased community support of students and the university
Target audiences: <ol style="list-style-type: none"> 1. General public in White, Lonoke, Cleburne, Faulkner and Pulaski counties 2. Community leaders of Beebe, Heber Springs, Cabot, Searcy, Jacksonville, Lonoke, Little Rock, and Washington, D.C. 3. ASU-Beebe primary stakeholders—students, faculty, staff, parents, alumni 4. Chambers of Commerce, State Chamber 5. Local non-profit organizations
Action plan step-by-step: <ol style="list-style-type: none"> 1. Establish a community event hosted on campus 2. Begin planning and implementation phase; identify local corporate sponsors to partner; develop budget and timeline 3. Recruit campus participants and volunteers to assist with project 4. Heavily publicize activities on/off campus and recruit community participants
Timeline: Years 2-3 Begin Date: Begin planning of events January 2011
Budget: \$0 because of event registration fees and corporate sponsorships
MAP reported to: Community Relations and Student Services
Evaluation mechanisms: Record participation by campus and community for events and follow-up discussion with beneficiary to determine impact of event
When to evaluate: After first event
Who evaluates: Community Relations
Departments Involved: Student Services, Institutional Advancement

Marketing Action Plan 4

Title of Marketing Action Plan: Support the community through volunteerism
Description of MAP: This MAP will create a spirit of volunteerism and community support by using the resources of students, faculty, and staff at ASU-Beebe and the expertise and resources each group offers
Which goal(s) the plan supports: <ol style="list-style-type: none"> 1. Make contacts/develop partnerships with 20 new community business or organizations in Beebe, Searcy, Cabot, Heber Springs, Jacksonville, Lonoke, Little Rock, and Washington, D.C. 2. Develop community relations efforts to enhance relationships between ASU-Beebe and its communities, ultimately resulting in mutually-beneficial relationships that elevate perception and support of the university 3. Raise public awareness about the university and the benefit it provides the community to secure increased community support of students and the university
Target audiences: <ol style="list-style-type: none"> 1. Community non-profit organizations 2. Local school systems 3. Chambers of Commerce, State Chamber 4. ASU-Beebe faculty, staff, students, and student organizations
Action plan step-by-step: <ol style="list-style-type: none"> 1. Identify annual events in the community for faculty, staff, and students to support—Day of Caring, Cabot Fest, Beebe Fall Fest, Heber Springs Spring Fest, Heber Springs Cardboard Boat Races, Sugarloaf Mountain Cleanup, Student Activity Days, etc. 2. Identify leadership to make arrangements for volunteer/service/support 3. Participate and Report each year for assessment to determine continuation 4. Continue dialogue with community organizations to assist with events
Timeline: Years 2-3, then on-going after established Begin Date: ongoing with a heavy impact start of January 2011
Budget: \$0
MAP reported to: Community Relations, Public Information
Evaluation mechanisms: Interview both volunteers and program beneficiary for efficiency of project; willingness for future partnerships and participation
When to evaluate: After each project hosted or assisted by ASU-Beebe
Who evaluates: Community Relations, Public Information
Departments Involved: Institutional Advancement

Marketing Action Plan 5

Title of Marketing Action Plan: Publicize benefits of ASU-Beebe campuses to its communities and new/existing community partners
Description of MAP: This MAP will raise public awareness and understanding about the vital role ASU-Beebe plays in economic development, community advancement, public education, and supporting the community
Which goal(s) the plan supports: <ol style="list-style-type: none"> 1. Raise public awareness about the university and the benefit it provides the community to secure increased community support of students and the university
Target audiences: <ol style="list-style-type: none"> 1. Elected officials 2. Community leaders, Congressmen, and Chamber members 3. General public 4. School systems leaders 5. ASU-Beebe faculty, staff, students, alumni 6. Potential donors 7. State and federal leaders
Action plan step-by-step: <ol style="list-style-type: none"> 1. Research and compile economic, educational, and workforce benefits that ASU-Beebe provides its communities 2. Use research data to develop campaign-specific messages, publications, advertisements that are specific to community advancement 3. Distribute and place these community-specific pieces and messages 4. Host a community meeting to feature an annual report of ASU-Beebe's impact to the community (meetings suggested every 2-3 years)
Timeline: Year 1 Begin Date: September 2011 End Date: ongoing
Budget: Departmental Funds
MAP reported to: Public Information and Community Relations
Evaluation mechanisms: Increased awareness of elected officials about university and benefits to region; enthusiasm of community; increased participation at campus events; greater community support and funding
When to evaluate: During and after tasks completed
Who evaluates: Public Information
Departments Involved: Institutional Advancement

Image Building/Marketing

Marketing Action Plan 6

Title of Marketing Action Plan: Enhance promotion of ASU-Beebe economic development educational opportunities
Description of MAP: This MAP will increase public awareness about the availability of educational opportunities through the economic development department at the University
Which goal(s) the plan supports: <ol style="list-style-type: none"> 1. Develop and implement an aggressive image campaign to brand ASU-Beebe as premier two-year university for 10-county region 2. Institutionalize marketing functions at ASU-Beebe to create a more unified, consistent image and message, resulting in increased recognition of the university and enhanced perception about the educational experience
Target audiences: <ol style="list-style-type: none"> 1. Beebe, Searcy, Cabot, Heber Springs, Jacksonville, Lonoke, Little Rock, and Washington, D. C. 2. Business, industry, human resources representatives responsible for training/professional development 3. Individuals looking for continuing education opportunities for work or personal fulfillment 4. Traditional or nontraditional students looking for opportunities to continue education. 5. Elected city/county officials 6. Chambers of Commerce
Action plan step-by-step: <ol style="list-style-type: none"> 1. Assess current promotion of continuing education, workforce education, and curriculum programs 2. Consider development of additional publications for various programs 3. Develop and plan timeline and budget for joint promotion of each program at all campuses (unify these efforts)
Timeline: Years 1-5 Begin Date: January 2011 with assessment of current efforts End Date: Ongoing, with new efforts in place by Year 3
Budget: Departmental Funds
MAP reported to: Public Information
Evaluation mechanisms: Evaluate participation in continuing education before/after new efforts
When to evaluate: ongoing
Who evaluates: Public Information, Economic Development
Departments Involved: Public Information, Economic Development

Marketing Action Plan 7

Title of Marketing Action Plan: Formalize marketing functions at ASU-Beebe and its campuses
Description of MAP: This MAP will help formalize and institutionalize marketing as a unified, consistent university function to produce clear, consistent external and internal messages for the university’s numerous stakeholders
Which goal(s) the plan supports: 1. Institutionalize marketing functions at ASU-Beebe to create a more unified, consistent image and message, resulting in increased recognition of the university and enhanced perception about the educational experience
Target audiences: 1. Faculty, staff, administration at all ASU-Beebe campuses and target communities
Action plan step-by-step: 1. Review comprehensive Marketing Plan with Student Recruitment. Combine, finalize, and formally adopt 2. Enhance coordination of departmental academic brochures to combine similar program disciplines and direct design aspects, while individual departments remain responsible for written content 3. Maintain plan that Advancement Office prepare all published materials or concur in their development by adopting policy: All university materials to be printed on or off campus must receive a “Printing Approval” from the Advancement Office before being published to ensure correct logo usage and representation of the University 4. Review progress of Marketing/Student Recruitment Plan with Enrollment Management semi-annually
Timeline: Year 1 Begin Date: August 2011 End Date: August 2011 with committees appointed and necessary policies and compliance plan developed.
Budget: \$0
MAP reported to: Institutional Advancement
Evaluation mechanisms: Review compliance of marketing functions and of graphics standards and progress/efficiency of Marketing Plan.
When to evaluate: After completion
Who evaluates: Institutional Advancement, Admissions Departments Involved: Institutional Advancement, Admissions

Marketing Action Plan 8

Title of Marketing Action Plan: Create and plan a university image campaign
Description of MAP: This MAP will coordinate university efforts to create and plan a multi-year university image campaign
Which goal(s) the plan supports: <ol style="list-style-type: none"> 1. Develop and implement an aggressive image campaign to brand ASU-Beebe as premier two-year university for 10-county region 2. Institutionalize marketing functions at ASU-Beebe to create a more unified, consistent image and message, resulting in increased recognition of the university and enhanced perception about the educational experience
Target audiences: ASU-Beebe faculty and staff
Action plan step-by-step: <ol style="list-style-type: none"> 1. Develop campaign message and images 2. Develop campaign-specific strategy and timeline 3. Develop and finalize campaign budget 4. Develop campaign-specific advertisements, publications, brochures, web site component, and video with help of ASU-Jonesboro 5. Consider purchase of campaign-specific promotional items and increase of university signage on all campuses 6. Develop strategy for incorporating existing activities into campaign activities, for example recruitment advertisements and view book
Timeline: Year 1 Begin focus, then continue with on-going Begin Date: July 2010 for creation and design of campaign specifics End Date: on-going
Budget: External funds outside departmental budget.
MAP reported to: Institutional Advancement
Evaluation mechanisms: None needed
When to evaluate: N/A
Who evaluates: Public Information, Institutional Advancement
Departments Involved: Institutional Advancement

Marketing Action Plan 9

Title of Marketing Action Plan: Implement a university image campaign
Description of MAP: This MAP will coordinate university efforts to implement and sustain a multi-year image campaign
Which goal(s) the plan supports: <ol style="list-style-type: none"> 1. Develop and implement an aggressive image campaign to brand ASU-Beebe as premier two-year university for 10-county region 2. Institutionalize marketing functions at ASU-Beebe to create a more unified, consistent image and message, resulting in increased recognition of the university and enhanced perception about the educational experience
Target audiences: <ol style="list-style-type: none"> 1. Prospective students 2. Parents of prospective students 3. Residents of White, Lonoke, Faulkner, Pulaski and Cleburne Counties 4. Community leaders 5. Elected officials-Local, State and Federal 6. Current and potential donors 7. ASU-Beebe alumni
Action plan step-by-step: <ol style="list-style-type: none"> 1. Prepare printing specs for bids on brochures, posters, banners, etc. 2. Hire production team to produce television commercial 3. Finalize placement strategy for print ads and purchase space 4. Finalize strategy for TV ad placement and purchase time 5. Incorporate campaign into university web site
Timeline: Years 2-5 Begin Date: July 2010 with media buys and production of printed materials End Date: ongoing—stagger elements over three-year period
Budget: Departmental funds and \$10,000 external funds for television commercial.
MAP reported to: Institutional Advancement
Evaluation mechanisms: Community, faculty, staff and student feedback.
When to evaluate: After campaign has been in place one year
Who evaluates: Public Information, Institutional Advancement
Departments Involved: Public Information, Institutional Advancement

Appendix

First-Time Entering, Transfer, Visiting, and First-time Concurrent for Fall 2009 and Fall 2010 Newly Enrolled by High School , GED, State, or Foreign		
High School	2009	2010
Cabot	288	271
Searcy	222	212
Beebe	125	152
Heber Springs	100	96
Lonoke	77	54
Riverview	57	44
Pangburn	50	33
Bald Knob	47	65
Rose Bud	43	31
Vilonia	35	29
Jacksonville	34	26
White County Central	26	15
North Pulaski	24	18
Des Arc	23	20
Bradford	22	23
Carlisle	22	12
Augusta	16	16
Quitman	14	18
Greers Ferry-Westside	13	15
Concord	9	12
Conway SR	9	4
Midland	9	9
NLR-Westcamp	9	10
Sylvan Hills	9	0
Shirley	8	11
McCrary	7	5
Glenwood	6	0
Guy Perkins	6	3
Hazen	5	11
Stuttgart High	5	2
Clinton	4	6
Harding Academy	4	10
Greenbrier	3	11
Jonesboro	3	1
McRae	3	1
Mtn. View	3	1
Tuckerman	3	0
Wilburn	3	0
West Memphis	3	0
Robinson	3	0
Batesville	2	7
Central Ark Christian	2	2

High School	2009	2010
Central High	2	1
Abundant Life	1	3
Abundant Life Academy	1	0
Academics Plus Charter	1	0
Acorn	1	0
Alma	1	0
Alpena	1	0
Ark School Math & Sci	1	2
Arkansas Baptist	1	0
Arkansas City	1	1
Barton	1	0
Bauxite	1	0
Bergman	1	0
Blevins JR-SR	1	0
Bradley	1	0
Brookland	1	1
Bryant	1	2
Cabot Christian	1	0
Calvary Christian	1	0
Camden Fairview	1	0
Carthage	1	0
Catholic	1	0
Cedar Ridge	1	1
Central High	1	0
Clarendon	1	0
Corning	1	1
Cotter	1	1
Cotton Plant	1	2
Cross Country	1	0
Cross County	1	2
De Soto	1	0
Dewitt	1	1
Dumas	1	0
Earle	1	0
El Dorado	1	1
Elaine	1	0
England	1	5
Enola, Floral	1	0
Fordyce	1	0
Forrest City	1	0
Fountain Lake	1	0
Gosnell	1	1
Green County Tech	1	0
Griffithville	1	0
Hall High	1	2
Harmony Grove	1	0

High School	2009	2010
Harrisburg	1	1
Harrison	1	1
Hartford	1	0
Heritage Christian	1	0
Highland	1	0
Hillcrest	1	1
Hoxie	1	1
Humphrey	1	0
Izard County Consolidated	1	0
John L. McClellan	1	1
Judsonia	1	2
Kirby	1	0
Lee	1	0
Lighthouse Christian	1	0
Little Rock Christian School	1	0
LR Central	1	1
Mammoth Spring	1	1
Manila	1	1
Marked Tree	1	0
Mayflower	1	6
McGhee	1	0
Mena	1	0
Monticello	1	1
Morrilton	1	2
Mountain Home	1	2
Mt. St. Mary Academy	1	0
Mt. Pleasant	1	1
Mulberry	1	0
Nemo Vista	1	1
Nettleton	1	3
New Life Academy	1	0
Norfork	1	0
North Little Rock-East	1	1
Northeast	1	1
Northside	1	1
Paragould	1	0
Parkview, Arts/Sci	1	5
Piggott	1	0
Pocahontas	1	0
Rivercrest	1	0
Rogers	1	1
Rural Special –Fox	1	1
Russellville	1	1
Salem	1	2
Scranton	1	0
Sheridan	1	3

High School	2009	2010
Southside FT Smith	1	0
Southside McNeil	1	0
Truman	1	0
Weiner	1	1
West Memphis Christian	1	0
Westside	1	2
White Hall High	1	0
Wilbur D. Mills Univ. Studies	1	1
Wilford	1	0
Woodlawn	1	0
Wynne	1	0
Altus Denning	0	1
Arkadelphia	0	1
Arkansas School for the Blind	0	1
Arkansas School for the Deaf	0	1
ARNG Youth Challenge	0	1
Arnorel	0	1
Atkins	0	1
Benton	0	2
Bentonville	0	2
Brinkley	0	7
Calico	0	2
Capital City Christian	0	1
Cave City	0	4
Clarksville	0	2
County Line	0	1
Cushman	0	2
De Valls Bluff	0	2
Dollarway	0	1
Dover	0	1
East Poinsett	0	1
Emerson	0	1
Episcopal Collegiate	0	1
Farmington	0	2
Greenland	0	1
Hope	0	1
Horatio	0	1
J A Fair	0	2
Lake Hamilton	0	3
Lakeside	0	1
Liberty Christian	0	1
Lynn	0	1
Magnet Cove	0	1
Malvern	0	1
Marion	0	2
Marmaduke	0	3

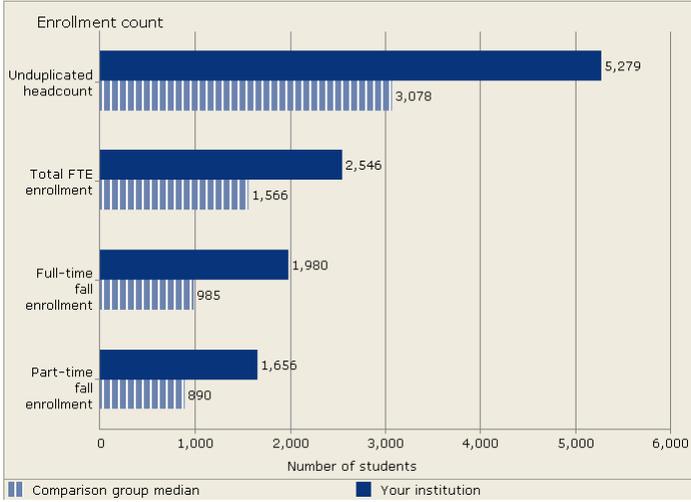
High School	2009	2010
Monroe Academy	0	1
Mount Vernon-Enola	14	16
Newport	0	1
Oak Grove	0	1
Ouachita	0	1
Ozark	0	1
Palestine/Wheatley	0	2
Pine Bluff	0	2
Prairie Grove	0	1
Ridgefield Christian	0	1
Rison	0	2
Siloam Springs	0	1
Sloan Hendrix	0	1
Southside	0	1
Southside-Batesville	0	7
Spring Hill	0	1
Springdale	0	1
Sulphur Rock	0	1
Trinity Christian	0	2
Valley Springs	0	1
Valley View	0	1
Watson Chapel	0	1
Yellville Summit	0	1
Arkansas GED	67	115
None	28	25
Home Schooled	2009	2010
	17	16
Foreign Country	2009	2010
	18	15

State	2010
Texas	26
Tennessee	15
California	14
Florida	14
Missouri	12
Michigan	11
Illinois	9
Louisiana	9
Colorado	6
Mississippi	6
New York	6
Alabama	5
Oklahoma	5
Washington	5
Kansas	4
Pennsylvania	4
Alaska	3
Indiana	3
Nevada	3
North Carolina	3
Ohio	3
South Dakota	3
Arizona	2
Delaware	2
Georgia	2
New Jersey	2
New Mexico	2
Utah	2
Virginia	2
Hawaii	1
Idaho	1
Iowa	1
Kentucky	1
Maine	1
Maryland	1
Massachusetts	1
Montana	1
New Hampshire	1
Oregon	1
South Carolina	1

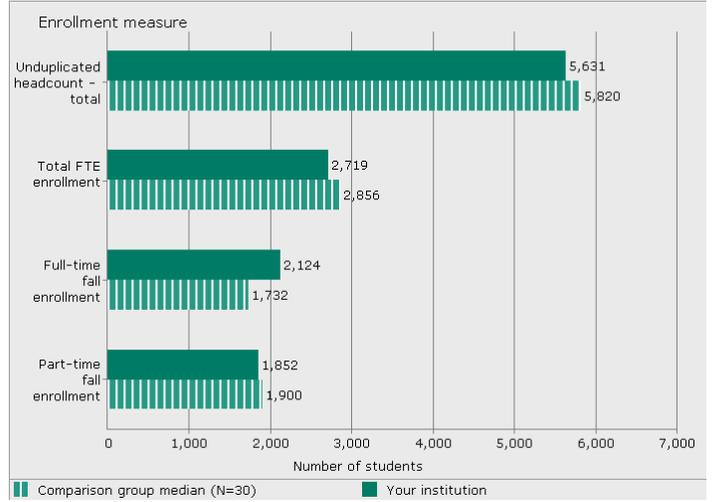
Enrollment Trends

Unduplicated 12-month headcount, total FTE enrollment

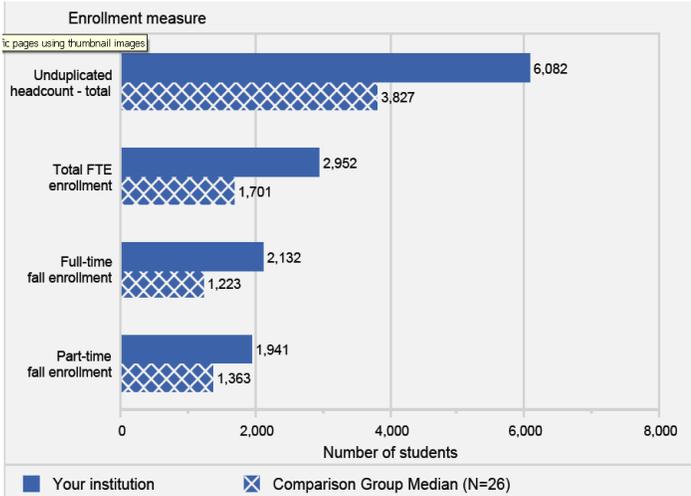
Academic Year 2003-2004
Full and Part-Time Enrollment (Fall 2004)



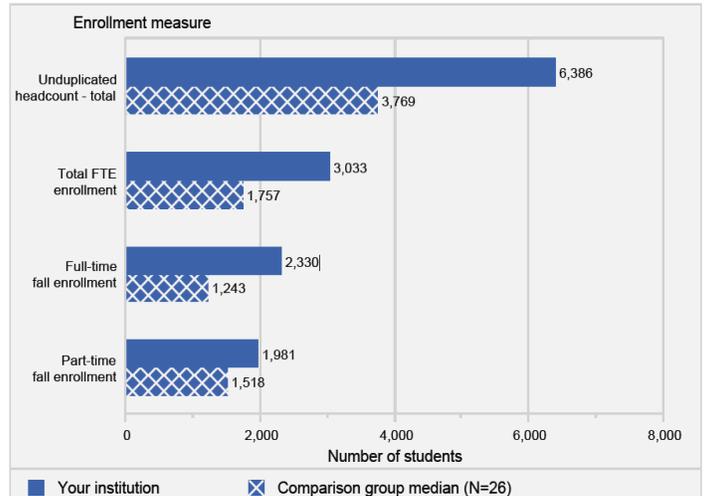
Academic Year 2004-2005
Full and Part-Time Enrollment (Fall 2005)



Academic Year 2005-2006
Full and Part-Time Enrollment (Fall 2006)

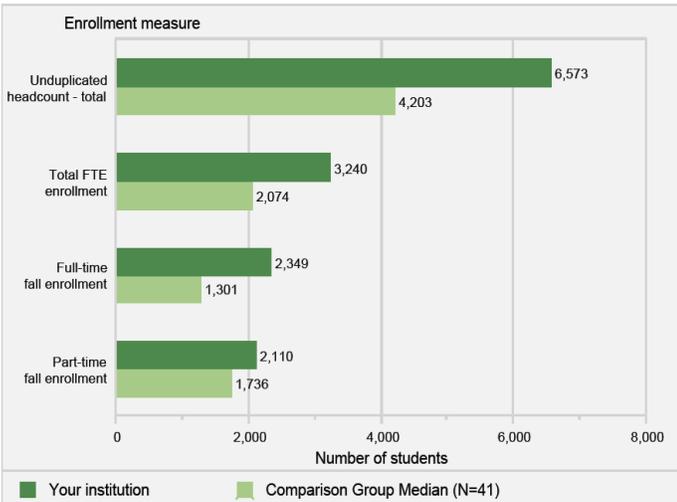


Academic Year 2006-2007
Full and Part-Time Enrollment (Fall 2007)

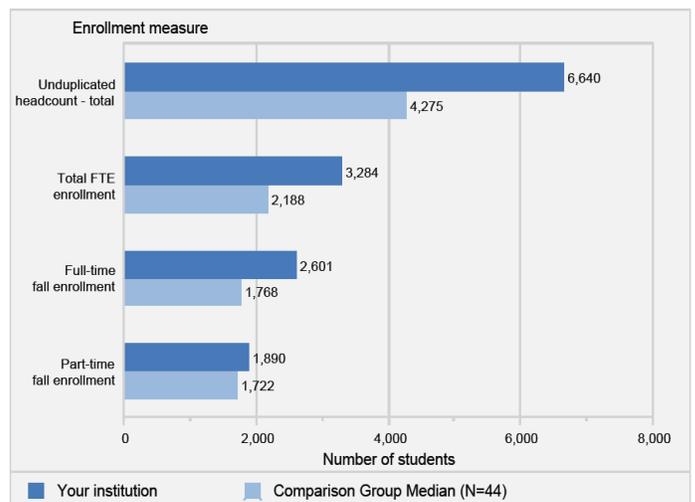


Enrollment Trends Unduplicated 12-month headcount, total FTE enrollment

Academic Year 2007-2008
Full and Part-Time Enrollment (Fall 2008)

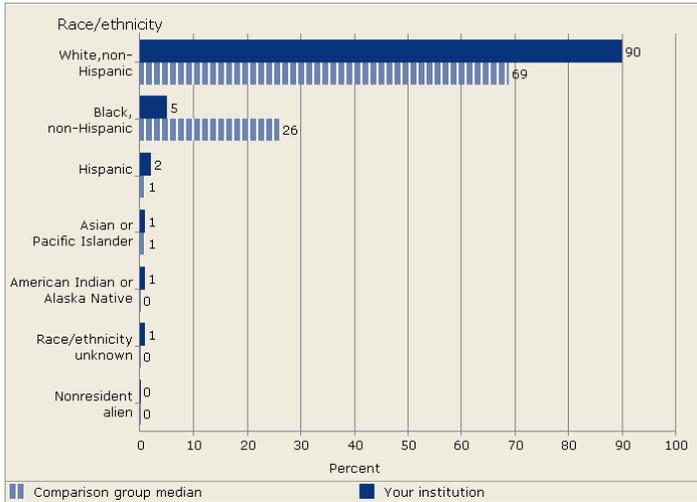


Academic Year 2008-2009
Full and Part-Time Enrollment (Fall 2009)

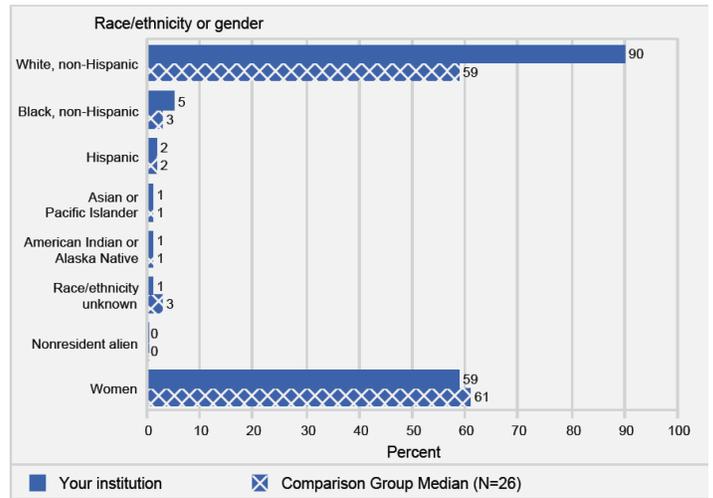


Enrollment Trends Percent of All Students Enrolled by Race/Ethnicity and Gender

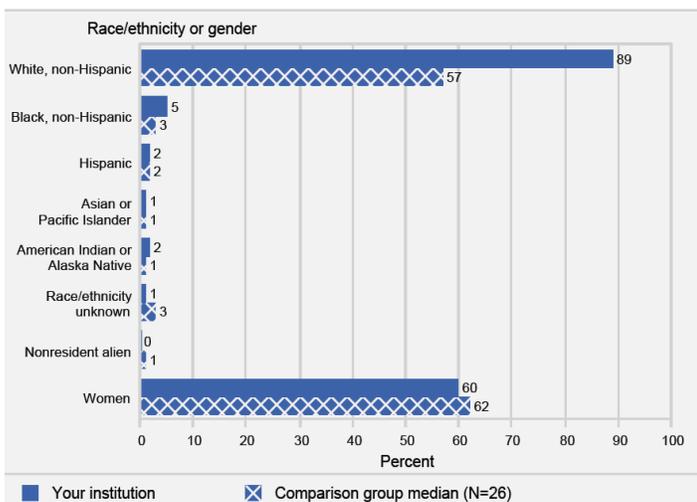
Fall 2004



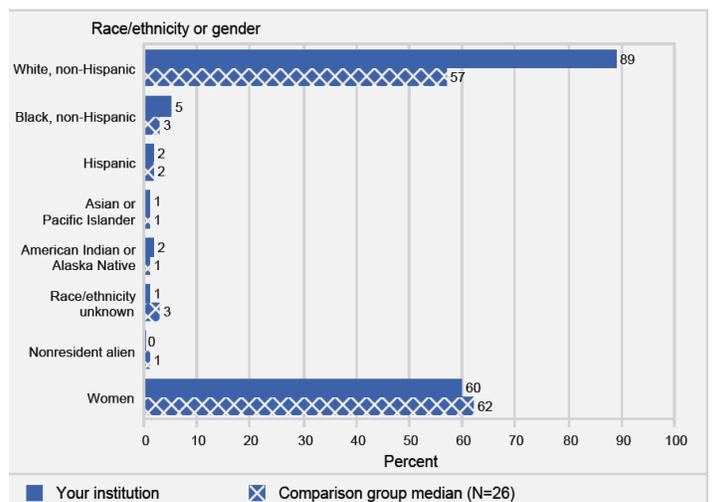
Fall 2005



Fall 2006

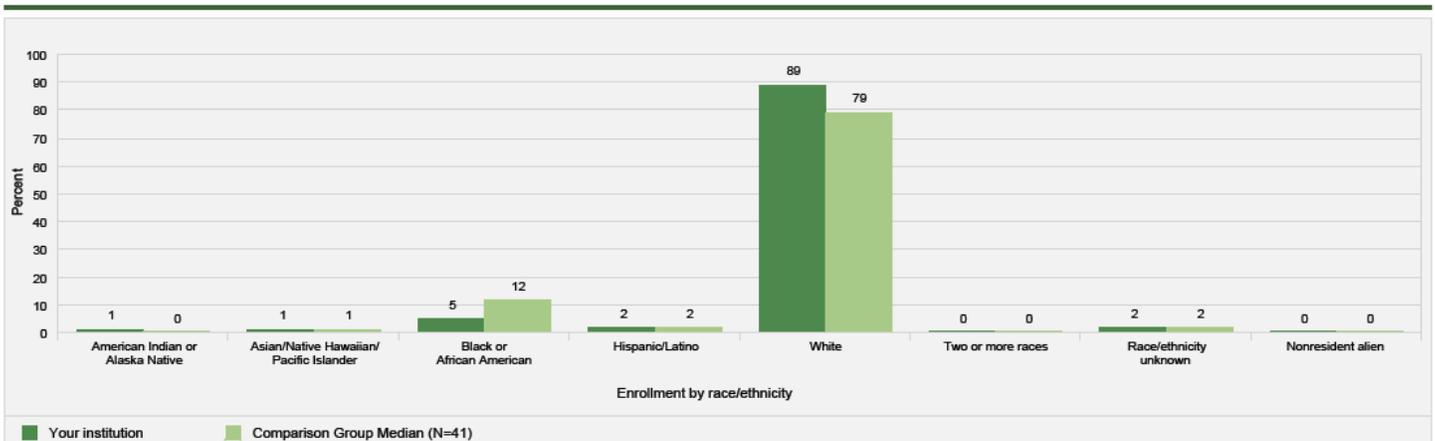
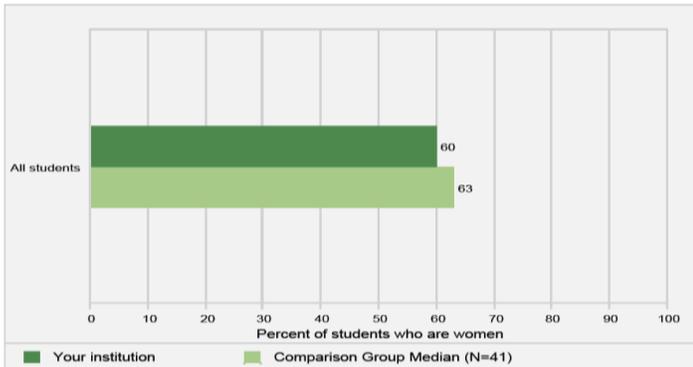


Fall 2007

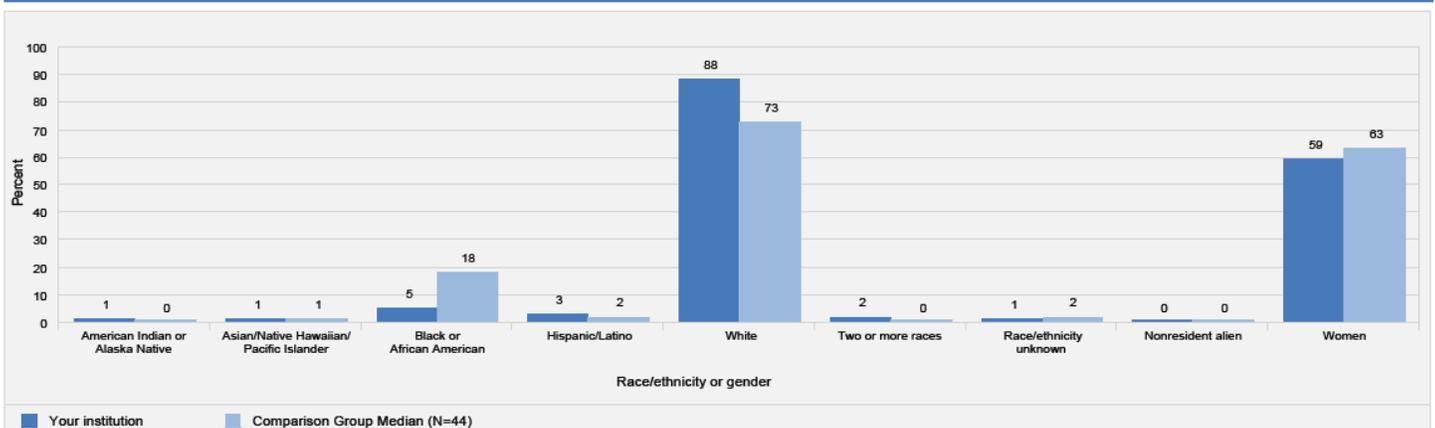


Enrollment Trends Percent of All Students Enrolled by Race/Ethnicity and Gender

Fall 2008



Fall 2009



ASU-Beebe Recruitment Calendar

◀ August	~ September 2010 ~						October ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
			1	2	3 BTC – HS Shirley	4	
5	6	7 SAU 9:00 – 12:00 Ron	8 Williams Baptist 9:00- 12:00 Whitney	9 John Brown 9:00 – 12:00 Whitney	10 CBC 9:00 – 12:00 Ron, Whitney Robin David	11	
12	13 Phillips CCC 10:00 – 2:00 Ron	14 Forrest City 5:00 – 7:00 Ron White County Fair ASU-S	15 Stuttgart 9:00 – 11:00 Dewitt 1:00 – 3:00 Ron White County Fair ASU-S	16 NorthArk Karen Cooper UA-Monticello Walter Tubbs Kristie Coley White County Fair ASU-S North Pulaski Whitney	17 Mountain Home Curtis Traylor UA-Monticello Walter Tubbs Kristie Coley White County Fair ASU-S BTC – HS Greers Ferry	18 Beebe Fall Fest ASU-B Student Ambassadors White County Fair ASU-S	
19	20 Pine Bluff 9:00 – 4:15 Walter Tubbs Kristie Coley	21	22 Cabot 8:30 – 10:30 Ron Whitney	23 Arkansas Tech 9:00 – 11:00 5:30 – 7:00 Ron ASU-Beebe 9:00 – 11:30 Vilonia 6:30 – 8:00 Whitney Concord Erica	24 BTC – HS Concord	25	
26	27 Conway 8:30 – 11:00 Greenbrier 12:00 – 2:00 Ron NLR 5:00 – 7:00 Whitney	28 Morrilton 8:20 – 11:00 Ron Abundant Life Heber Springs 6:00 – 8:00 Whitney	29 Searcy 8:30 – 10:00 Ron Whitney	30	Notes:		

ASU-Beebe Recruitment Calendar

◀ September	~ October 2010 ~						November ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
					1 Vilonia 11:00 – 1:40 Whitney BTC – HS Quitman	2	
3	4 Jacksonville 8:20 – 9:00 Whitney Ron	5 PCSSD 9:00 – 12:00 Ron Whitney LRSD 6:00 – 9:00 Ron	6 Nat'l Park CC 9:00 – 1:00 Whitney	7 Fall Conference	8 Fall Conference	9 Cabot Fest	
10	11	12 Lonoke Whitney Brinkley 12:00-12:50 Ron ASU-S Amanda	13	14 Riverview 9:40 – 2:00 Ron	15 ASU-S Amanda	16 Music Dept. Event Ron	
17	18 Wynne 6:00 – 8:00 Ron	19 England 8:50 – 9:36 Hazen 11:15 – 12:00 Ron	20 Green Cty Tech 8:00-10:30 Walter Tubbs Christie Coley North Pulaski 8:20 Ron	21	22 Feed the Badgers	23	
24	25 Newport 9:00 – 10:45 Christine UACCB 12-2; 6-8 Whitney Southark 6-8 Ron	26 Ozarka 9:00 - 11:15 Highland 6:00 – 8:00 Whitney	27 Williams Baptist 9:00 – 11:00 Whitney Coming Walter Tubbs	28 Shirley 9:55 – 10:45 Clinton 11:40 – 12:10 Ron	29 Counselor Breakfast 8:30 – 10:00	30	
31	Notes:						

ASU-Beebe Recruitment Calendar

◀ October	~ November 2010 ~						December ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
	1	2	3 Bald Knob Ron 9:40 – 12:15	4 Rose Bud 9:40 – Until Whitney/Ron	5	6	
7	8	9 Jacksonville Parent Night 6:00 – 8:30	10 ACPA	11 ACPA	12 ACPA	13	
14	15	16 Mt. Vernon-Enola 1:30 Ron	17 Quitman 9:00 Ron Cabot Transition Night Tisha	18 Cabot H.S. 10:00 – 11:00 Ron	19	20	
21	22	23	24	25	26	27	
28	29	30	Notes:				