LOS ANGELES MISSION COLLEGE

RECRUITMENT PLAN

For

Extended Admissions

Student Recruitment & Outreach Center

Prepared by: Martha Perez
A. MISSION

- To actively publicize, promote interest, increase knowledge of the academic and vocational programs and student support services at Los Angeles Mission College

B. RECRUITMENT GOALS

A successful recruitment plan will involve an extended admissions process to a broader population of potential students, enrollment management and early retention of student applicants.

Our recruitment efforts should focus on five goals:

1. Coordinate campus recruitment efforts under one office.
2. Expand campus recruitment efforts to include private, adult schools, businesses and the general community.
3. Extend the pre-admission process for potential students to the local high schools.
4. Manage enrollment by offering classes in demand and target recruitment for low enrollment courses and programs.
5. Retain new student applicants through the registration process.
C. COORDINATION STRATEGIES

The first step in establishing a campus Recruitment Plan is to coordinate the skills and resources of our academic and vocational department and campus programs under one office. There is a general confusion in our campus as to which office is responsible for recruitment. High school counselors have expressed frustration in dealing with different individuals. Some have tried to contact our college to get a representative to attend their college nights, but were transferred to multiple offices (EOP&S, Counseling, Admissions, Financial Aid, etc...). This approach offers no consistency in the representative who will be working with the high school college-counselor, no assurance that what is said is accurate or conducted in a professional manner and no certainty that all Los Angeles Mission college programs and services will be equally explained to potential students.

To achieve our Coordination goal, the following strategies should be implemented.

1. **Develop a Campus Recruitment Committee**

   A campus committee made up of all relevant and interested representatives of campus departments, programs and services should be established. The Recruitment Committee will work together to finalize the Recruitment Plan and contribute towards its implementation. Each representative on the committee will contribute resources, materials, budget and/ or staff, towards our campus recruitment efforts. A diverse committee made up of faculty, staff and students will make our recruitment efforts comprehensive and give a complete view of our college to the high schools and community. The recommended membership of the Los Angeles Mission College Recruitment Committee includes representatives from the following:

   - EOP&S
   - Student Services
   - ASO
   - Assessment
   - Admissions & Records
   - Vocational Programs
   - Public Relations
   - Institutional Research
   - Financial Aid
   - Counseling
   - Academic Affairs
A general campus announcement should be made for any interested faculty, clubs or staff to join the committee. Any department with low enrollments should be encouraged to participate on the recruitment committee.

2. **Establish the Outreach & Recruitment Center as the coordinating office.**

   It is fundamentally important to have one office coordinate our campus recruitment efforts. One office eases the potential communication barriers between the community high schools and Los Angeles Mission College and vice versa.

   It is recommended that the Outreach & Recruitment with the support of the campus departments, programs and services and the advisement of the Recruitment committee be the coordination center for Los Angeles Mission College recruitment. The Outreach & Recruitment is currently providing information regarding admissions application and financial aid process for our general population. The Outreach & Recruitment has also been conducting a high school/community outreach & recruitment program for the past five years.

3. **Establish an Outreach Coordinator and Staff**

   **A Student Recruitment Coordinator** position should be established to coordinate the Outreach Program. Coordinate Student Recruitment & Outreach events to recruit students for general and specially funded programs at Los Angeles Mission College. Attend College, Career, Community and Job Fairs to provide information about academic programs, admissions, financial aid and assessment process. Promote the college through the recruitment program at various high schools. Develop relationships with representatives of educational institutions, business organizations and the community to promote the
programs at LAMC. Develop outreach & recruitment brochures, booklets and student handbooks. Attend collaborative and college meetings. Manage budgets, prepare paperwork and reconcile outreach & recruitment and SFP funds through SAP. Create program review and various flyers for outreach events. Coordinate and promote college events such as Senior Day, College Fairs, Career & Job Fairs, Welcome Week, Financial Aid workshops and various recruitment events. The position will be responsible for the training and supervision of classified and unclassified staff, and the implementation of the recruitment plan. The position will report directly to the Vice President of Student Services. Possible funding sources include; program 10100, vocational fund, EOP&S, Financial Aid and/or Matriculation.

**A Student Recruiter** is needed to assist Student Recruitment Coordinator to provide services to the community, high school students and college students. Promote the college through the recruitment program at various high schools. Provide assistance with completing various college admissions and enrollment forms. Conduct visits to the various high schools. Attend College, Career, Community and Job Fairs to provide information about academic programs, admissions, financial aid and assessment process.

**An Office Assistant** is needed at the Student Recruitment Center to perform clerical duties, answer phones, maintain accurate files and records, answer inquiries and give out information concerning procedures, programs, and services of Outreach & Recruitment to visitors, students, and the public. Receives visitors, determines purpose of their visit, and assist students with computer login and navigating Mission College website and FAFSA website. Provide assistance with completing various college admissions and enrollment forms.

**D. EXPANDING RECRUITMENT STRATEGIES**

1. **Working with High Schools. Adult Schools, Continuation Schools and Private Schools.**

   Previous college recruitment efforts have focused on traditional feeder public high schools. While feeder schools still remains a major source of potential
students, our college should diversify its efforts to include students of private, continuation and adult schools.

a. Public Feeder High Schools

The Top Five Feeder High Schools:

Sylmar  San Fernando  Poly  Monroe  Kennedy

These schools contributed a total of 1,521 freshman applications to Los Angeles Mission College for Fall ’08.

New High Schools with senior students for 2008-2009

Vaughn International Studies Academy

Arleta HS  Panorama HS

2010-2011

Sun Valley High School  Opportunities for Learning

2011-2012

East Valley High School #5

Other feeder schools:

Granada Hills  Discovery Prep  Verdugo

Community Charter Early College High

Northridge Academy  North Valley Academy
b. Continuation Schools

Jane Addams       Options for Youth     Jack London
Evergreen         Rogers                 Earhart
Independence      Mount Lukens           Kirk Douglas
McAllister        Robert Lewis           Albert Einstein

c. Private Schools

With the rise in tuition at both public and private universities, many students of private high schools are choosing the community college option in continuing their higher education. A list of private high schools in our service area includes:

L.A. Baptist HS    Providence HS     St Genevieve’s HS
Bishop Alemany HS  L.A. Lutheran HS

d. Adult Schools

The Adult Schools provide non-traditional students with job training skills, GED courses and language improvement classes. Los Angeles Mission College should develop a bridge program with the local Adult Schools. Our college can provide advanced vocational job training courses, regular college AA degree or transfer programs or advanced ESL courses, for Adult School graduates. Recruitment efforts directed at the Adult School programs can increase enrollment in our vocational, general and ESL courses. These Adult Schools include:

Pacoima Skills Center- North Valley Occupational Center - Mission High
2. **Working with Local Community and Businesses**

A large segment of Los Angeles Mission College students are non-traditional students, and do not attend our college directly out of high school. Establishing relations with neighboring businesses and community organizations can diversify our recruitment efforts.

**a. Community Outreach**

Positive relations efforts in the community benefit our recruitment efforts and the image of the college. Community outreach and relations can be conducted through the four avenues below:

i. **Community Publications:**

ii. **Community Events:** periodically, neighboring cities sponsor community festivals, such as Tia Chucha’s “Celebrating Words Festival”, “Community Showcase”, “District One Extraordinaire Fair”, and District Two Fair. Information booth could be set up by our college, which would distribute college information.

iii. **Community Businesses:** San Fernando Swap Meet, Sam’s Club: Distribute college materials on the weekends prior to registration period. Both places have authorized our college to distribute materials at their sites.

iv. **Media:** Coordinate with our Public Relations person to promote Los Angeles Mission College through the media, including: advertisements in local newspapers (La Opinion, Daily News, The Sun) and community radio slots (AM/PM). Media- advertisements should emphasize Los Angeles Mission College low tuition, diversity of programs and fee waiver option.
E. EXTENDED PRE-ADMISSION PROCESS STRATEGIES

Los Angeles Mission College can increase the number of applicants from the high schools by extending the pre-admission process (college admission application, assessment, orientation and counseling) to the local high school campuses. This can be achieved through assigning Student Recruiters and Career Guidance Counselor Assistant to each high school; accepting college admission applications and conducting assessment and orientations directly on the high school campuses; and providing special campus events, such as tours, Senior Day and College Day.

1. Student Recruiter

A Student Recruiter will be assigned to each public, private, adult high school in our service area. The Student Recruiter will work with the high school college counselor determining needs and developing a schedule of regular visitation to the high school.

2. Career Guidance Counselor Assistant

The Career Guidance Counselor Assistants (CGCA’s) will be assisting the Student Recruiters at the high school campuses. CGCA’s will be trained and authorized to accept Mission admissions applications, coordinate assessment testing and orientations at the high school site. CGCA’s will also assist with promoting Mission at the various college, career and job fairs and community events.

3. Special Campus Events - Senior Day and College Fair

A “Senior Day” should be conducted every year. We will highlight our disciplines, conduct special campus tours, feature student clubs and activities, and showcase different types of student support services available at Los Angeles Mission College. In addition, students will have the opportunity to meet with a counselor and complete their in-person registration. This event encourages local high school students in the San Fernando Valley to apply to college and enrich their lives. Transportation should be provided by Mission College for this event. A College Fair should be conducted to provide the community and senior students with information on various college academic programs, financial aid and admissions process.
## F. BUDGET

### Outreach & Recruitment Budget Proposal

#### 2011-2012

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