

Recruiting Plan FY2010-2011, FY 2011-2012

Priority: Students

Target: Implement a two –year Enrollment Management Plan to increase enrollment.

Strategy: To attract and admit a quality and diverse student population that meets the enrollment goals of Eastern Wyoming College.

Goal: Increase the number of first time students attending Eastern Wyoming College.

1. Increase first time full-time student headcount in 2010-11 by (10%) and (10%) in 2011-12. **
2. Increase first time student FTE by (10%) and (10%) in 2011-12.**
3. Increase first time full-time students from Nebraska by (15%) in 2010-11 and (15%) in 2011-12.*
4. Increase first time full-time students from Colorado by (10%) in 2010-11 and (10%) in 2011-12.*
5. Increase first time full-time students from South Dakota by (10%) in 2010-11 and (10%) in 2011-12.*
6. Increase first time full-time students from Montana by (15%) in 2010-11 and (15%) in 2011-12.*

** See Attachment # 1

* See Attachment # 2

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Action	Assessment	Responsible Team	Budget & other Resources	Timeline
Strength relationships with H.S. counselors	Counselor surveys	Recruiting Office	Current Budget	Ongoing
Increase H.S. visits to designated areas in WY.,MT.,SD. NE., CO.	Number of prospects and applications	Recruiting Office	Current Budget	Ongoing
Increase advertising and mail outs in selected areas	Track the number of inquires from those areas	Recruiting Office and College Relations	Current Budget	Ongoing
Increase the percentage of FT students in Colorado (10%)	Enrollment report	Recruiting Office	Current Budget	Ongoing
Increase the percentage of FT students in Montana (10%)	Enrollment report	Recruiting Office	Current Budget	Ongoing
Increase the percentage of FT students in Nebraska (10%)	Enrollment report	Recruiting Office	Current Budget	Ongoing
Increase the percentage of FT students in South Dakota (10%)	Enrollment report	Recruiting Office	Current Budget	Ongoing

Recruiting Activities by State

	Wyoming	Colorado	Montana	Nebraska	South Dakota
College Fairs	X	X	X	X	X
H.S. Visits	X	X	X	X	X
Mailings	X	X	X	X	X
ACT Lists	X	X	X	X	X
Follow Up	X	X	X	X	X
Special Events	X	X	X	X	X

Follow Ups: include mailings, phone calls, emails, and invitations to special programs.

Special Events: Technology Day (November) and Visitation Day (February)