

## RECRUITMENT Unit Plan 2007-2008

**Unit Mission:**

The function and purpose of the Outreach and Recruitment department is to develop, coordinate, and implement outreach and recruitment plans designed to recruit potential students, and maintain a consistent presence at high schools and the local community.

Student Svcs. Program	COLLEGE STRATEGY	Recruitment SLO/OBJECTIVES	ACTIVITIES/TASKS	SLO Measures/Cost
Recruitment	2.1 2.2 2.3	As a result of individual contacts, classroom presentations, workshops, or school assemblies and other related activities with potential students, students will learn the basics of the programs and services offered at the college.	Visits to feeder middle, high, and adult schools. Hosting tours/visits to LAHC from feeder schools. Participating in college fairs, educational fairs, community sponsored events, and conventions.	<ol style="list-style-type: none"> <li>1. LACCD HS capture Rate</li> <li>2. % of new students from feeder schools</li> <li>3. 2007 Student Survey</li> <li>4. LACCD Application Yield Rate</li> </ol> COST \$64,000; Student Recruitment Coordinator \$800; Mileage \$17,000; Unclassified (Student Workers) \$3,500; Bus transportation \$1,000; Other expenses
In reach	2.1 2.2 2.3		Classroom presentations. Organizing and staffing "Welcome Week" the first week of each semester. Hosting special events, such as the Open House and VIP Day for incoming freshmen. Creating a First Year Experience program. Creating a Summer Bridge program.	<ol style="list-style-type: none"> <li>1 Comparative GPA and retention rates</li> <li>2. Anecdotal</li> </ol>
Welcome Center	2.1 2.2 2.3	As a result of individual contacts, students will learn how to fill out forms, such as the admissions application, FAFSA form, the K-12 Concurrent Enrollment form, and categorical program applications.	Assistance in filling out all college forms. On-campus referrals. Assistance in computer or phone registration Financial Aid advising and filing. Computers available for all student related activities Personalized attention for any college related issues. Campus tours. Outreach and recruitment headquarters. High school to college transition services.	<ol style="list-style-type: none"> <li>1. Student use</li> <li>2. Anecdotal</li> </ol> COST \$1,700; Office Supplies