

TVCC Admissions Highlights & Future Initiatives



Targeted Recruitment

The Admissions Office is looking at recruitment through a new lens. While traditional approaches like High School visits and college fairs are beneficial, hear about new ways Recruiters are reaching out to prospective students.

New Student Numbers

As enrollment numbers continue to be a concern, check out the Fall 2018 and Winter 2019 new student numbers, in comparison to previous quarters, to see a positive trend in newly registered students.

"Try Out" TVCC Promo

A recap on the success of the "Try Out" TVCC campaign to incentivize Winter registration. A new promotion offering prospective students the opportunity to take a "tuition free" course for the Winter 2019 Quarter.



WHAT CAN YOU DO TO HELP?

We all have a role to play with Admissions and Recruiting. There are great opportunities to aid in the Admissions Process as well as sign up for recruiting initiatives. Don't feel like you know enough to recruit? There have been some great "TVCC Facts Worth Knowing and Sharing" to help aid you in speaking with prospective students.

Targeted Recruitment and Communication

In November, 2018, a number of programs were able to provide a template target email to send to inquiring prospective students and current admitted student who had not yet registered for the Winter 2019 quarter.

Target emails were delivered to prospective students who expressed an interest in Agriculture Programs, Industrial Manufacturing, Welding, Natural Resources, Pre-Dental/Nursing/Medical and the Business Department. This totaled in 324 unique Points of Contact (POC) from Faculty Representatives to inquiries.

If you would like to have a part in this targeted messaging, please contact Travis or Chase in Admissions to set up some direct messaging for your area.

Additionally, the Admissions Office is excited to initiate the usage of the CAPPEX and COLLEGE GREENLIGHT Student Inquiry generator. Rather than purchase “cold” names from the College Board, which TVCC has done in the past, we will be receiving student inquiries from the CAPPEX and COLLEGE GREENLIGHT websites. These websites are tools High School students use to search for Colleges and Scholarships. The infrastructure is in place to track the prospects provided to TVCC in order to determine the sustainability of its usage.

Our Recruiters have also initiated involvement in an online tool, RepVisits. This web based tool allows our recruiters to set up their High School visits with College Counselors during an established time set by each High School. Time will be saved in setting up these visits as well as establishing networking opportunities with Counselors, that have very time demanding schedules.



Figure 1

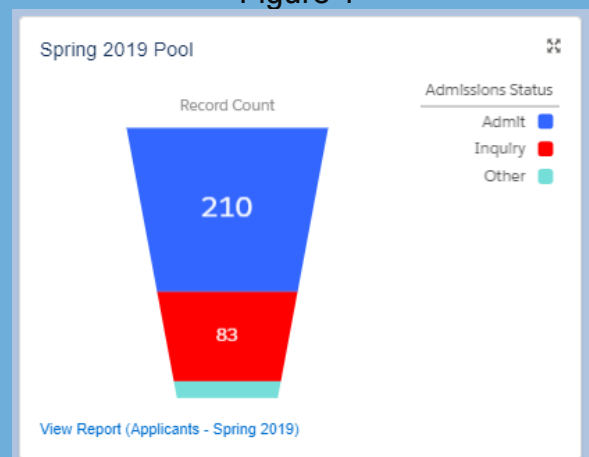


Figure 2

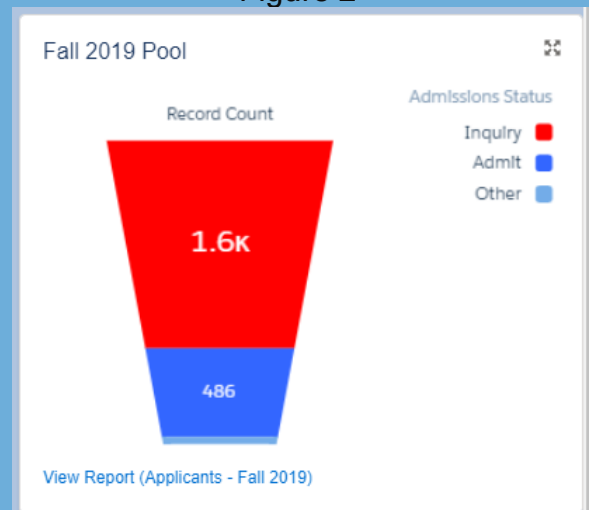


Figure 3

Figure 1: Identifies the number of recruiter logged phone calls to only prospective students in Enrollment RX.

Figure 2: Presents the number of Admits, Inquiries and Other Student Status' for Spring 2019.

Figure 3: Presents the number of Inquiries, Admits and Other Student Status' for Fall 2019.

Positive trends for First-Time Degree-Seeking Student Count for Fall 2018 and Winter 2019

In order for the Admissions Office to establish a target to recruit New Degree-Seeking Students to TVCC, rather than just “getting as many as we can”, Recruiters can now establish a headcount goal of new degree seeking students for each quarter, thanks to a new report.

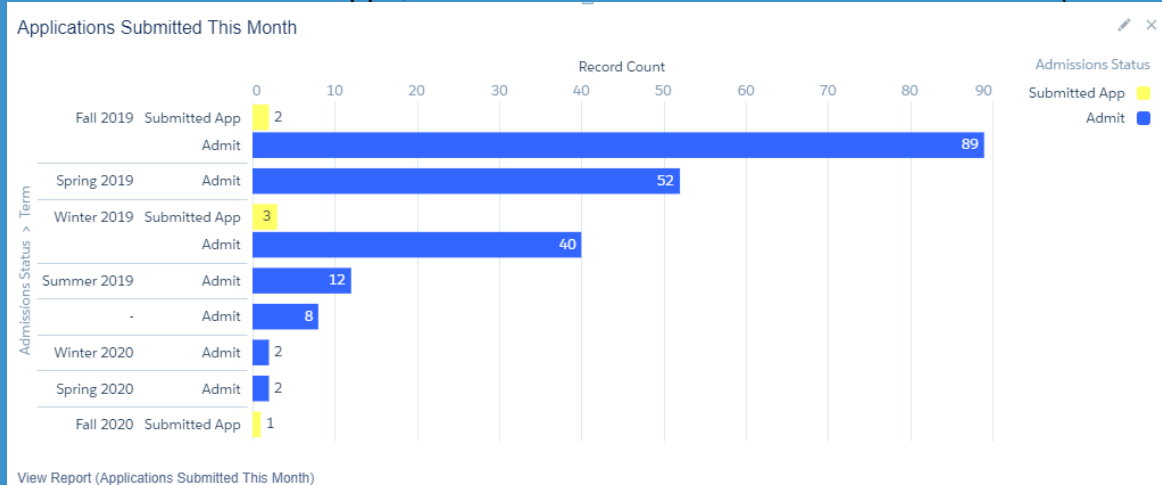
Below is a comparison of New Degree-Seeking students for the Fall of 2017 in comparison to the Fall of 2018. As you will see, First-Time Degree-Seeking Students were up by 15 for Fall 2018.

Entering Year	Entering Status	Credit Load Status	Number of Students
Fall 2017	First_Time	Full-time	258
		Part-time	143
		<i>Total</i>	<i>401</i>
Fall 2018	First_Time	Full-time	285
		Part-time	131
		<i>Total</i>	<i>416</i>

Below is a comparison of New Degree-Seeking Students for the Winter 2018 in comparison to the Winter of 2019. As you will see, First-Time Degree-Seeking Students were up by 40 students.

Entering Year	Entering Status	Credit Load Status	Number of Students
Winter 2018	First_Time	Full-time	34
		Part-time	80
		<i>Total</i>	<i>114</i>
Winter 2019	First_Time	Full-time	58
		Part-time	96
		<i>Total</i>	<i>154</i>

The graph below represents the previous 30 days of Apps and the conversion to Admit status in Enrollment RX. Submitted Apps, have been submitted within the last 12 hours (1/14/19).



THINKING ABOUT GOING BACK TO SCHOOL?

WONDERING IF TVCC IS A GOOD FIT?

THIS WINTER IS THE PERFECT TIME TO JUMP IN.

OFFERING ONE TUITION-FREE CLASS FOR NEW STUDENTS.
(Some restrictions apply)

**MUST BE REGISTERED BY
JAN. 4, 2019**

**TREASURE VALLEY
COMMUNITY COLLEGE**

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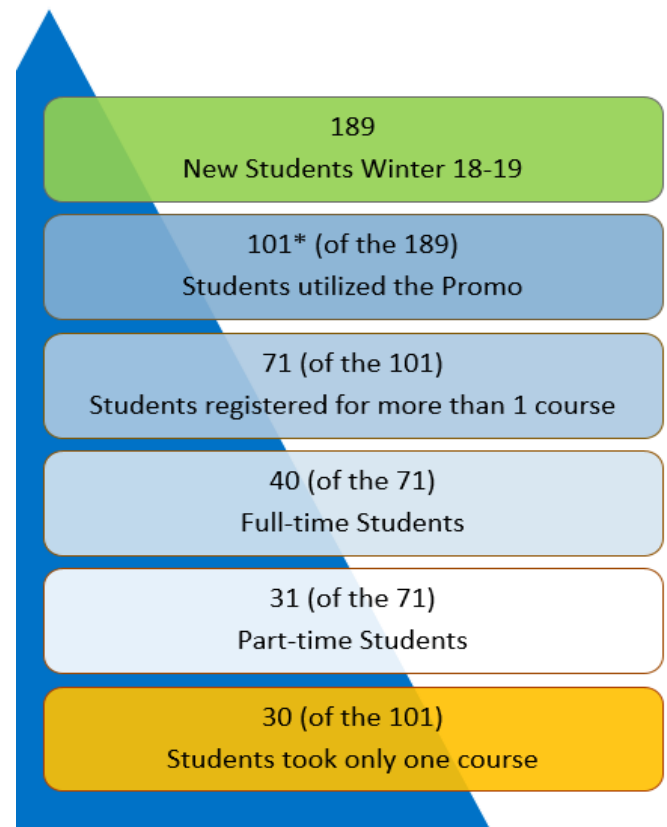
Treasure Valley Community College does not discriminate on the basis of race, color, sex, marital status, sexual orientation, religion, national origin, age or disability in any educational program, activities or employment. Persons having questions about equal opportunity and non-discrimination should contact the Human Resources Director located in the Student Services Center on the south side of the Four Banes Cultural Center building, email:hr@tvcc.cc or call 541-881-8822 or TTY 541-881-2733.

TVCC's Winter 2019 Promotion "Try-Out" TVCC

In an effort to stimulate New Student enrollment for the Winter 2019 quarter, TVCC implemented a special promotion for all First-Time Students. This offer allowed for a student to pick a course they wanted to take "tuition-free", all other fees and course costs applied.

This initiative was a substantial undertaking in order to implement and publicize within the short window of December. Admissions, Recruiting, Advising, Financial Aid, Public Information, Instruction and other departments helped make this opportunity happen.

Student Services in Ontario and Caldwell offered an Open house for the promotion on December 19, 2018 from 5:00PM - 8:00PM. Between the two campuses, 40+ individuals attended to take advantage of the offer. Additional Advising support was available via faculty and other support staff across campus. The Admissions Office will be following up with these students with a post-registration survey to collect additional information, data and provide some support services, if necessary for successful student completion.



*Of the 101 students utilizing this offer, approx. 8.4 FTE were generated from the "Free Class" alone for Winter 2019.



What Can You do to Help?

As partners in recruitment of all students to TVCC, we all have a role to play. Here are some key ways that all TVCC employees can help:

- Know and be able to tell prospective students what sets TVCC apart from other colleges. Take a look at TVCC's "What You Need to Know" on this page and familiarize yourself with the registration process and information about TVCC.
- Join us wherever prospective students gather. Open Houses, Student Tours, College/Recruiting Fairs, Advising Days, Community Events and more. Let our visitors know that Chukar community welcomes and values them.
- Use your existing connections to help TVCC recruit students off campus. Do you sit on an area school board or K-12 parent group? Do you belong to a club or organization whose members have children or grandchildren who should be future Chukars? If you need a TVCC brochure or more information to share, contact the admissions staff for more information.
- Provide excellent customer service. Be friendly, positive, and helpful when interacting with potential new students and their families. Return phone calls and emails promptly. When you don't know an answer, promise to find it and get back to the student as quickly as possible.

TVCC Facts worth Knowing and Sharing...

- TVCC offers 70+ Programs
- TVCC accepts Transfer Credits & TVCC Credits do Transfer
- TVCC has a 13:1 Student-To-Faculty Ratio
- TVCC offers an Athletics Program consisting of 17 men's and women's sports teams. More information can be found at GOCHUKS.COM
- TVCC has Residence Halls (Being 1 of 3 Community Colleges out of the 17 Community Colleges in Oregon that have Residence Halls)
- Most affordable Residences Halls in Oregon and second most affordable in the Northwest.
- Offers 142 available spots.
- TVCC Student Life Conducts over 150+ events a year for students, staff, faculty and the community.

Working with New Students

- Connecting students with a recruiter, faculty member in their program of interest, or coach often creates a stronger connect with TVCC beyond the recruiter.
- Application - TVCC's application process takes about 5-15 minutes to complete. We have no application fee.
- Pre-Registration - Once an application is submitted, any transfer transcripts should be sent and possibly Accuplacer testing should take place.
- Registration - After meeting with an advisor initially, students are able to register for the next tem with a faculty advisor.

Get to Know your Recruiters and Admissions Staff

Chase Van Weerdhuizen

Chase works primarily with students coming to TVCC from Oregon and does initial work with international students. TVCC's main feeder schools within Oregon are located within Malheur and Harney County.

Kate Walker

Kate focuses on primarily serving the state of Idaho. Our main feeder schools in Idaho reside in Payette, Washington and Canyon counties. Kate has expanded into northern Idaho and southeastern Idaho as well.

Mariah Kinney

Mariah's main focus is recruiting for the TVCC Caldwell Center within Caldwell, Nampa and Middleton High Schools. Additionally, Mariah works with Student Life in Caldwell and Community Outreach.

Guadalupe Rodriguez

Guadalupe works exclusively for the College Assistance Migrant Program. Students who qualify must show proof of themselves or their family being seasonal farmworkers. Guadalupe travels across both Oregon and Idaho.

Calvin Hiatt

Calvin recruits for TVCC's Career and Technical Education. He recruits program by program, working a lot with CTE Dual Credit programs as well. Calvin works predominately with rural Oregon High Schools, but is in Idaho as well.

Vera Patton

Vera works supporting the TVCC Admissions office by processing applications and preparing acceptance letters for students. Vera also steps in and assists with the Enrollment Specialists in Student Services when necessary.

Future Promotions and Recruiting Initiatives

- **60+ Age Discount** - Revamping TVCC's current Catalog statement affording individuals 60 years of age or older living in Oregon the opportunity to take a course at half the regular course tuition price to reflect our service area has great potential. Admissions would like to revisit this discount and discuss the discount rate and expanding the offer to Idaho Residents.
- **TVCC Stop-Out Campaign** - This initiative requires the ability to identify students who, for one reason or another, had not finished the courses needed to receive their degree from TVCC. A list of students has been identified, the next steps are the logistics of offering this promotion, and the incentives to be offered to this target audience and assist in TVCC's Degree Completion.
- **Spring Experience and Campus Showcase** - The Admissions office has discussed the possibility of partnering with the Student Activities Department to focus on the conversion of admits to registered students for Fall 2019 inquiries. Options that have been discussed, but not yet decided on are: an incentivized free course, priority registration, highlighting the classroom environment, student resources, focus on local High Schools, etc.
- **"15 to Finish" and "Steps to Completion"** - In coordination with the Advisors, it has been discussed to establish an advising culture of encouraging students to take an average of 15 credits per academic quarter in order to graduate in a timely fashion. Additional information will be available in the future for a strong Fall 2019 initiative.

If you have additional ideas, thoughts, recruiting opportunities, or want to be more involved with the admissions process at TVCC, please do not hesitate to contact the Admissions office at 541-881-5815 or admissions@tvcc.cc.