Admissions Recruitment Outreach/Visit Plan Summary 2014-2015

Total Admissions recruitment events to date (September 1 - November 15, 2014): **462**

**High Schools (430 planned in fall term):**
- 188 individual high school visits
- 166 high school and district fairs
- 8 national college fairs, in 6 states (NACAC)
- 7 college fairs (PNACAC, WACAC, RMACAC), students bused to event by up to 15 schools per fair location
- 3 AVID fairs
- 58 other visits

**Out of State HS/transfer recruitment fall visits/events (98):**
- AK – 9
- AZ – 2
- CA -19
- CO -8
- HI – 20
- ID – 9
- MT – 10
- NM – 4
- NV – 3
- OR – 14

**High Schools (winter/spring term) planned:**
- 155 planned in all of the above states
- 683 total completed and/or planned

**Community College (current or planned fall term):**
- 32 individual community college visits

**Community College (winter, spring planned):**
- 46 individual community college visits

**Department recruitment supported by Admissions:**
- 6 Performing & Visual Arts national fairs – high school (registration fee, hotel and food costs)
- 10 International college fairs (membership)
- 2 Washington Journalism Education Association's High School "J-Days." (hotel, food costs and mileage)
- 1 Vancouver School of the Arts recruiting (motor pool costs)
New Admitted Student Yield events (late winter, early spring)

- **Coffee Shop Meetings:**

  **Purpose:** The purpose of the coffee shop meetings is to be available to prospective/admitted students in a more intimate setting at a time that would be conducive to their schedules.

  **Goal:** To have a personal interaction with students who may be completing their applications or simply have general questions about the University. Overall, goal is to build relationship and support of prospective students when they need it most, and may not be getting it from the other institutions.

  **Time:** 2-5 or 3-6 pm Tuesday and Thursdays (earlier during winter break, since the students will not be in school)

  **Location:** Set up in central location of schools where there was a good amount of interest at fairs and IVHS, as well as schools who may not have been visited.

  **Advertisement:** Personalized email will go out to students in a 15 mile radius of the location. Also, we are exploring the option of RSVP using Hobsons, to sign up for a specific time.

  **Cost:** Money to treat the RSVP students to a hot or cold beverage ($25 per site)

- **3 on-the-spot “You’re Admitted” application HS workshops (working to set up more):**

  Schools have expressed a growing interest in having a college representative come to the school for applicant. Typically this would be an opportunity for CWU to help guide prospective students through the application process and give needed feedback regarding their eligibility.

  Last year we were asked to make on-the-spot admission decisions. We piloted a program at Union High School in Vancouver, Washington. We had 7 students apply that day and all were admissible. This year we have had four schools inquire about doing the same type of program, all from the Vancouver area. Heritage, Mountain View, and Union High School and also Clark College’s college bound students. We want to explore this opportunity but coordination will be challenging as we need at minimum 3 CWU counselors to make the event a success.

- **High-Achieving Student “Golden Ticket” program:**

  The Admissions Office and Public Relations are creating a unique Golden Ticket campus visitation experience for high-achieving students that have been admitted to CWU for fall of 2015. This activity is supported by our latest Elway public opinion research which demonstrated that the campus visit is CWU’s most powerful recruitment tool. The program welcomes the best musicians, athletes, artists, and scholars. We will roll out the CWU crimson carpet to encourage them to commit to CWU. The visitation events are planned to take place in late March early April and will highlight a specific college and its departments along with their future campus home. Each college would have its own event, hopefully on a Friday and Saturday. We feel that by providing these students and their parents/guardians with an exceptional personal experience that includes the President and Deans welcoming and interacting with them that we can show these students that CWU is a great place to Learn, Do, Live!
Visitation stats:

### Daily Tours

<table>
<thead>
<tr>
<th>Month</th>
<th>Visits</th>
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<tr>
<td>July 2014</td>
<td>379</td>
</tr>
<tr>
<td>August 2014</td>
<td>574</td>
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<tr>
<td>September 2014</td>
<td>157</td>
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<tr>
<td>October 2014</td>
<td>248</td>
</tr>
<tr>
<td>November 2014</td>
<td>157(as of Nov. 14)</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>1515</strong></td>
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### Group Visits

<table>
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<tr>
<th>Month</th>
<th>Visits</th>
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<td>July 2014</td>
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</tr>
<tr>
<td>August 2014</td>
<td>94</td>
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<tr>
<td>September 2014</td>
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<td>October 2014</td>
<td>659</td>
</tr>
<tr>
<td>November 2014</td>
<td>378(as of Nov.14)</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td><strong>1492</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>Central Sampler</th>
<th>Cat Tracks</th>
<th>Fall Open House</th>
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<tr>
<td>August 2014</td>
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<tr>
<td>September 2014</td>
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</tr>
<tr>
<td>October 2014</td>
<td>6</td>
<td>29</td>
<td>423</td>
</tr>
<tr>
<td>November 2014</td>
<td>9</td>
<td>64</td>
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**Late winter and spring quarter:**
- 6 additional Cat Tracks
- 5 additional Samplers

**Other:**

The Admissions Office has declined 26 recruitment event/travel offers due to:
- Lack of admissions personal
- Time conflicts