



LAKE AREA TECHNICAL INSTITUTE



2016-2017
Student Recruitment Plan



LATIADM-7/16

Lake Area Technical Institute

2016-2017 Student Recruitment Plan

Objective:

To increase new student enrollment at Lake Area Technical Institute for the upcoming spring and fall semester of 2016-17 and continue to work on creating a strong presence in South Dakota, Minnesota, North Dakota, and along the borders of Nebraska and Iowa

New Student Goals:

Increase 2-5% per year based on current totals. Trending towards larger total enrollment numbers each year.

Challenges:

*Smaller high school classes graduating each year provides less student numbers to reach out to during recruiting events.

*Keeping up with the competition in creativity of recruitment and marketing, as well as program competition increasing. Similar programs, or multiple options for students to choose from provides a larger challenge than ever before.

*Not having the funds available to do more in the way of "marketing" Lake Area Tech.

*Larger travel areas, more off & on campus event (both an action plan, and challenge at the same time)

Student Recruitment Plan

1. To increase the new student enrollment for upcoming years:

Why: To maintain steady growth for the betterment of LATI

What: 2-5% annual growth.

Who: Admissions staff - LuAnn, Chris, Shawna, Michelle, Megan, Darren and entire LATI staff:

How:

1. Utilize media to emphasize that LATI can make the difference in someone's life they have been looking for. (Heavy emphasis on social media, TV and print)

2. Work with transfer students to assist with prior learning, to complete a degree within a timely manner.
3. Pending/additional testing files: Keep these working through the system, this helps inactivity in a file, and will help students who are on the edge make their decisions.
4. Run well placed ad's, as well as hit prime spots to be as visible as possible.
5. Attend as many functions as possible to promote the school.
*College fairs, dairy days, career fairs, high school visits, FFA, National PHP, Scrubs camps, High School Science fairs, Technical High School visits.

2. To increase the new student enrollment for upcoming years.

How:

1. Recruitment territory has been divided and expanded into South Dakota, Minnesota, Iowa, Nebraska and North Dakota. We will concentrate on the areas that we normally draw students from and expand in areas where there is great potential. Need to research how to attract students from other areas
2. Expanding travel in areas we have not attended in the past.
3. Utilize all media forms to make our presence be known. (Facebook, Snap Chat, email, web site, billboards)
4. Will attend all Post-High Planning Days in SD and Selected areas of MN, Iowa, ND and the Nebraska
5. CTE, ATEC, NTHS and other areas of High School Technical Education will also continue to be a main focus, building and maintaining relationships in those areas have proven to be key factors in student recruitment.
6. Using social media, and communication tactics that work with the students such as texting, and snap chat to continue to stay in touch, and provide as much information as possible to them.
7. Online Chat-New for 2016 8am-5pm chat options for parents and students to obtain information at the click of a button.
8. Work with middle school age students creating awareness of technical education.
10. Dual Credit opportunities for High School level students

3. Target recruit low enrollment programs.

Why: Identify any low enrollment programs

Who: Department staff and Admissions staff.

How: Weekly analysis of enrollment numbers to ensure the success of every LATI program. Pending files, inquiries, tours, are areas we can target recruit, as well as specific events that staff can attend to spread awareness

4. All Age recruitment.

Why: Student Age, as well as overall demographics have changed drastically over the past 50 years. We must work through many challenges to locate “students” traditional vs nontraditional, transfer, dual credit, retraining etc...

Who: Admissions/Marketing staff/Health Safety and Wellness Coordinator

How: Specific event attendance, overall marketing, TV ad placement Career fair & College fair events. **Camp style events on campus for a wide age of students. Scrubs camps, Equity Day, Woman in Science, Men in Science** **additional information available on camp style activities per Heidi Wirtjes*

5. E-Degree recruiting/maintenance.

Why: With limited space on campus, we can increase our enrollment by targeting our 11 online programs that consist of 17 different options. This will increase our number of non-traditional students that are trying to better their opportunities while keeping their current lifestyle of work, family, and location. We will also be targeting a group of students that thrive more outside of the traditional classroom setting. Without having face-to-face contact with students, communication can be difficult leading to lower retention.

Who: Michelle Schrempp- Online Success Coach

How: Promote online programs through social media and online advertising. We can also provide social proof and testimonies to show past success stories. The Online Student Success Coach will be in communication with all online inquires and students every step of the way. She will motivate them towards the goal of completion and provide assistance with issues and/or concerns. The Online Coach will also monitor online student progress to ensure that students are successful.

6. Diversity recruitment and retention.

Why: Increasing overall enrollment, as well as retaining the students we currently have. We need to increase culturally relevant programming to ensure we are meeting their diverse needs. Keeping all students involved together making an overall goal to make LATI a great home for their time on campus.

Who: Megan Leisinger Diversity Liaison

How: Implement and promote LATI NEA, Cultural Outreach service trips, Native American Club, increase cultural awareness with current students and staff, and increase knowledge of Native students in higher education by attending conferences.

7. Student Activities.

Why: By creating, sponsoring and implementing leadership and involvement opportunities, we facilitate personal, professional and social development through growth and engagement of LATI students.

Who: Holli Owens- Student Activity Director

How: Enhancing the educational experience of students through the creation of, exposure to, and engagement in programs and activities. We will provide opportunities to develop positive interpersonal relationships and connections with the institution. We will advocate for students, student organizations, and student needs. We will encourage collaboration with campus and community partners to increase student involvement and related opportunities.

CREATIVE IDEAS FOR THE FUTURE:

- ✚ Unique counselor gifts to continue building strong relationships within High Schools we visit each year.
- ✚ On campus events to create a home away from home experience for each and every LATI student.
- ✚ Continue expanding available Student Activities for our growing student body.

- ✚ Staff and student bond. LATI is a unique environment with a close nit home-like feeling, events that can help that grow are things we can always work on.
- ✚ Technical High School visits with LATI Teaching staff to help build and grow our connections within those settings.
- ✚ Team growth, continue to train amongst the Admissions staff so our student population can grow and prosper.
- ✚ Use creative advertising. Snap Chat, Facebook, etc...
- ✚ Expanded foot print. Get our name out, visit new locations, attend events we have not in the past.