

Strategic Plan for Recruitment & Retention Strategic Plan for Enrollment

Drawn from the College's Strategic Plan, this document provides focus for the areas of Student Services, Academic Advisement, Career Services, Student Programming, and Student Placement Testing for the years 2008-2010.

Mission: Develop a Comprehensive Strategic Recruitment & Retention Plan which will increase enrollment by 3% per year between 2008-2010

The priorities in this plan derive directly from the initiatives in the Strategic Plan, as referenced below.

Priority 1: Expand interactions with area high schools and develop strategies to increase enrollment

- A. Actively recruit PSEOP students who attend the Wayne Campus
- B. Get a higher percentage of high school students to visit the campus by special programming and setting up individual visits
- C. Use the College Board Student Search program to target students in the recruitment process
- D. Develop the Dual Enrollment Program and create a seamless admission and registration process for those students
- E. Work with Technical Program Coordinators to create programs which will target specific high school students
- F. Create strategies to recruit students from high schools in Eastern Ashland, Western Stark, and Southwest Summit counties

Priority 2: Expand interaction with communities within service area, and create strategies to increase enrollment of adult students

- A. Enhance interaction with area companies who have tuition remission to attract their employees to take courses at the campus
- B. Develop a relationship with the College's Continuing Education & Workforce Development Office to attract non-credit and business students to take credit courses
- C. Expand the Technical Experience Assessment (TEA) Program to attract more adults to begin their credit experience at the College
- D. Work with the Technical Program Coordinators to create programs which will target adult student interest
- E. Identify and recruit previous Wayne College students who left the College in good standing and are no longer in college anywhere
- F. Develop strategies to use the Student Life Building to attract prospective students to campus
- G. Work with personnel at the HCHEC to generate activities to attract more students to use the HCHEC
- H. Establish an outreach program for people who are unemployed or a displaced worker

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Priority 3: Enhance marketing strategies via web, print, radio, and TV

- A. Restructure web pages to be attractive and user friendly
- B. Work with marketing area to create materials to attract the adult student
- C. Create publications for follow-up to prospective students

Priority 4: Attract more students from underrepresented populations to enhance diversity in the student population

Priority 5: Use financial aid/scholarships as a tool to increase enrollment

- A. Assist in creating and marketing a Dean's Scholarship
- B. Optimize scholarship distribution for maximum effectiveness

Priority 6: Develop strategies which focus on student success and retention

- A. Restructure New Student Orientation program to ensure participation of all students and make it more personalized by having smaller group sessions
- B. Collaborate with the Smucker Learning Center to generate a process to assist students who have been dismissed and on probation to achieve student success
- C. Develop programming which will connect Wayne students with the Akron Experience
- D. Implement additional recommendations forwarded by the Student Success & Retention Task Force
- E. Implement strategies recommended by the Student Communication Task Force

Priority 7: Develop comprehensive enrollment data tracking

- A. Track high school student enrollment patterns (including PSEOP & Dual Enrollment)
- B. Track adult student enrollment patterns
- C. Track transfer student enrollment patterns
- D. Track retention patterns for specific groups