

Southeast Tech
Recruitment Update Report
EXECUTIVE SUMMARY

Purpose:

To provide the School Board additional information regarding recruiting plans for the transportation programs.

The most effective recruitment practice for any college is the campus visit. The Southeast Tech admission office puts a significant amount of effort into getting students to visit campus. The most effective recruitment practices for Southeast Tech are 1) Campus Visitation Day events, 2) High School Visits, 3) Admission Office Visits, and 4) Program level events.

In order to fill the transportation programs in the new building we will utilize all of these practices. The upcoming Ag Diesel option and the recent Today's Technician Automotive Award are significant and will greatly help recruitment efforts. In addition, Southeast Tech will host a transportation camp in April of 2016.

Administrative Recommendation to School Board:

Acknowledge the Recruitment Update Report.

SOUTHEAST TECH
RECRUITMENT REPORT
DECEMBER 2, 2015

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- ▶ Rule #1 – get the student on campus!

MOST IMPORTANT ITEM

1. Campus Visitation Days

*Two events in the Fall, two in the spring

*60%-75% of all students who attend these events eventually apply for admission

*Usual attendance is between 65 and 150 students (plus parents)

*Postcard mailing, e-mail campaigns, texting campaigns and now media advertising (radio, TV, live radio feed, Pandora, Facebook and Twitter purchased ad's)

MOST EFFECTIVE RECRUITING PRACTICES

2. High School Visits

*We attend approximately 30 college fairs to meet with students who have an interest in Southeast Tech

*These "Inquiries" are tracked by high school

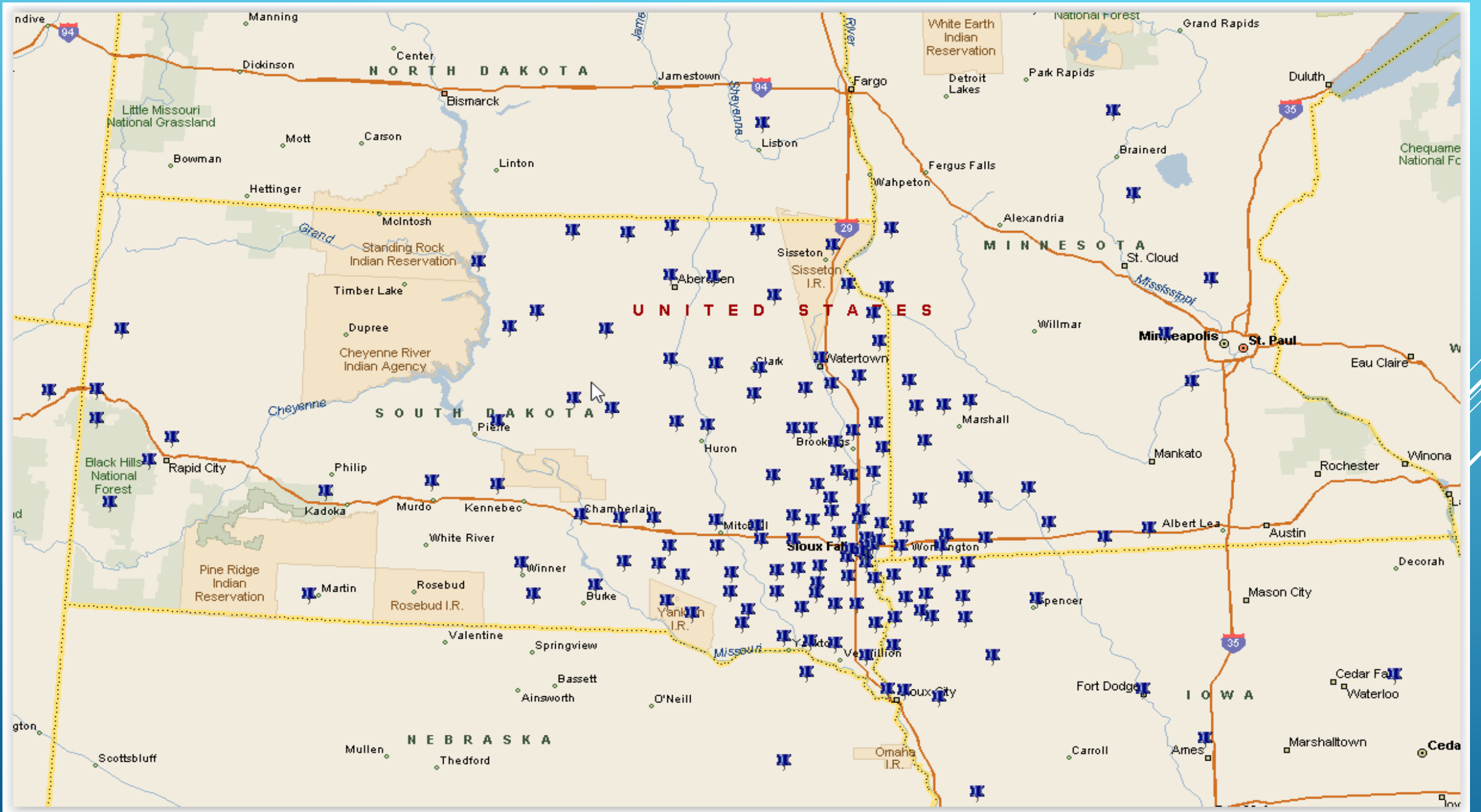
*We work through the counselors office to make return visits to talk to students who expressed an interest in Southeast Tech

*Usually visit 175+ high school's

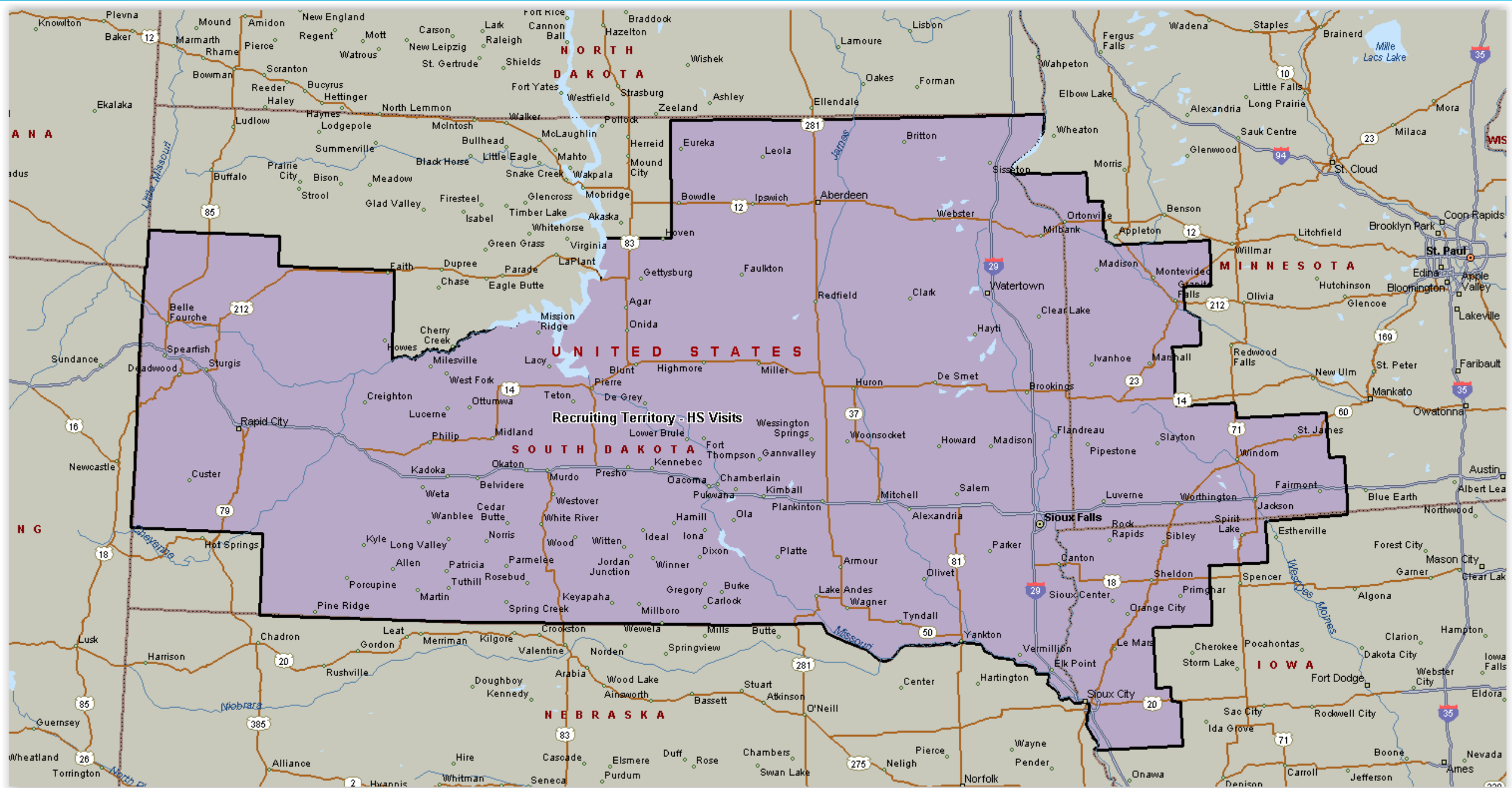
*More effective for two-year colleges, not four-year colleges

MOST EFFECTIVE RECRUITING PRACTICES

▶ Current Students



▶ Travel Territory



3. Admission Office Visits

- *Individual one-on-one admission appointments with students on campus
- *On demand
- *Personal attention

MOST EFFECTIVE RECRUITING PRACTICES



4. Program Events

- *Smaller, more intimate on-campus events

- *Camps, seminars, etc.

- *Business Camp in December, Horticulture on Earth Day, Transportation Camp

MOST EFFECTIVE RECRUITING PRACTICES



Program Expansion

- Nearly double the number of students in each program
- Staggered start in some areas
- Diesel Ag option
- Automotive Award

TRANSPORTATION PROGRAMS

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AUTOMOTIVE TECHNOLOGY PROGRAM **BEST IN THE WEST!**

Southeast Tech's Automotive program has been rated in the top 4 programs in the and the Best in the West! Excellent faculty, tools that are provided for you in the cla as well as new and expanded state-of-the-art facilities can take you where you war - a top technician employers want!

Plus, the Automotive Technology program is eligible for the full-ride Build Dakota Schc program. Want to know more? Come to a Visitation Day, Get in the Garage Camp or to find out how you can save your seat in one of the Nation's top programs today!

VISITATION DAYS:
JANUARY 29
FEBRUARY 25

Visitation Days start at **10:30 AM** in the Health Science Center. Stick around for pizza & wings

GET IN THE GARAGE CAMP:
APRIL 6

REGISTER **TODAY!**

VISIT.SOUTHEASTTECH.EDU
605.367.6040



SOUTHEAST TECH TRAINING TOP TRANSPORTATION TECHNICIANS!

Southeast Tech's transportation programs are bringing training to all new levels! Excellent faculty, tools that are provided for you in the classroom as well as new and expanded state-of-the-art facilities can take you where you want to be - a top technician employers want!

Plus, all transportation programs are eligible for the full-ride Build Dakota Scholarship program. Want to know more? Come to a Visitation Day, the Get in the Garage Camp or call us to find out how you can save your seat today!

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FEBRUARY 25

Visitation Days start at **10:30 AM** in the Health/Science Center. Stick around for pizza & wings!

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- Media – Advertising these programs
- Leverage Scholarships
- Leverage Build Dakota
- “Get in the Garage Camp” for the transportation programs in April
- Direct Mail
- VIP Campus visit invitations
- Possible Early Summer event
- **All in addition to the usual email campaigns, calls, text messages, etc.

PLAN FOR INCREASING ENROLLMENT