

Objective 1- Brainstorming Results

Recruiting PAT
March 14, 2017

Top 6 Action Plan Ideas

1. Highly visible and accessible welcome center
2. Greater funding and more personnel for Office of Admissions
3. Broaden funnel of potential students (buy more names)
4. Utilizing faculty and staff more aggressively-
 - Everyone should be a recruiter
 - Training sessions
 - Community partnerships
5. Develop alumni ambassador system
6. Recruiters for every college with the proper resources

Other Potential Action Plans

- Identify & support ISU graduates in schools to champion ISU
- Use direct marketing target specific demographic audiences
- Utilize current students to develop marketing messages
- Focus on transfer students
 - Community college outreach
 - Conference for faculty networking
 - Specialized recruiters/faculty
- Identify & support ISU graduates in schools to champion ISU
- Use direct marketing target specific demographic audiences
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Other Potential Action Plans

- Focus on transfer students
 - Community college outreach
 - Conference for faculty networking
 - Specialized recruiters/faculty
- Improve communication with campus visitors (follow up from individual colleges)
- Continue to expand internship opportunities to use as a recruiting tool
- Incentivize applying early
- Develop outreach for WICHE
- Faculty into HS classrooms

Other Potential Action Plans

- Bring teachers to campus
- Bring students to campus (summer programs)
- Faculty involvement with prospect/ AD process
- Counselor fly-in event
- Early college collaboration