

RECRUITMENT ACTION GROUP REPORTS  
RETREAT – MARCH 17, 2016

<b>ACTION GROUP</b>	<b>PRESENTATION TIME</b>	<b>ACTION GROUP MEMBERS</b>
1. Veterans and Active Duty Military	10:40 a.m. to 10:50 a.m.	Peter Schock (chair), Jacob Ludwikowski, Dedrick Raby, Rob Stufflebeam, Stephen Ware
2. High School Counselor Outreach/Events	10:50 a.m. to 11:00 a.m.	Karen Thomas (chair), Dulce Menes, Liz Sigler, Toni Slessinger, Kevin Stokes
3. Peer to Peer Recruitment and Alumni Outreach	11:00 a.m. to 11:10 a.m.	Carlos Gooden (chair), Bridget Bordelon, Brittany Brown, Lacey Cunningham, Martin Ognyanov, Kathryn Rodriguez
4. Local Events/Outreach	11:10 a.m. to 11:20 a.m.	Adam Norris (chair), Elliott Beaton, Katie Chosa, Malay Ghose-Hajra, Brett Hornsby, Chuck Taylor
5. Dual Enrollment	11:20 a.m. to 11:30 a.m.	Susan Dandridge (chair), Gianna Cothren, Ivan Gill, Abram Himmelstein, Jeanne Pavy, Chris Surprenant, Kate Uhle
6. Privateer Parent Association	11:30 a.m. to 11:40 a.m.	Mike Brauning (chair), Tresa Banks-Lewis, Anthony Cipolone, Reagan Laiche, LeeAnne Sipe
7. Summer Camps	11:40 a.m. to 11:50 a.m.	Kim Jovanovich (chair), Mary Hicks, Jerome Howard, Andrea Mosterman, Paul Weiser, Karen Thomas
8. Transfer Students	11:50 a.m. to noon	Sarah Bergez (chair), Elaine Brooks, Jamie Dello Stritto, Ann O'Hanlon, Natalie Temple
9. Adult Learners	noon to 12:10 p.m.	Melissa Hickey (chair), Jane Cromartie, Dan Gonzalez, Dan Harper, Gina Rosa
10. Diversity Center	12:10 p.m. to 12:20 p.m.	Pam Kennett-Hensel (chair), Chris Broadhurst, Peggy Gaffney, Carlos Gooden, Yvette Green, Yotam Haber

## **Action Group 1: Veterans and Active Duty Military**

- first priority - redesign the relevant pages on the University website to make them more informative and responsive to the needs of prospective students
- augment the staff support in the Office of Veterans Affairs necessary to recruit veterans and active-duty military – while we await budgetary stability, identify faculty, staff, and students who are veterans and willing to assist with recruiting outreach to local military bases and veterans' centers
- identify and repurpose physical space on the UNO campus to accommodate students who are veterans or active duty members of the military – committed to this initiative, targeting Fall 2016 for its completion (barring any construction)
- develop marketing materials in digital and print form, as well as purchasing print advertising – advertising should call attention to priority registration, waiver of application fee, and the non-resident fee
- implement various initiatives that will increase the enrollment yield of this target population, e.g., apply for a U.S. Department of Education grant to fund a Veterans Upward Bound program to provide additional academic support

## **Action Group 2: High School Counselor Outreach/Events Action Group**

### **Task 1: Communications with Counselors**

*Strategy Statement:* Launch a new high school counselor webpage and augment information provided in monthly e-newsletter to provide pertinent information on UNO admissions, programs, student services, and events of interest to counselors and prospective students.

- **Contacts:**
  - Review of counselor list-serv (500+ names) is underway to ensure information is up to date.
  - Approved for counselor name buys (LA, AL, TX).
  - For Counselor Appreciation Day (January), OES sent out a special communication, including a \$5 discount for tickets to Crawfish Mambo.

- Newsletter:
  - A new format has been developed for the monthly newsletter. The new newsletter is more visually appealing and user friendly (responsive email format) and the template can be easily updated each month. The newsletter will also include a new section “Around Campus” to highlight news and activities that showcase UNO’s achievements and student programs (e.g., Innovate UNO).
  - The new newsletter format will be launched this month (March). Once the name buys come in, these counselors will be added to the distribution list.
- Website:
  - Currently, UNO’s counselor website is in the Hobson’s system and requires users to create a login through the VIP portal to access information. There are advantages to Admissions to require a login. However, of the 500+ counselors on the list-serv, only 40 have registered for the portal.
  - OES and OCPRM are developing a public landing page for those who have not created accounts in the VIP portal, or for counselors who are researching UNO for the first time. To avoid problems with duplication or inconsistent information, the public webpage will provide an overview of information, while the Hobson’s site will contain more in-depth information. Counselor webpages for other universities have been researched and additional features may be added to the information in the portal.
  - Registration for the VIP portal will be encouraged on the public webpage, in the new counselor newsletter (particularly after the counselor name buy), and when new contacts sign up for the list-serv (e.g., at the ASCA conference).

## Task 2: Advisory Board

*Strategy Statement:* Form a Counselors Advisory Board to provide strategic advice on outreach and communication to counselors.

- The Action Team is working with OES to develop a survey that will be sent to the full counselor list-serv. The survey will be short, with the intent of 1) getting some baseline data of how well UNO is meeting the needs of counselors and 2) identifying ways to improve relationships.
- OES is developing a list of prospects for an Advisory Board. Potential board members will be based on positive relationships with local counselors, plus identifying schools where UNO may wish to improve relations (e.g., potential high yield schools or schools with counselors who are known “naysayers”). Goal is to have 8-10 members. An invitation letter will be sent to potential board members,

including a request to participate in a kickoff meeting at UNO at end of May/early June.

- Question: Are there funds (\$300) to provide lunch for a kick off meeting of the Advisory Board?

### Task 3: Exhibitor/Sponsor at ASCA Conference July 2016

*Strategy Statement:* The American School Counselor Association (ASCA) conference will take place July 9-11, 2016 in New Orleans and is an ideal opportunity to engage with a large group of counselors, particularly to expand our reach out of state.

- Office of Admissions agreed to cover the \$1200 exhibitor fee. A spending freeze exemption has been submitted and is pending approval. The deadline to register is May 12, 2016.
- UNO has reached out to the conference organizers to discuss the possibility of a bus tour, as well as opportunities to spotlight the UNO jazz band at the event.
- The conference takes place July 9-11, 2016 and OES will coordinate UNO's exhibit table. A tablet will be at the table so counselors can quickly and easily sign up for UNO's list-serv.

### Task 4: On Campus Event

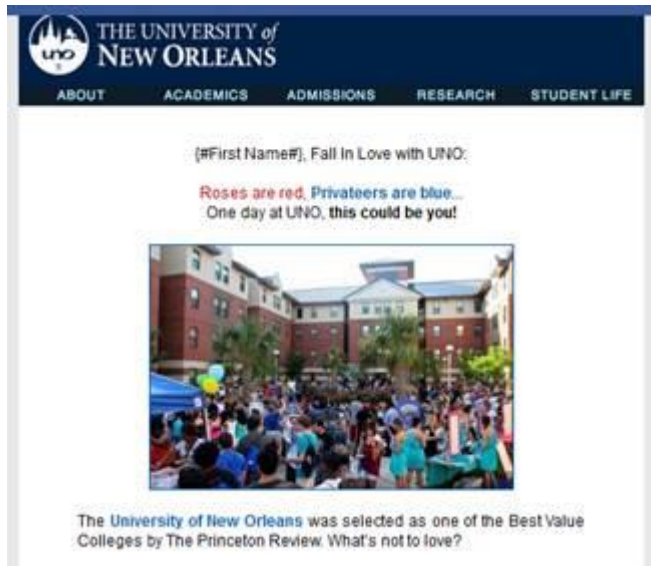
*Strategy Statement:* Invite high school counselors to campus to increase awareness of programs and offerings at UNO. Events would, ideally, include social activities along with educational content and information on UNO programs, services, and facilities.

- After further discussions amongst the Action Team and OES, it was decided to put this task temporarily on hold.
- UNO used to hold more events for counselors that were very well attended (including a Spring social at the Audubon Tea Room). However, with budget restrictions over the last 5 years, these events evolved to UNO partnering with College Board and ACT to offer professional development sessions as a way to bring counselors to campus. Historically, counselors have not been interested in staying at UNO after the PD sessions, even for lunch, although they do take print materials offered.
- There are no funds for a Spring event at UNO. Next step will be to convene a small group to discuss options for future events.
- Feedback on what events are of interest to counselors will also be sought through the proposed survey and Advisory Board.

## Action Group 3: Peer to Peer Recruitment and Alumni Outreach

### Valentine's Day

Sent instead of postcard writing, due to time and cost of printing  
sent to 241,008 prospective students



### 12 receptions planned in April

- Will pilot inviting students to at least one to see how it goes
- Yield events with admitted students at local Greater New Orleans High Schools

### Alumni Postcards

Tuesday, January 26<sup>th</sup>: Meeting with Marketing to redesign ARK postcards

- Tuesday, February 5<sup>th</sup>: Place order
- Tuesday, March 8: Postcards received
- Tuesday, March 8<sup>th</sup>: Request for Alumni Volunteers sent
- Tuesday, March 15<sup>th</sup>: Alumni matched with Admits for postcard
- Tuesday, March 29<sup>th</sup>: All postcards mailed

### Calendar

- Will be sent to alumni educators who are in spaces that impact prospective students (teachers, guidance counselors, community based organizations)
- Over 500 UNO Alumni educators identified by Alumni Affairs

- Moved to an August to July format instead of January to December (process of collecting dates, images, quotes, printing would have placed calendar well into 2016.
- Marketing suggested that we provide themes on months and they can find images vs. committee combing through thousands of photos
- Collective suggestions below

January
Homecoming Picture
Homecoming/ Basketball team
Overview of the Lakefront campus
February
Feb- Students/Faculty with Mardi Gras beads, costume, at parade or king cake
shots of the Krewe of UNO parade on campus
March
Greek Organizations/Homecoming student pic
Holi Festival of Colors
midterm study sessions
Theater play or live action shot of film department in Nims?
April
Students on the Lake
Jazz Fest/ Musicians or Sucbauf?
scenes from ACT test prep
May
Student/Faculty shot at Crawfish Mambo
Crawfish Mambo, Graduation?
Spring commencement
June
UNO student research from innovate UNO
study abroad images
Orientation Leaders
July
Fireworks over Mississippi & crescent city bridge
UNO film student/ theatre
study abroad images (different program)
August
Orientation Pic/Move in Pic
Birds on campus, nice out door scene

Move-in day at Privateer Place
September
Students in class or studying or meeting with faculty
New students returning/ outdoor shot of campus/ Privateer Plunge events
Swampball
October
Student/faculty in Halloween costume
The Cove/ Halloween
Get to Know UNO
November
Students at Poboy festival, history students presenting-
Second Saturday at UNO-St. Claude
Get to Know UNO
December
Pic of St. Louis Cathedral area Christmas lights
Holiday picture
faculty and staff-decorated office doors

#### **Action Group 4: Local Events/Outreach**

Initiative: Faculty/Student Pairs Outreach Visits

- The pair of student Natasha Bourgeois and biology faculty member Nicola Anthony plan to visit Northshore High School in April.
- The pair of student Jacob Frick and biology faculty member Wendy Schluchter have offered to visit Salmen High School in Slidell. Data TBA.
- The pair of graduate student Trey Kramer and earth and environmental sciences faculty member Mark Kulp have offered to visit Jesuit. Date TBA.
- The pair of student Ashley Sanders and psychology faculty member Elliott Beaton have offered to visit the Academy of the Sacred Heart in New Orleans. Date TBA.
- Chemistry faculty member Sean Hickey has offered to visit his alma mater, Salmen High School in Slidell.
- The following College of Engineering students have agreed to participate in the initiative:
  - Gabe Singleton: Rummel

- Benjamin LeBlanc: Holy Cross
- Andrea Fogelsong: Ben Franklin
- Ronald Pendleton: Lusher
- The location of the visits (classrooms vs. auditoriums) is subject to the preference of the faculty/staff pairs as well as how the high school hosts are willing to accommodate them.

Initiative: Application Days Conducted by UNO Faculty/Staff Volunteers

- This initiative has been temporarily put on hold as most area high schools hold application days exclusively in the fall. Efforts will be made in the next few months to recruit volunteers and have them receive training from OES so that they may carry out the initiative in the fall.

### **Action Group 5: Dual Enrollment**

Spring Open House:

- Dual Enrollment Table at Explore UNO, February 27, 2016 from 10:00 AM – 2:00 PM.
  - Communicated by email to 9<sup>th</sup> – 11<sup>th</sup> grade prospects.
  - Included in school counselor monthly newsletter.
  - Created flier for Alexis de Tocqueville Project.
  - Reviewed and checked supply of Dual Enrollment Slip Sheet.
  - Created list of sample courses.

Supplemental Course Academy:

- Worked with Bursar and Director of Financial Aid to streamline admission and billing process.
- Updated website.

Change to degree process:

- Worked with Registrar, New Student Orientation, Admissions, Financial Aid to waive application to degree process for students that are currently enrolled.

Expand dual enrollment to local high schools and on campus:

- For spring we are at 266 students enrolled taking 610 courses.
- For fall students enrolled from the following high schools: Belle Chase, Ben Franklin, Bryant, Cabrini, Cleveland Heights, Cooper City, De La Salle Sr., East Jefferson, Fisher, Fontainebleau, Haynes, Holy Cross, John Ehret, Lee's



Summit West, Littleton, Lutheran, Mother of Divine Grace, Muslim, Riverdale, Rockwall, Rocky River, School of Science and Technology, Sharon Academy, St. Martin's Episcopal, St. Mary's Dominican, Thomas Jefferson, Warren Easton.

- For spring, we have courses on the following campuses: Cabrini, Ben Franklin, St. Charles Satellite Center.

In progress:

- Working on a coordinator with Liberal Arts, Business Affairs, and Admissions
- Polling home school contacts for program expansion
- Fall orientation session

#### **Action Group 6: Privateer Parent Association**

- Secured a commitment from UNOFCU for a financial donation and will establish an Association working account
- Secured a commitment from the UNO Bookstore to give members a 10% discount on all insignia merchandise
- Athletic department has agreed to give a discount to members on item/merchandise/tickets TBD

#### **Action Group 7: Summer Camps**

- Develop Career Development Camps

Discussions include integrating career exposure and development into some of the other camps, rather than using an "exclusive" camp for this idea. Feedback obtained from other camps where this topic was addressed will indicate whether career development is a good stand-alone topic for a specific camp.

- Develop Assistance Camp

Discussions include integrating homework assistance into some of the other camps, rather than using an "exclusive" camp for this idea. Feedback obtained from other

camps where this topic was addressed will indicate whether assignment and homework assistance is a good stand-alone topic for a specific camp

- Create an International “Camp”

This is still being actively discussed. This idea could be used to attract international students to the city of New Orleans and the UNO campus during the 300th anniversary of our city. The plan is to attract students from our abroad programs to UNO for the tricentennial of the city, but a New Orleans-themed summer program could also attract local and USA students as well. We could base the whole program on our regular summer course schedules, with faculty from different departments teaching courses on New Orleans: New Orleans music, history, politics, archeology, coastal restoration, flood control, urban planning, and so on. Students could take one or several classes, depending on their preference.

- Develop Transfer Student “Camp”

Still being discussed as a means of attracting students to UNO and preparing them for studies here – short term and long term. This may be especially useful during the TOPS crisis and the reduction of available funds for that program. Comparably, UNO is cheap and we need to capitalize on that notion.

- Develop Winter Camp

Of the considered camps, this has been the most attempted and successful of the group. After some invitations were sent out we had two events with a third scheduled.

March 3, 2016 - 35 students from Northshore High School in Slidell attended an Engineering Winter Camp from 9AM until 1:30PM. Showcased was the COE including discussions, career information, engineering demonstrations in various labs given by department chairs, faculty, and UNO students.

March 10, 2016 – 60 students from New Orleans Sci High attended an Engineering Winter Camp from 8:30AM until 2:30PM. Presentations were also given by Admissions (Toni Slessinger, Linzee Veal), and the College of Science (Dr. Karen Thomas). The visiting group on March 10 was also in the UC to see the Career Fair event and observe how connected UNO is with the community in terms of internships and potential job opportunities.

Additionally, on April 21 there will be an “Engineering Experience” showcasing the College of Engineering. This is being sent to all high schools in Orleans and the surrounding parishes. It is an evening session for students and parents with an emphasis on careers in engineering and engineering studies at UNO.

To date, discussions have been initiated with the Deans of other colleges to help in their process to develop and produce similar experiences and “camps” for their college. As soon as this event is over, there will be many “lessons learned” and certainly that will help in the proper formulation of similar events in the other colleges.

Additionally, two sessions of a “Star War Experience” and “Jedi Mind Tricks” summer camp has been planned with COE, COS, and Red Stick Robotics for the June 27 - July 1 time frame and again from July 11 - July 15. The camps are planned for the 8th -12th grade student and 24 positions are available in each session. The cost of each camp is \$250/student with UNO receiving \$25/student. Additionally, Red Stick would like to hire UNO student as mentors and volunteers to work other camps through the southeastern USA.

### **Action Group 8: Transfer Students**

Task: Application Day at Delgado

*Strategy statement:* Increase awareness on Delgado’s campus about events we host there, visits and general university information. Increase completed applications.

- An application day at Delgado is in progress. April 5 is the tentative date. At this event, students will have an opportunity to sit down with a member of the enrollment team and have a person help them through the application process. We will promote the event at the college fair on Delgado’s campus the week before. Request has been made – we are waiting for approval.
- UNO is active on Delgado’s campus and visits as often as they will allow.

Task: Media campaign directed to transfer students

*Strategy statement:* actively recruit transfers students.

- A media plan is in progress. An external campaign advertising to surrounding current college students via college newspapers and online display ads (including social media).
- Campaign message will be summer school.

- We will also implement an on-campus campaign to our current students.
- A message to alumni is being crafted to help them spread the word about summer school.
- We will compare year over year numbers and track web traffic.

Task: Support Center and staff

*Strategy Statement:* Create a Transfer Support Service Center to serve the 45% of students that are transfers. The first step is to create a Transfer Support Coordinator. Once that position is in place he/she will be responsible for coordinating all recruitment activity, transfer activity and relationships on and off campus. This is temporarily on hold.

### **Action Group 9: Adult Learners**

Task: Expanding Certifications and Career Extension Programs

*Strategy Statement:* Expand pre-packaged offerings for certifications or career extension.

- The Action Group is working with the Extended Campus Committee

Task: Outreach for Adult Learners

*Strategy Statement:* Our non-traditional student data set shows that the majority of non-traditional applicants are degree-seeking re-entry or transfer students with some earned credits. UNO currently reaches out to students to register, but does not reach out past one semester.

- The Admissions and Marketing working group and OES had initiated a “We Miss You Campaign” targeting stop-outs from the last three semesters. The target population will be all students, including adults. Those stop-outs will receive both post card and email communications early next week.
- The Adult Admissions Team initially proposed a “Finish Your Degree” Campaign. After further discussions, it was decided that a second campaign at this time targeting adult learners would be redundant. Although the idea is tabled in the short term, we will discuss a revised timeline in the future.
- The Action team is working to develop a short survey that will target our current adult students. The purpose of the survey is to get some baseline data in the following areas; admissions, financial aid, faculty, advising, scheduling, marketing, and outcomes.

- The Registrar's office is pulling a list of current students above the age of 25, both male and female, both degree seeking and non-degree seeking students.
- Members of the Adult Admissions team will build a Qualtrics survey with the following questions:
  - 1) Adult students are made to feel welcome at UNO
  - 2) Classes are scheduled at times that are convenient for me
  - 3) Financial aid counselors are helpful to adult students
  - 4) My academic advisor is available at times that are convenient for me
  - 5) Admissions representatives respond to adult students' unique needs
  - 6) Faculty provide timely feedback about my progress in courses
  - 7) This institution has a good reputation within the community
  - 8) Academic support services adequately meet my needs
  - 9) Cost was a factor in my decision to enroll
  - 10) Financial aid/scholarship opportunities were a factor in my decision to enroll
  - 11) Future employment opportunities were a factor in my decision to enroll
  - 12) Campus location is a factor in my decision to enroll
  - 13) Availability in evening or online courses were a factor in my decision to enroll

#### **Action Group 10: Diversity Center**

- Center should be called the Diversity Center, not Multi-Cultural Resource Center.
- Location recommendation made to the Provost mid-February
- Task force is examining best practices for Diversity Centers so that the group may act in an advisory capacity once decisions are made regarding physical location and relaunch.