

UW-STOUT TRADITIONAL STUDENT RECRUITMENT PLAN

Purpose Statement: *Develop a multi-year recruitment plan which supplements current efforts with specific focus on students of color (particularly Hmong and Hispanic), Veterans, and non-traditional populations (Focus 2015 University Priority).*

The traditional age recruitment group was chaired by Joel Helms committee members included: Melissa Perez, Scott Griesbach, Phil Lyons, Gene Klippel and Jeff Anderson. According to “Knocking at the College Door-Projections of High School Graduates by State and Race/Ethnicity, 1992-2022” <http://wiche.edu/knocking/states>, over the next five years the number of high school graduates in Minnesota and Wisconsin will reduce from approximately 65,000-70,000 to 55,000-60,000 by 2013-14, before beginning to rise again. This is a 9.6% decrease for Minnesota and an 8.4% decrease for Wisconsin. To compensate for this loss of new freshman, we will be casting our net wider and also identifying other areas to maintain the student count of 9000. Recruitment efforts that were started in the 2009-10 year include:

- Outreach to summer camp participants. All camps being held at UW-Stout have been contacted by the Admissions office to offer workshops and tours. Admission materials will be in all residence hall rooms as well the creation of table tents and bulletin boards promoting Stout. In addition the Admission office will co-host a leadership camp for high school students from four states.
- CollegeWeekLive is a virtual online college fair which we began to participate with in March 2009. UW-Stout participates in two large college fairs (March and November) and two smaller events (test prep and financial aid). CollegeWeekLive has more than 312,000 students in their database from across the nation and around the world. Over this last year, UW-Stout has made contact with 465 students from all over the nation and 14 of those students (only in checking MN, WI, and IL) have been accepted for Fall 2010.
- Targeted mailing to UW-Madison Connections students, UW-Stout is one of five campuses that participate we doubled the number of students to apply this year.

Goals		Strategies/Implementation			Cost	Assessment	Targets
Activities <i>What we're doing</i>	Responsible Partners	2010-11 <i>What we plan to achieve</i>	2011-12	2012-13			
Utilize CRM Recruitment Plus	Admissions counselors/OIE/Graduate CI offices	Get trained on CRM, cultivate our relationships with our prospects to turn a larger percentage of inquiries into applications and admits and finally students that matriculate.	Continue to use and refine	Continue to use and train	\$19,000 annual fee	Number of training sessions held Number of staff trained Number of inquiries who apply using CRM recruitment software Number of applicants who attend	Increase show rates from 50.9% 2007-2009 weighted averaged to 55%
Utilize alumni to reach more students in MSEP state/ seek alums to allow us to present in classrooms	Alumni office staff Admissions	Involve enthusiastic alumni in our recruitment efforts in MSEP states (2 per year). Contact Stout alum in local high schools to gain entry into classrooms for greater impact during high school visits.	Expand alumni outreach to IL (2) +2	Evaluate effectiveness and continually improve (2)	Registration fees \$800.	Number of applications from MSEP states and IL Number of Alumni involved Number of classroom Presentations	

Reallocate Scholarship money	Foundation office	Work with the Foundation office to offer more money to incoming freshman to attract and capture a higher percentage of high quality students.	Have two additional freshman scholarships available.	Two additional freshman scholarships	Donations	Number of scholarships Retention rate of scholarship recipients Six-year graduation rate of scholarship applicants	
Purchase ACT names	Admissions	To purchase names of seniors in targeted areas that have taken the ACT	To purchase names of Junior ACT test takers Names into data base so they are aware of Stout as an option	To purchase names of Sophomores for earlier exposure to Stout	.32 cents a name + postage + mailing piece	Number of applications resulting from use of ACT names Number of admissions resulting from use of ACT names	
Purchase multicultural names from various sources	Admissions	Attract more multicultural student to apply to and attend UW-Stout. Develop targeted marketing pieces for these groups.	Assess and continue	Continue to target different majors	.32 cents a name +postage	Number of targeted marketing pieces for multicultural students Number of applicants resulting from use of purchased names Number of students who matriculate from this approach	
Recruitment in MI and IL	Admissions	Hire a regional recruiter as an LTE to focus on MI (twice the high school graduates as MN & WI) and IL	Targeted recruitment pieces for IL highlighting comparable tuition costs	Targeted recruitment pieces for MI	\$16,000 plus travel of \$5,000 per year	Number of targeted marketing materials created # of visits # of contacts made per visit Number of applicants from MI Number who attend Number of applicants from IL Number who attend	