

Title of Grant: MAXimizing Your Potential as a Recruiter

S2008 – 93W-FF

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Abstract:

The MAXimizing Your Potential as a Recruiter Workshop, promoted collaboration and strengthened recruitment strategies among community colleges in Virginia. A call for presentations targeting "best practices" as well as marketing ideas and networking opportunities provided staff with effective strategies for increasing enrollment in Virginia Community Colleges.

Actual Outcomes:

The MAXimizing Your Potential as a Recruiter Workshop, established community college collaboration in the area of recruitment, investigated effective recruitment strategies, and provided a venue for the exchange of creative ideas and new directions in recruitment by community colleges in Virginia.

Benefits of the MAXimizing Your Potential as a Recruiter Workshop helped identify effective strategies for recruiting students; benefits to the community expanded opportunities to obtain post secondary experience and earn a degree.

Thomas Nelson Community College and J. Sargeant Reynolds Office of Outreach and Recruitment hosted the MAXimizing Your Potential as a Recruiter Workshop at a location in Williamsburg, VA. All community colleges in Virginia were invited to send up to three representatives from their admissions or recruitment staff to this event. No registration fees were charged and snacks/lunch were provided at no cost to attendees. Participants received workshop packets containing pertinent recruitment materials.

Other Colleges:

All VCCS colleges were invited to attend the workshop.

A total of 10 VCCS schools attended: Germanna CC, Southside Virginia CC, Northern Virginia CC, Lord Fairfax CC, Tidewater CC, Thomas Nelson CC, J. Sargeant Reynolds CC, Rappahannock CC, Paul D. Camp CC, and Piedmont CC.

Discussion and Critique:

We would repeat the current workshop but include information on recruiting non-traditional students as well as high school aged students.

Evaluation:

The project was evaluated with the use of a written survey. Fourteen surveys were returned. Overall the surveys indicated the attendees were pleased with the workshop. Using a Likert Scale (1 = already knew the information, 7 = information was new to me), attendees rated the individual sessions thusly:

What Works in the World of Recruitment - 4.00

Marketing Strategies in Higher Education - 4.35

"Pitching" Community College to Students and Parents - 5.00

Setting and Keeping Your Recruitment Goals - 5.42

Using a Likert Scale (1 = Not worthwhile, 7 = extremely worthwhile), attendees rated if they felt the workshop was worthwhile attending - 6.19

Using a Likert Scale (1 = would not recommend, 7 = would recommend), attendees rated the workshop overall - 6.30

VCCS Benefits:

The benefit was as anticipated. The community colleges were able to meet and share information on which recruiting themes work and ways to recruit students. The sharing of information proved to be the most valuable and noteworthy part of the workshop and was cited on many surveys.