CT State Community College

Recruitment & Community Outreach

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Recruitment, Admissions & Community Outreach

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Overview

- Part 1: Recruitment Structure & Service Areas
- Part 2: Recruitment Strategies & Tactics
- Part 3: Questions

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Part I: Recruitment Structure & Service Areas

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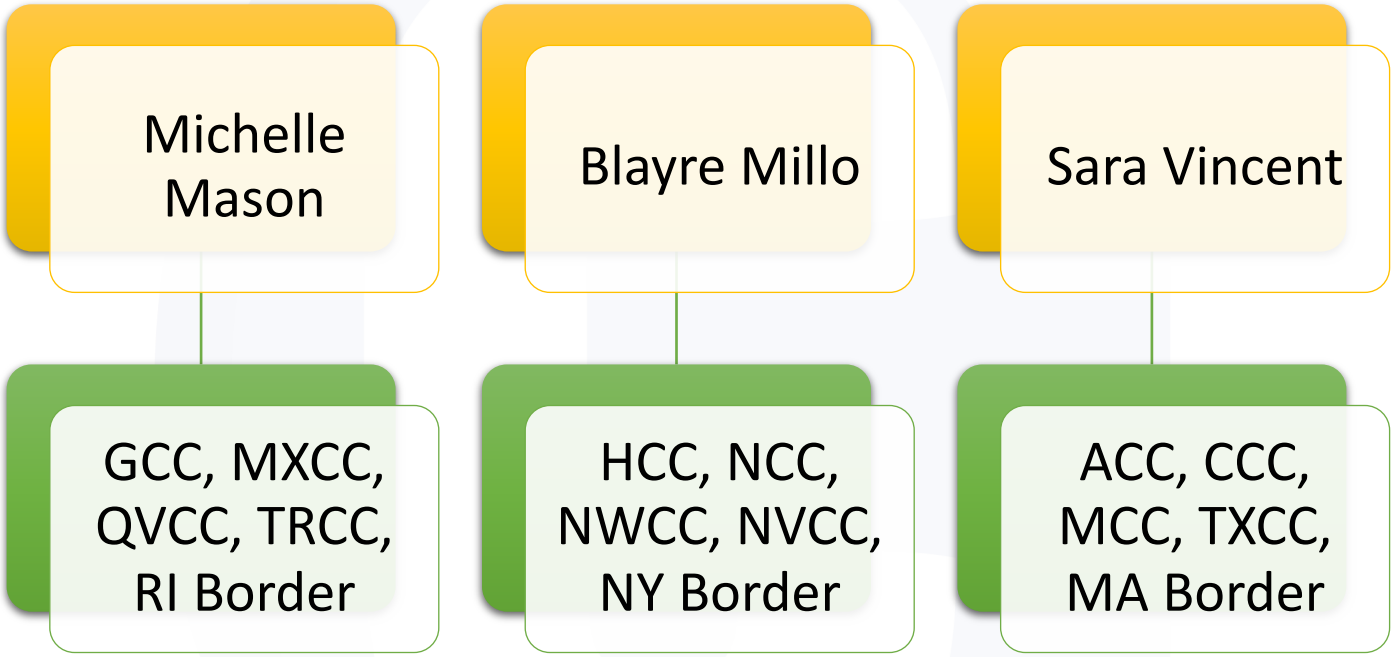
Recruitment & Outreach



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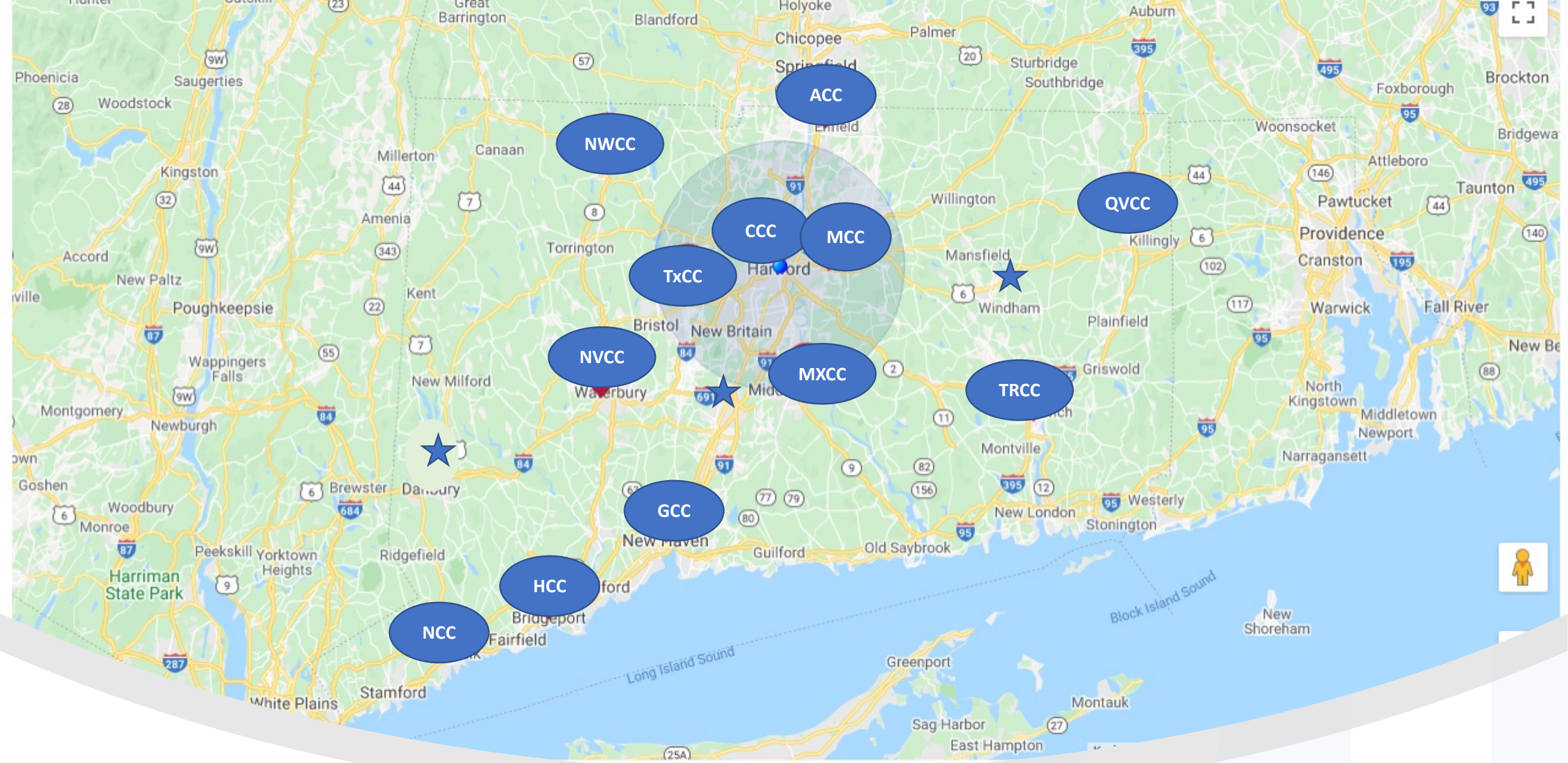

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Recruitment & Outreach Specialists

Asnuntuck, Capital, Manchester, & Tunxis	• Roland Atkinson • Fernando Figueroa • Loren Pittman • Priscy Ramos • Valerie Zayas
Gateway, Middlesex, Quinebaug, & Three Rivers	• Monet Carter • Raven Dillon • Amanda Giles • Israel Kabemba
Housatonic, Naugatuck Valley, Northwestern, & Norwalk	• Curtis Antrum • Scott Farrell • Earl Graham • Isabella Pinto • Bernie Shea

Meet two members of the team

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Part II: Strategies & Tactics

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Recruitment Goals

Increase awareness of the affordability of the CC's

Enhance **relationships with high school personnel in areas identified as crucial supports of CCs**

Strengthen pipeline for prospects to matriculated students to aid in increased enrollment

Expand community presence with external partners in the business and educational communities

Improve current **statewide recruitment structure with training, professional development, and on and off campus engagement.**

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Training & Development

New and veteran employees

Teambuilding

Cross-training

Campus visits

Data-driven decision-making

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Data Informed Decision-Making

CRM RECRUIT – RECRUITMENT DASHBOARD

WHAT DATA DO WE HAVE?

WHAT DATA DO WE NEED?

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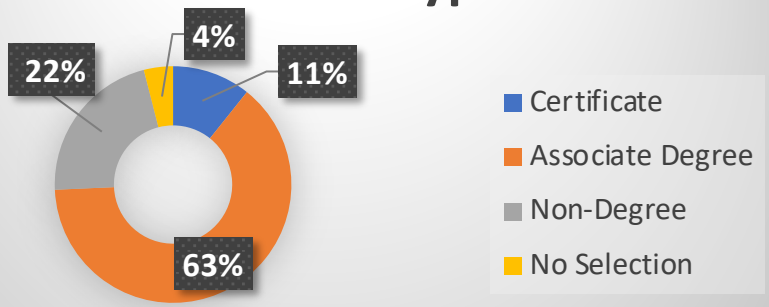
Recruitment Dashboard

Recruitment Call Outs

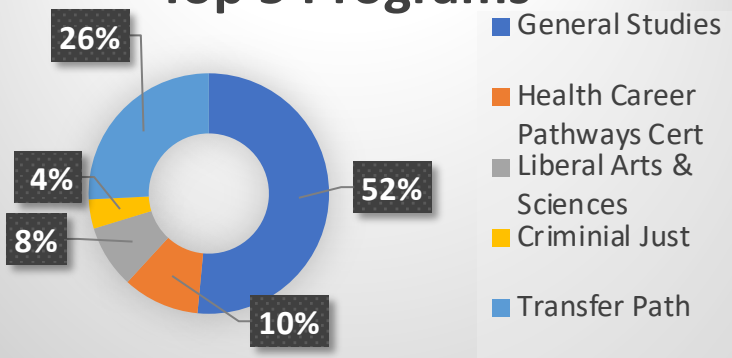
Adult Learners	Traditional Age HC	Gender HC	First Language Not English
9,186	10,578	11,798 F / 6,478 M	3,195
Prior 8,005 15% ▲ Trend ▲	Prior 8,779 20% ▲ Trend ▲		Prior 2,678 19% ▲ Trend ▲

Credential Selections

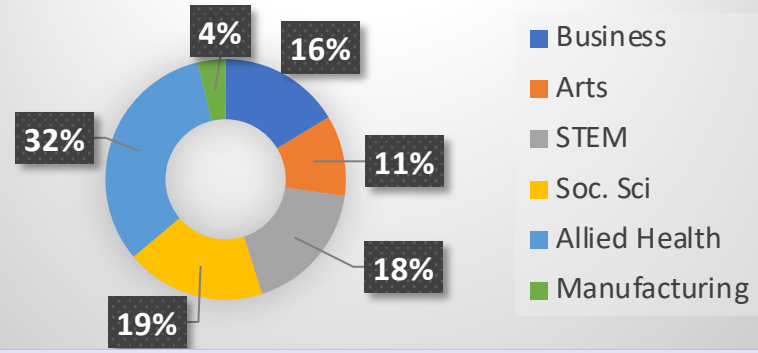
Credential Type



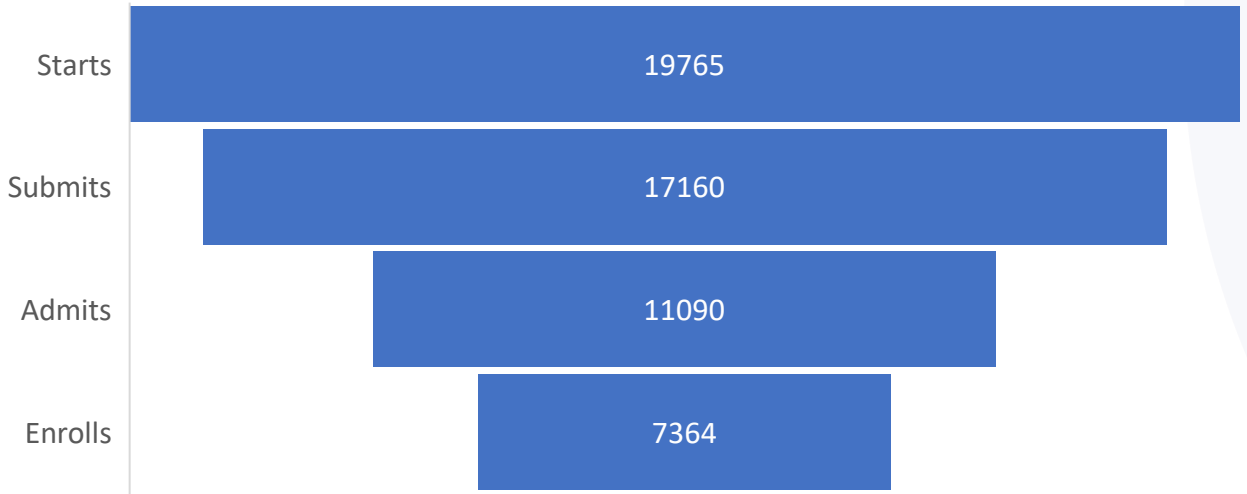
Top 5 Programs

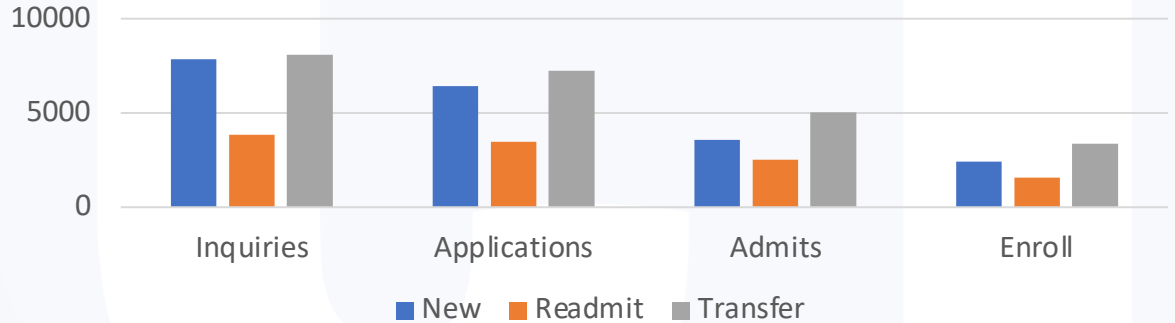


Areas of Study



CRM Recruit Funnel





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Fall Demographic Trends (incoming students)

RACE/ETHNICITY	FALL 17	FALL 18	FALL 19	FALL 20	FALL 21	FALL 22
American Indian or Alaska Native	41	35	38	45	27	37
Asian	657	687	668	536	560	589
Black or African-American	3348	3231	3199	2381	2211	2625
Hispanic	4891	4750	5000	3908	4063	4817
Native Hawaiian or Other Pacific Islander	27	25	24	14	21	28
Two or More Races/Ethnicities	910	927	964	669	583	674
Unknown	393	341	324	268	238	275
White	8621	8079	7636	6747	6213	6285
Total:	18,888	18,075	17,853	14,568	13,916	15,330

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Top Feeder High Schools (new students only)

- Fall 2022
  - Danbury High School
  - Norwich Free Academy
  - New Britain High School
  - East Hartford High School
  - Crosby High School
  - Orville Platt High School
  - Warren Harding High School
  - Manchester High School
  - West Haven High School
  - Hartford Public High School

- Fall 2023
  - Danbury High School
  - Westhill High School
  - Waterbury Career Academy
  - Central Magnet High School
  - Manchester High School
  - Norwich Free Academy
  - New Britain High School
  - Warren Harding High School
  - Orville Platt High School
  - Hartford Public High School

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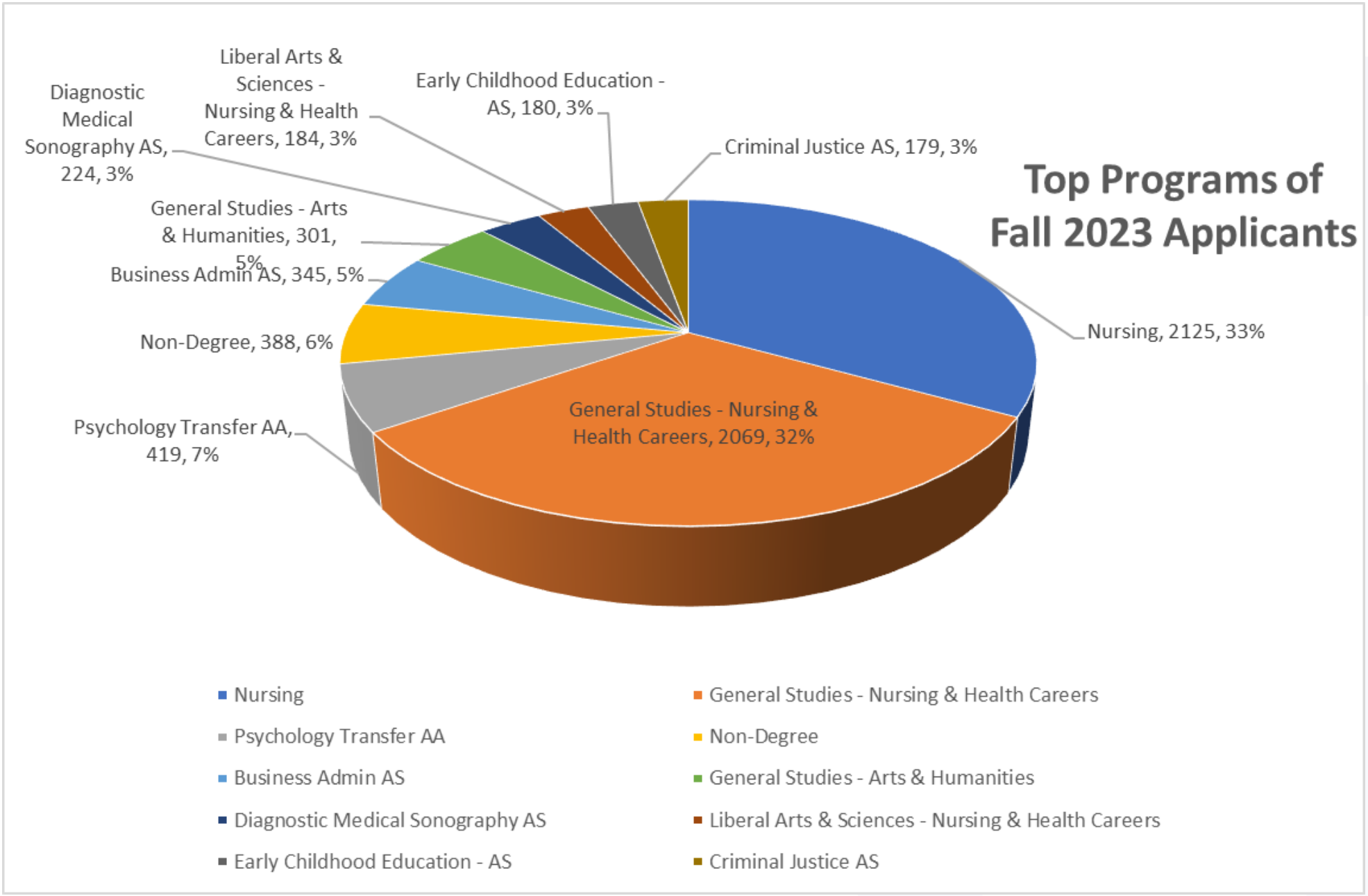

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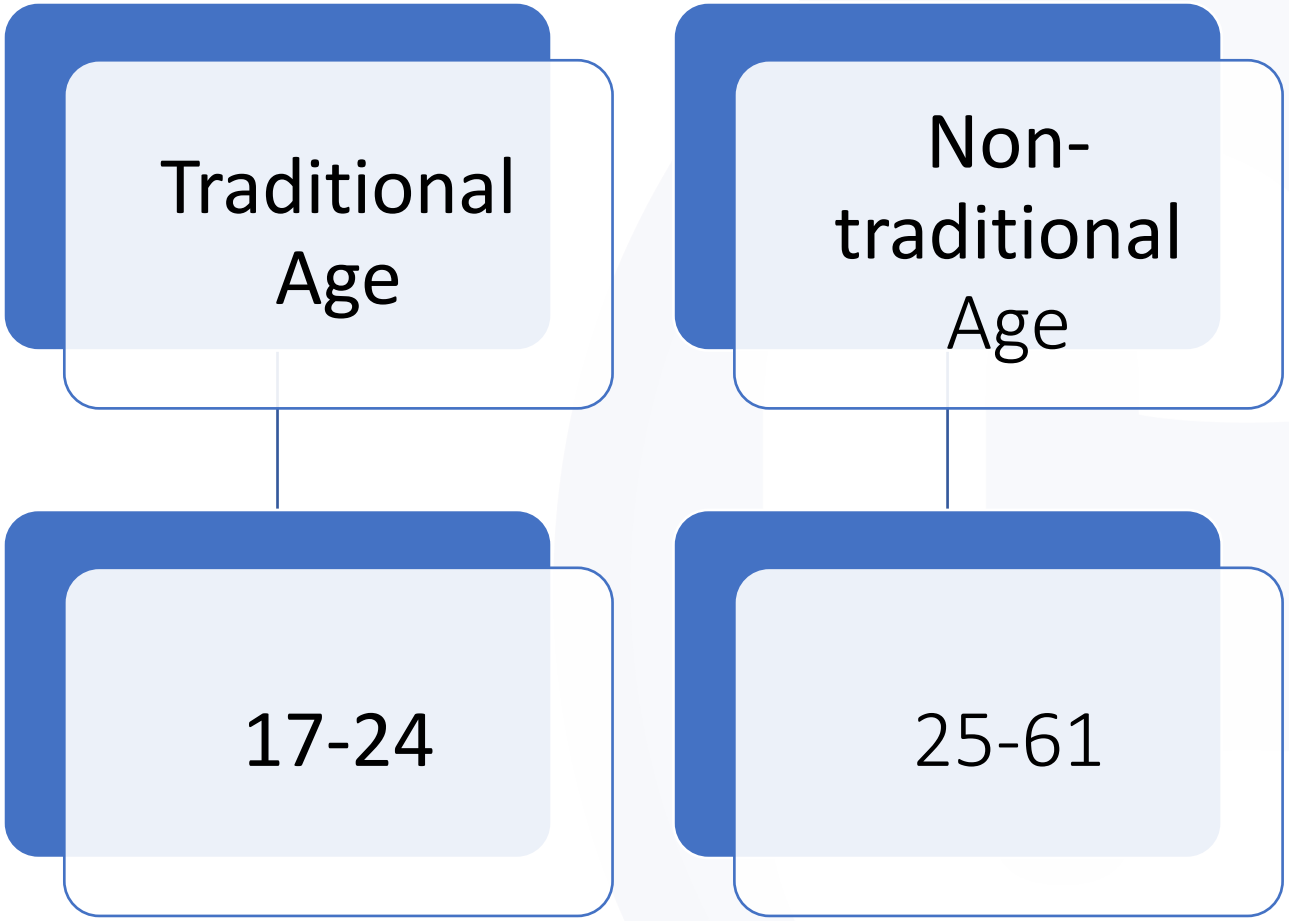
Defining Populations



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Adult Learners

Students ages 25 and older

Upscale Workforce

Military/Veterans

Returning students

Adult Ed Graduates

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Audiences

- Prospective students and families
- Counselors and high school leadership
- K-12 and adult education partners
- Chambers of Commerce
- Corporate and community organizations
- Second Chance Pell/Re-Entry Councils
- General and local community members
- Internal partners (GEAR Up, etc.)

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Strategies

- High-touch recruitment and follow-up
- Hands-on support in application completion
- Guide applicants through enrollment cycle
- Focused activities based on population type/market sector
- Utilize Dual Enrollment programming to feed pipeline
- Targeted communication plans based on program and interest

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Engagement and Onboarding

Build relationship from inquiry through enrollment
In-person, virtually and at events
Customize and communicate the process based on individual needs
Population specific events (race/ethnicity, veterans, adult learners, first gen)
Build out programs that connect and engage
Collaborate with marketing

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Recruitment & Outreach Activities

On Campus

- Enroll in a Days
- Open Houses
- Info Sessions
- Visit days (application, acceptance, experience)
- Tours
- Counselor Breakfast

Off Campus

- Statewide events
- Visits (high schools and adult ed centers)
- College and career fairs
- Corporate benefit fairs and outreach
- Community events

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Marketing in Support of R&O

- What We Did
  - Strengthened partnership
  - Consolidated marketing campaigns (PACT, Enroll-in-a-Day)
  - Used demographic targeting to reach all areas of the state
  - Stop Out Campaign
  - Statewide multi-channel campaign to reach Hispanic households
  - Leveraged marketing expertise from the 12 colleges

- How We Did
  - More than 26 million impressions statewide
  - 137,000 clicks to website
  - 3x better reach to Hispanic households than national average
  - Increased enrollment of stop-out students

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Marketing: Moving Forward

Comprehensive marketing plan
Solicit community input on branding elements
Finalize CT State look and feel
Expand outreach to visiting and out-of-state students
Formalize marketing structure and roles
Add to recruitment & outreach toolkit
Expand brand awareness activities, as budget allows
Launch of enrollment-forward CT State website on March 20

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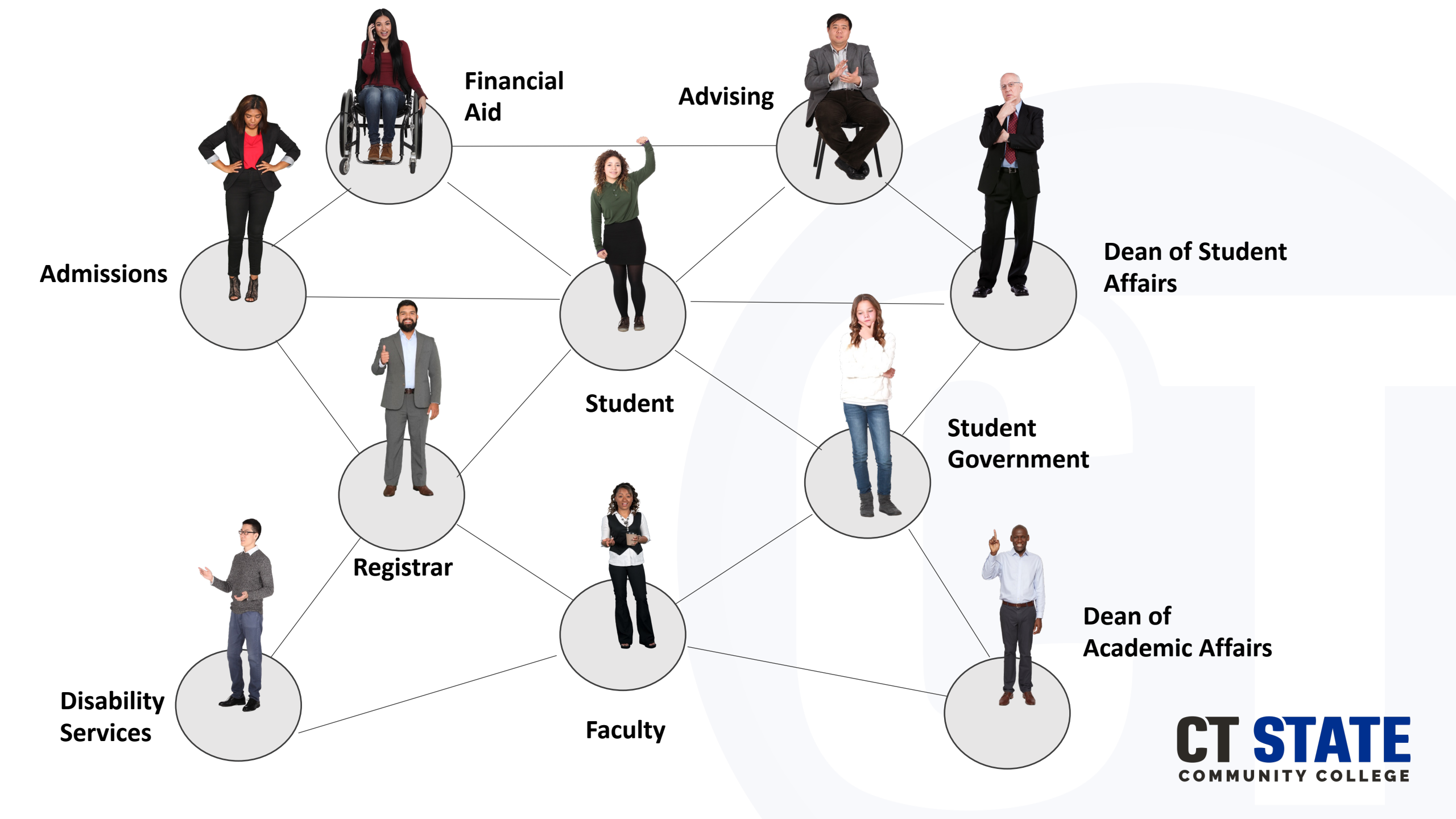

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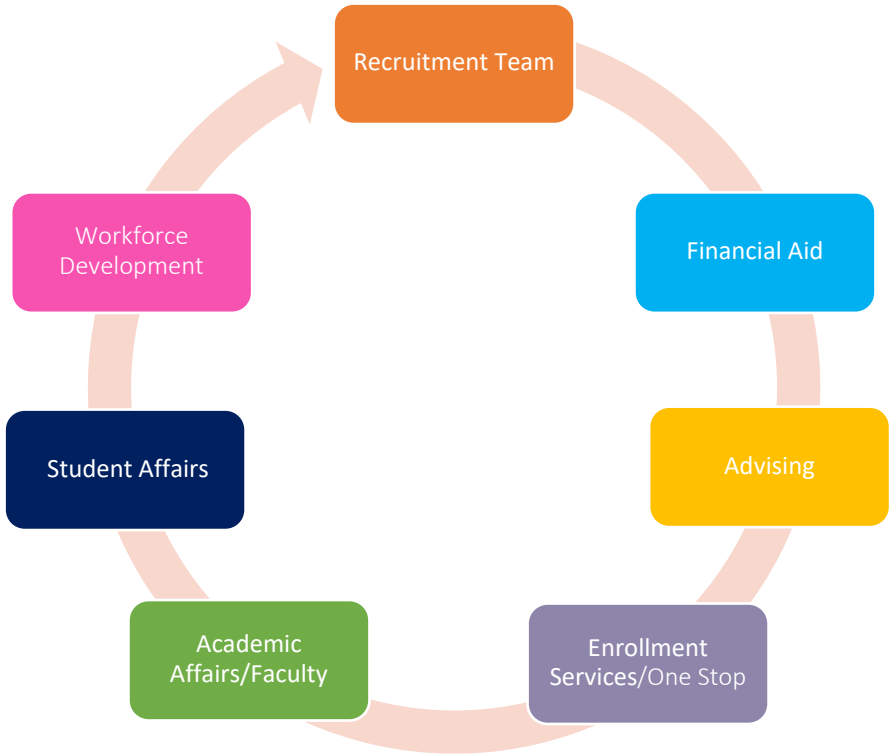
Collaboration



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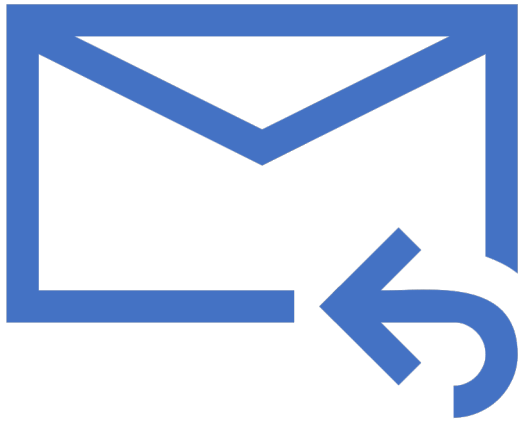

ctstate-admissionsrecruitment@ct.edu

Contact us!

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Part IV: Questions

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