

DEPARTMENTAL RECRUITMENT OPPORTUNITY ANALYSIS
Office of Enrollment Management and Services
August 2008

This “opportunity analysis” is designed to assist departments in evaluating their recruitment effort for undergraduate students. Each response other than “strongly agree” indicates a potential for enhancement to your recruitment effort.

Our department has established objectives for enrollment of new freshmen, new transfer students, and total undergraduates.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Objectives should be helpful in giving direction to your recruitment effort, assessing the importance of implementing recruitment strategies, and connecting your enrollment management effort with the overall enrollment management effort.

We have a designated recruitment coordinator.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Many departments have recruitment coordinators that serve on their college recruitment committees and work closely with their college recruitment coordinators. The college recruitment coordinators in turn are members of the university Recruitment and Marketing Committee.

Our department has a working knowledge of the general recruitment program for undergraduate students and how our activities integrate with that program.

Strongly Agree Agree Neutral Disagree Strongly Disagree

The Office of Admissions coordinates the overall recruitment effort for undergraduate students, including production of letters for deans and department heads to send to prospective and admitted students. If you have a general knowledge of the components of the overall recruitment program, you can design your efforts to supplement those already taking place.

We have identified the particular strengths and unique elements of our program that distinguish us from our primary competition and we market those effectively.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Given the competition for students, it is important that you identify the strengths or features of your programs that distinguish you from your primary competitors and that you use that information in your marketing message to prospective students. Your marketing message should be reinforced through your publications, websites, letters, etc.

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We have a good understanding of the characteristics and perceptions of our new students.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Each fall, Enrollment Services distributes profile data on new freshmen and transfer students by department of major. This gives an overview of the characteristics of new students (geographic origin, ACT scores, high school grade point averages, last school attended, etc.) This information may be helpful to you in better understanding your students and developing your enrollment objectives and recruitment strategies. A number of other sources of data are available that describe the characteristics, perceptions, and aspirations of incoming freshmen. Many are online at www.missouristate.edu/enrollmentmanagement. In addition, you may wish to consider focus groups with some of your new students to learn more about their decision to attend Missouri State University and major in your department.

Our department has good information on the success of our graduates (career placement; graduate school admission) to share with prospective students.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Research consistently shows that students are focused on job and career success. From a recruitment perspective, it is important to be able to document the success of our graduates and to share that information with prospective students through publications, letters, the campus visit program, and other contacts.

Our front office staff works enthusiastically with the Campus Visit Desk in the Office of Admissions to arrange appointments with faculty for visiting students and their parents.

Strongly Agree Agree Neutral Disagree Strongly Disagree

The campus visit program is perhaps the single most important component of our recruitment effort. It is essential that we provide campus visitors with a quality experience, including meetings with faculty in their areas of academic interest.

We have effective recruitment publication(s) to promote our program(s).

Strongly Agree Agree Neutral Disagree Strongly Disagree

Students still rely heavily on written materials in the college selection process.

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Our department adds a “personal touch” to the recruitment effort, especially for targeted student groups (e.g., high ability students, minority students).

Strongly Agree Agree Neutral Disagree Strongly Disagree

The “personal touch” may include handwritten PS’s on departmental recruitment letters and phone calls or e-mails to selected prospects.

Our department sends targeted mailings to students whose names and addresses are obtained through search services by the Office of Admissions.

Strongly Agree Agree Neutral Disagree Strongly Disagree

The Office of Admissions purchases lists from ACT and the College Board of students in Missouri and portions of contiguous states who meet certain criteria (e.g., minimum test scores and high school grade point averages). Those students are entered into the prospect management system as “suspects” and Admissions sends them material to encourage their interest in Missouri State. The Admissions Office can provide names and addresses of students from those search lists who have an interest in the programs you offer.

We have a website through which prospective students can easily find information regarding our academic programs and contact us if they have questions or need more information.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Most of our entering freshmen have used the web to obtain information about Missouri State University. National surveys have shown that the information most frequently sought by college bound students on the web is academic information.

Our department responds in a prompt and personal fashion to inquiries (letters and e-mails).

Strongly Agree Agree Neutral Disagree Strongly Disagree

Prompt and personal replies to student inquiries do make a positive impact on students. Students who are “internet-oriented” expect an especially quick response to e-mail inquiries. If you give an e-mail address for students to submit inquiries, be sure that someone reads and responds to those inquiries on a regular basis.

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We forward received inquiries from prospective students, with their information, to the Admissions Office after we reply.

Strongly Agree Agree Neutral Disagree Strongly Disagree

The Admissions Office staff will add or update information on our prospective student data base so that those students will receive other information from us as part of our standard recruitment effort.

Our department involves our current students in the recruitment effort.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Current students can help with calls, letters, and e-mails to prospective students and with campus visits and can provide valuable input in your development of letters, publications, and websites.

We send copies of relevant newsletters, fliers, or announcements to our top prospective students.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Whenever you print a departmental newsletter, have a "success story" about one of your faculty, students, or alumni, or have any other positive item of a similar nature that will help to promote your program, consider sending copies to selected prospects, perhaps even with a short handwritten note.

Our department has on-campus events for middle school and high school students.

Strongly Agree Agree Neutral Disagree Strongly Disagree

If students come to campus while still in high school or middle school and have a good experience, it may increase their likelihood to enroll after they graduate.

Our alumni who teach in high schools refer their good students to us.

Strongly Agree Agree Neutral Disagree Strongly Disagree

If you have loyal alumni who teach in high schools, they are likely serving as your ambassadors and recruiters even if not in a formal way. You may wish, however, to create a mailing list of these individuals to encourage their referrals. You may also wish to seek the advice of some of these individuals in the development of your recruitment effort.

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Our department has an outreach program through which our faculty visits high schools.

Strongly Agree Agree Neutral Disagree Strongly Disagree

This is another opportunity to create visibility for our programs and the quality of our faculty.

We take advantage of opportunities to identify top prospects in our discipline through their participation in events or competition (e.g., science fairs, art contests) and contact those students to encourage them to consider MSU.

Strongly Agree Agree Neutral Disagree Strongly Disagree

This is another opportunity to pursue high ability students in your discipline.

Our department has one or more individuals who focus on understanding and meeting the needs of new transfer students.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Nearly one-third of our new undergraduate students are transfer students. Their questions and concerns are often different from those of entering freshmen. It is especially important to have someone who understands the transfer credit process and can help transfer students understand how their previous coursework will apply toward their Missouri State University degree.

We have articulation agreements with our major feeder community colleges.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Effective articulation agreements with these institutions should be valuable in encouraging their students to transfer to Missouri State University.

If you have questions or need additional information to assist you in your analysis or recruitment planning, please contact Don Simpson, Assistant Vice President for Enrollment Management and Services, at extension 65521 or donsimpson@missouristate.edu.