

I'm (Elaine Simmons) writing to share an update on our ongoing recruitment and retention project that initiated last fall. To recap, there was a series of program meetings last fall facilitated by Krystall Barnes, Randy Thode and Judy Jacobs to identify current practices for addressing three distinct student categories:

- Student Inquiries
- Student Admissions & Enrollment
- Student Retention

The results of the meetings and subsequent report demonstrated opportunities for the division to expand and enhance current efforts impacting each of these areas. Subsequent to the email sent below, the facilitation team (Krystall, Randy and Judy) met with our support staff early last month to discuss student inquiry processes and just yesterday, the Executive Directors and I were briefed on that meeting.

Stepping back just a small step, we are going to call three separate meetings (one per division area) to discuss with program leaders, support staff, Executive Directors and our facilitation team the next steps to implement enhanced strategy strategic processes to follow-up on student inquiries. This discussion will focus on how we receive inquiries (website, phone, drop-ins and emails), new processes used to follow-up on those inquiries, messaging included in the new processes and who will be responsible for the new strategies.

I'm hopeful all teams can meet and new processes are implemented by mid-late summer in order to serve student inquiries impacting the 2017-2018 year and beyond. Once this first phase of the recruitment and retention project is implemented, we will begin working on the second student category (admissions and enrollment) that will focus greatly on the report we receive weekly from Judy Jacobs.

Thank you for recognizing the significance of this project and the hopeful positive outcomes that will come to our career technical programs and the College.

Elaine Simmons  
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