EM Recruitment and Communications Plan
Internal Data Creation
- PeopleSoft
- Apply Yourself (via PeopleSoft)
- Interest Pages
- Visitation
- Live Chat
- Answer
- Group Chat

Data captured by Admissions Counselors via Interest Cards or Mobile Interest Page
- High School Visits
- Community College Visits
- High School College Fairs
- Military Fairs/Visits
- Other

Over 300,000 Current Contacts
\( \frac{1}{2} \geq \text{Summer 2014} \)
\( \frac{1}{2} \leq \text{Spring 2014} \)

Miscellaneous
- Emails
- Phone calls
- Misc. Lists

Future Soldier ConAP

Central Washington University

PSAT/SAT/ACT/CBSS Search names make up 79% of Potential New Prospects
Remaining 21% of New Contacts after Spring 2014

- Events & Interviews, 1284
- CAPPEX, 886
- Misc. Com. Contacts, 761
- Dual, 325
- Departmental Inquiry, 694
- Running Start Cornerstone, 1200

- Interest Pages, 3471
- National Fairs, 3710
- Student Paths Import, 4421
- Reply or Contact Cards, 6919
- PPSFT Applicant Imports, 3005
- PPSFT Imports, 2309
- Other, 2666

- Remaining 21% of New Contacts after Spring 2014
Sources of Prospect First Contacts with CWU

- National Fairs: 3710
- Student Paths: 4421
- Interest Pages: 3471
- Reply or Contact Cards: 6919
- PPSFT Applicant Imports: 3005
- PPSFT Imports: 2309
- Other: 2666
- Events & Interviews: 1284
- CAPPEX: 886
- Misc. Comm Contacts: 761
- Dual: 325
- Departmental Inquiry: 694
- Running Start Cornerstone: 1200
Invite Students to Meet Us on the Road
Example of personalized invitation

Here is the preview example of how the invitation will look.

Students in the CWU database, who attend a visited High School, will receive an email, personally addressed to them.
Out of State/ In State Comparison

<table>
<thead>
<tr>
<th>Year</th>
<th>Out/State (AK,AZ,CA,CO,HI,ID,OR,MT,HK,NM,NV)</th>
<th>WA</th>
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<tbody>
<tr>
<td>2012/13</td>
<td>657</td>
<td>89</td>
</tr>
<tr>
<td>2013/14 * (YTD)</td>
<td>635</td>
<td>150</td>
</tr>
</tbody>
</table>
Prospects Captured through On-Campus Visitation
Ellensburg Campus Visitation By Month

- 2012/13
  - Total: 9385
- 2013/14 *
  - (YTD)
  - Total: 5933
Steps to Develop a Departmental Success Template

Step 1: Work with EM to:

Collect

- What are your top five bragging points?
- Who are your Notable Alumni and why are they notable?
- What makes it a great program?
- What kind of career can one pursue with your degree?
- Who will be your department’s contact person and do they have customer service training?

Present information to Enrollment Management team initially and then any time you have a major change.
Departmental Success Template

Step 2 Evaluate and Update

**Website**

Paradigm shift: How does your website and *all* of your other communications work together to drive students toward providing their contact information via our Inquiry or Event registration website to receive more specific information? Your website should be easy to navigate, current, relevant, and should contain enough information for us to direct students to it for further discovery.

**Customer Service**

Each college, and ideally, each department, should have at least one staff member as their central contact person. All contact persons should be knowledgeable about programs and should be friendly toward inquiries. Several of our processes include escorting students to the department for further information so the person on the end of the line must be customer service savvy.
Departmental Success Template

**Step 3 Create and Participate in Events**

*Prospect – Open House; Admitted – Wildcat Day; Confirmed – Orientation; Enrolled – Wildcat Welcome*

All of these events are prime opportunities for Departments to begin creating relationships with students at different times in their Student Lifecycle.

*Specialized Cat Tracks, and Samplers*

Events created to highlight the exciting things your programs have to offer and should include hands-on experiences. (Ex. Pre-Med, STEP, Art, Aviation) Samplers add an overnight experience.

*Trade Shows and Conferences*

The perfect opportunity to get in front of students as well as their influencers: Teachers, Counselors, Parents…
Departmental Success Template

Step 4 Create a Communication Plan

Step One
In order for us to help you achieve your departmental goals, we first need to determine the aspects of your programs that will benefit the most. Here are the steps:
1. Identify your target audience.
2. Know your target demographics.
3. Create a contact person/department.
4. What role do your programs play in their lives?
5. How many programs are in your department?
6. How are the programs supported?

Once we have determined the answer to these questions, we will prioritize the programs with your approved budget and resources.

Step Two
Website development and customer service training.

Step Three
Event planning, scheduled and ongoing events for the year, including those related to Car Deals, Salesforce, Sales Shows, and Conferences.

Step Four
Create a Communication Plan

<table>
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<tr>
<th>Enrollment Category</th>
<th>Basic</th>
<th>Agreement</th>
<th>Process</th>
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<tbody>
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</table>

Enrollment Management
Thank you
Our Enrollment Management Team looks forward to supporting you