



Admissions and Recruitment Practices

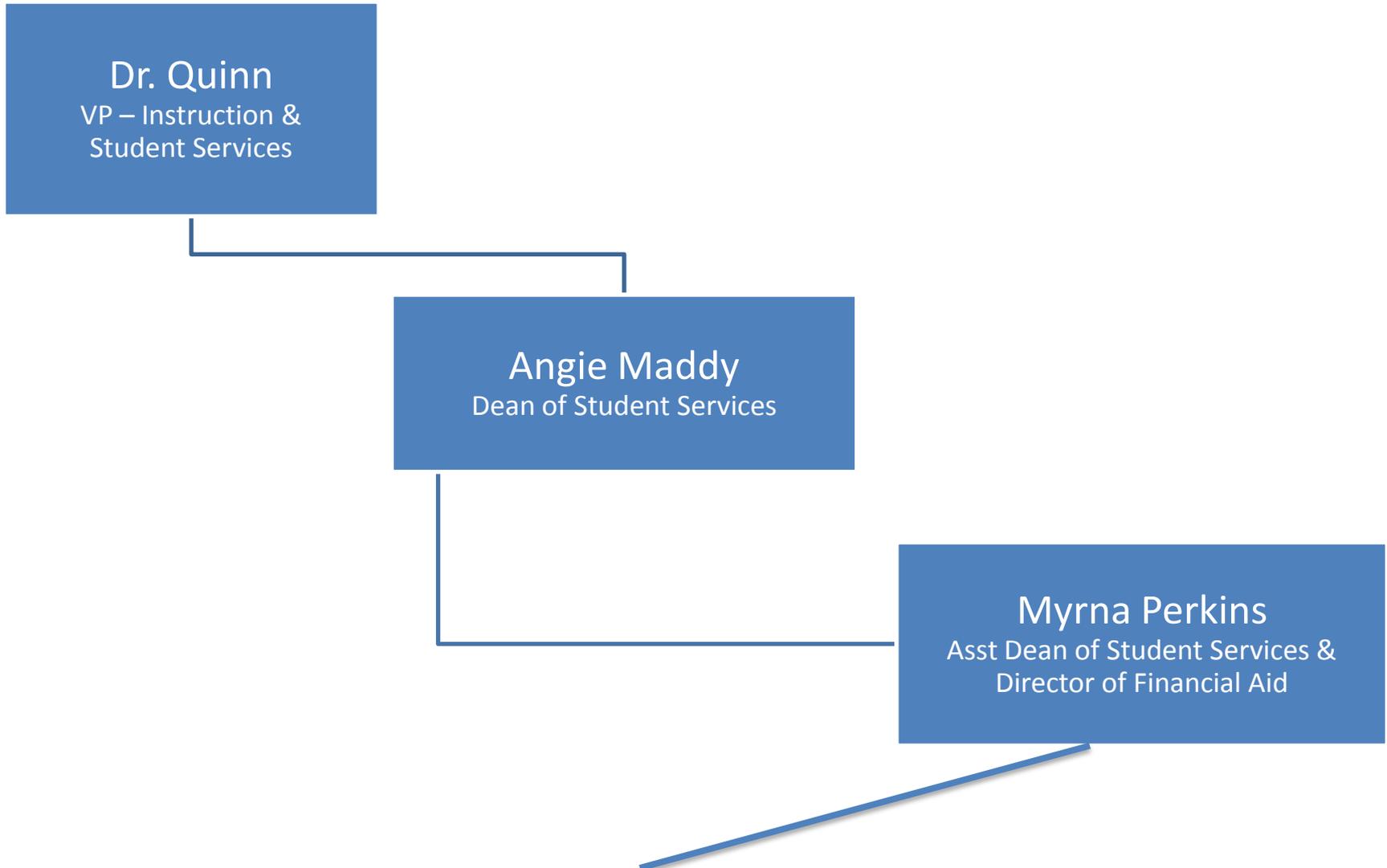
What does Admissions do?

- **Recruit**
- **Establish relationships with:**
 - **High School Counselors**
 - **High School Students/Parents**
 - **Community members**
 - **Area businesses**
 - **On-Campus personnel**

What does Admissions do?

- **Community Events**
 - Career Fairs
 - County Fairs
 - Health Fairs
- **College Fairs**
- **Special Presentations**
- **Campus Tours**
- **Student Ambassador Program**
- **Grade School Outreach Program (A-Team Project)**

Hierarchy



Structure of Admissions Office



Kathy Desemo
Visitor Center Secretary
& Receptionist

Todd Moore
Director of Admissions
& Promotions



Tana Cooper
Admissions
Representative



**Student
Ambassadors**



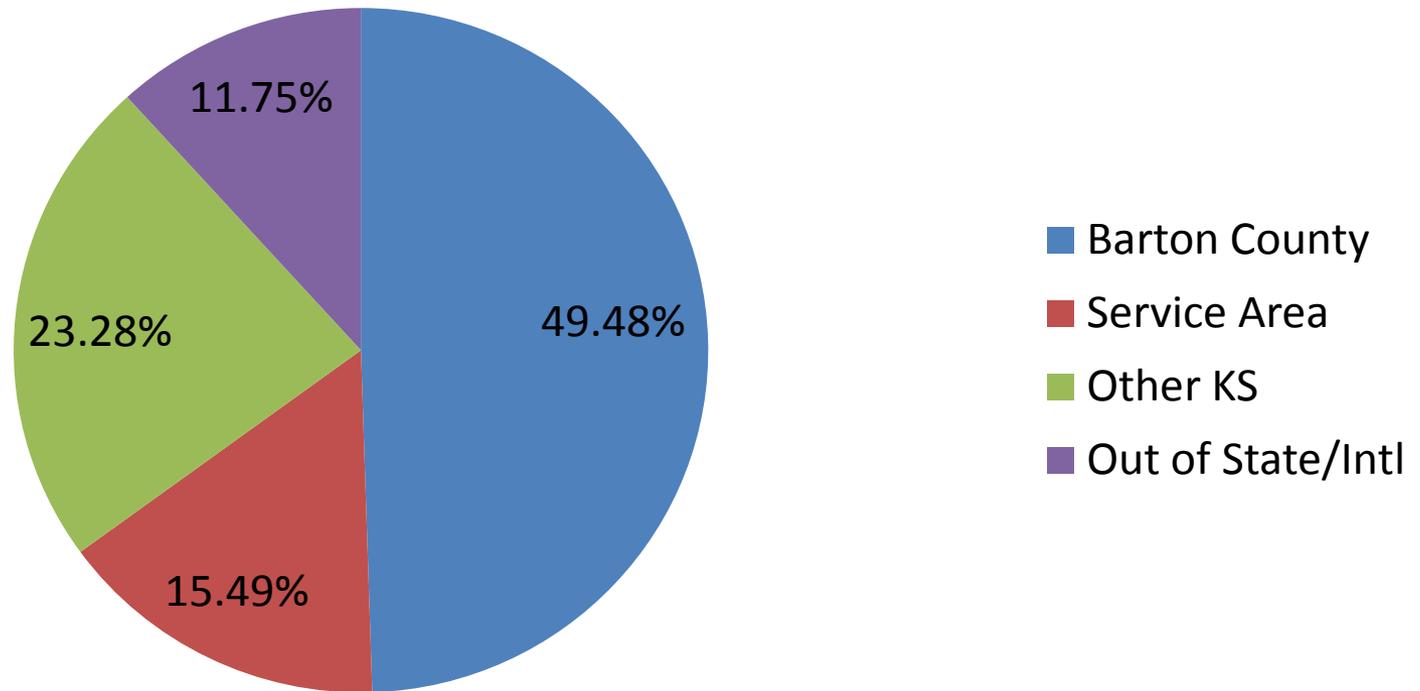
Louis Ochoa
Admissions
Representative

Recruit Information

- Example of Recruit Database
- Example of Communication Plan
- Statistics
 - Market Penetration Report
 - Campus Visits thru Fall '10
 - Fall '09 – 132 visitors
 - Fall '10 – 162 visitors
 - 26 Out of State (CA, CO, MN, OK, TX)
 - 136 (32 from Service Area counties)

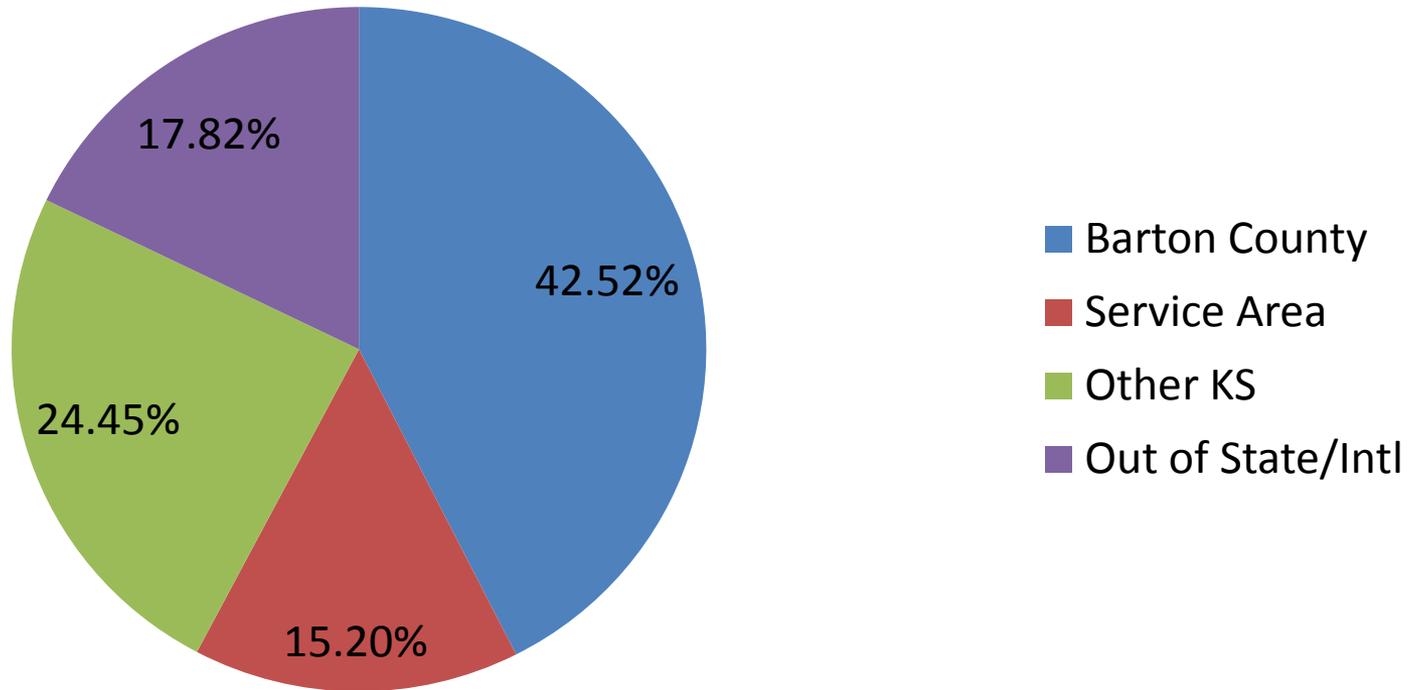
Fall '09 Barton County Campus

Based on 1336 Headcount



Fall '09 Barton County Campus

Based on 14,355.5 Credit Hours



Questions?

