

TVCC Admissions Highlights & Future Initiatives



Summer Virtual Sessions

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The Admissions Office adapted quickly to alternative delivery methods for our Spring and Summer Recruiting Events. A series of six Virtual TVCC Open Houses were conducted and the matriculation rates proved successful!

Fall Recruiting Initiatives

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Enrollment numbers continue to be a concern. Traditional “college fairs” are happening with little to no success for all colleges. Our department is strengthening partnerships to offer innovative and engaging recruiting events for students.

“Try Out” TVCC Promo

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Looking forward to the winter, we’re committed to offering our third year of the “Try Out” TVCC Winter Promotion. This initiative has proven successful and we strive to boost new winter numbers higher than we have in previous Winter Terms.



WHAT CAN YOU DO TO HELP?

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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.

Summer Virtual Sessions

The Admissions Office completed our inaugural Summer Virtual Open House Series. This series was composed of six virtual Open House sessions, each with their own specific theme/topic for prospective students. With the need to continue unique virtual ways in outreach to prospective students, our virtual open houses helped fill that void. Initially, these Open Houses were our response to recruiting in a virtual environment. However, these summer sessions proved TVCC can be successful assisting prospective students virtually.

Over the six sessions, 190 Fall 2020 prospective students registered for at least one of our Virtual Open House Sessions. Of those 190 students 117 registered for Fall 2020 courses, 53 made it to the Admit status, and 17 in inquiry status. Figure 1 provides a visual of this matriculation funnel. As it can be seen, 51.6% of students who registered for these open houses, ended up registering for fall courses. This is a very high matriculation rate for any admissions funnel, thus setting the foundation for future opportunities.

Additionally, a huge THANK YOU, to all those individual's and departments who attended and supported these sessions.

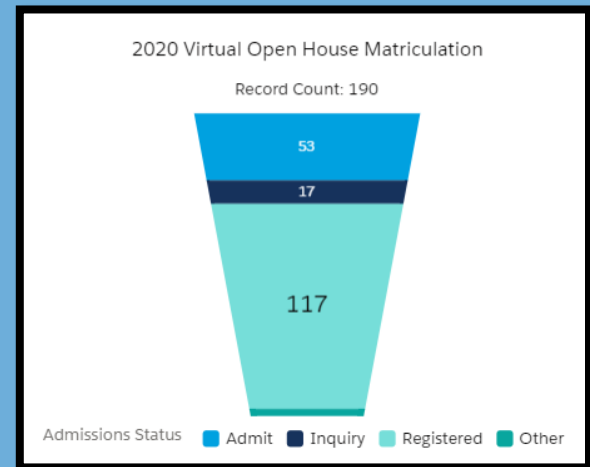


Figure 1

- **Session 1 - Admissions | May 27, 2020**
 - Application
 - Testing
 - Transcripts
 - Advising
 - Q&A
- **Session 2 - Financial Aid | June 10, 2020**
 - FAFSA
 - What to Expect Over the Summer
 - Foundation Scholarships
 - Q&A
- **Session 3 - Student Life | June 24, 2020**
 - Student Life and Activities
 - Residence Life
 - The College Assistant Migrant Program (CAMP)
 - Athletics
 - Q&A
- **Session 4 -Successful Student | July 8, 2020**
 - Hearing from TVCC Faculty
 - Disability Services and Accommodations
 - Library Services and Resources
 - Writing and Math Lab Resources
 - Q&A
- **Session 5 - CTE | July 22, 2020**
 - Ag and Animal Science
 - Natural Resources
 - Business Education
 - Medical Assistant
 - Q&A
- **Session 6 - Preparing for Fall | August 5, 2020**
 - Finding your Class Schedule
 - Finding your Student Statement
 - Last Checks on Financial Aid
 - Getting your Textbooks
 - Navigating Canvas
 - Q&A

Figure 1: Identifies the number of prospective students signed up for the Virtual Open House sessions and their admission status.

UPCOMING FALL RECRUITING HIGHLIGHTS

EMERGING LEADERS COLLEGE COURSE

When the Emerging Leaders Summit 2020 was cancelled this year, we lost a major recruiting event for our local high school students and an important event within our community. Partnering with the Emerging Leaders Summit steering team and Community in Action, we have all come together to host the Emerging Leaders TVCC College Course, a free class for high school students on November 7 and November 14. We will have 45 socially distanced live seats and virtual seats in a webinar format. Not only will this two-day class be free for students, we'll also have food/swag/prize opportunities for them. For more information, visit bit.ly/emergingleaderscourse. Seating will be limited and will be first come, first serve.

A special thank you, to the Emerging Leaders Summit Steering Committee, Community in Action, Cathy Yasuda and the TVCC Foundation, and Darin Bell for being supportive and contributing their time and effort! We will be sending out more updates as the event approaches.

TVCC FALL SNAPSHOT

Our next virtual open house event, TVCC Fall Snapshot, will be hosted on November 10 at 6:00 pm (*additional times are being explored and may be offered*). This hour-long virtual Open House will show off classrooms at TVCC, provide helpful tips, and give them their first introductions to instructors. In addition, thanks to the TVCC Foundation, **students will be eligible for either a FREE class at TVCC, \$100 TVCC bookstore certificate, or Chukar Gear swag basket.** Students can register at tvccfallsnapshot20. We are producing a lot of video content for the event and will be highlighting our Science Center (in a new video tour) and our new CTE building.



WINTER “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 2018. Admissions, Recruiting, Advising, Financial Aid, Public Information, Instruction and other departments helped make this opportunity happen.

The initiative was duplicated for the Winter 2020 quarter with an emphasis on providing resources and services to our Non-Traditional Student Population. These services included an evening session information session with dinner provided, in addition to childcare, thanks to Suzanne Bolyard and Early Childhood Education Students.

With a baseline number set in Winter 2018 of 149 New Degree-Seeking Students, the “Try Out” initiatives have resulted in 187 new students for the Winter 2019 and 163 for Winter 2020 (*COVID-19 enrollment impacts can first be identified for the Winter 2020 term*).

The Admissions Department is committed to providing this initiative again for Winter 2021. We know there are a number of students out there that were hesitant to start Fall 2020 due to COVID-19 in its entirety. Our goal is to capture the students who were not quite ready to start Fall 2020, in addition to those who have expressed an interest in starting Winter 2021.

Do you have a class or program you would specifically like to market and push for Winter 2020? Let us know! Reach out to the Admissions/Recruiting Office with Chase or Travis and we’ll identify students who may be interested in those programs or courses and specifically reach out to them.



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 Faculty and Staff 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 the next page and familiarize yourself with the registration process and information about TVCC.
- Join us wherever prospective students can be reached. Open houses, student tours, college/recruiting events, advising days, community events and more. Let our visitors know that the 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 (many are very unique!)
- TVCC accepts transfer credits & TVCC credits DO transfer to other Colleges
- 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 the few Community Colleges out of the 17 Community Colleges in Oregon that have Residence Halls)
- 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.
- Encourage students to work with Financial Aid and complete their FAFSA.
- Remind Students about the TVCC Foundation Scholarship Application due January 15.
- Pre-Registration - Once an application is submitted, any transfer transcripts should be sent and Accuplacer testing (if needed) should take place.
- Registration - After meeting with an advisor initially, students are able to register for the following term with a faculty advisor.

Get to Know your Recruiters and Admissions Staff/Support

Chase Van Weerdhuizen

Chase serves as the Recruiting Coordinator for TVCC. Chase serves as a primary recruiter at area high schools, community events, college fairs, campus tours and the various other requests we get for TVCC Representation. Additionally, Chase serves as our lead in support and engagement within Enrollment RX (TVCC's Customer Relationship Management program).

Shereen Logan & Kylie Kressly

Shereen and Kylie, in addition to their Enrollment Specialist duties, work supporting the TVCC Admissions office by processing applications and preparing acceptance letters for students.

Brenda Vega Vega

Brenda works exclusively for the College Assistance Migrant Program. Students who qualify must show proof of themselves or their family being seasonal farmworkers. Brenda is bilingual (Spanish/English) and travels across both Oregon and Idaho.

Noe Gonzales

Noe works specifically for the HEP program recruiting migrant seasonal farm working students seeking GED courses. Noe is bilingual (Spanish/English), is a former TVCC student and served as a leader in Student Life/ASG.