Recruitment, Admissions & Community Outreach

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Overview

• Part 1: Recruitment Structure & Service Areas
• Part 2: Recruitment Strategies & Tactics
• Part 3: Questions
Part I: Recruitment
Structure & Service Areas
Recruitment & Outreach

Michelle Mason
GCC, MXCC, QVCC, TRCC, RI Border

Blyare Millo
HCC, NCC, NWCC, NVCC, NY Border

Sara Vincent
ACC, CCC, MCC, TXCC, MA Border
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
Part II: Strategies & Tactics
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.
Training & Development

<table>
<thead>
<tr>
<th>Activity</th>
</tr>
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<tbody>
<tr>
<td>New and veteran employees</td>
</tr>
<tr>
<td>Teambuilding</td>
</tr>
<tr>
<td>Cross-training</td>
</tr>
<tr>
<td>Campus visits</td>
</tr>
<tr>
<td>Data-driven decision-making</td>
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</tbody>
</table>
Data Informed Decision-Making

CRM RECRUIT – RECRUITMENT DASHBOARD

WHAT DATA DO WE HAVE?

WHAT DATA DO WE NEED?
## Fall Demographic Trends (incoming students)

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

Traditional Age

17-24

Non-traditional Age

25-61
Adult Learners

- Students ages 25 and older
- Upscale Workforce
- Military/Veterans
- Returning students
- Adult Ed Graduates
## 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.)
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
## 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**
# 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
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
## Marketing: Moving Forward

<table>
<thead>
<tr>
<th>Action</th>
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<tbody>
<tr>
<td>Comprehensive marketing plan</td>
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<tr>
<td>Solicit community input on branding elements</td>
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<tr>
<td>Finalize CT State look and feel</td>
</tr>
<tr>
<td>Expand outreach to visiting and out-of-state students</td>
</tr>
<tr>
<td>Formalize marketing structure and roles</td>
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<tr>
<td>Add to recruitment &amp; outreach toolkit</td>
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<tr>
<td>Expand brand awareness activities, as budget allows</td>
</tr>
<tr>
<td>Launch of enrollment-forward CT State website on March 20</td>
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</tbody>
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Admissions

Financial Aid

Advising

Dean of Student Affairs

Dean of Academic Affairs

Registrar

Student

Student Government

Faculty

Disability Services
Collaboration
Contact us!

cterrorismissionsrecruitment@ct.edu
Part IV: Questions