

Area	Manager
Recruitment	Shemila Johnson
Mission	

## Section 1: Current Projects

This Program Review contains an evaluation of all projects that overlap the window between 01-Sep-12 and 05-Sep-13

### Project Assessment

Outcome Supported Increase Solano Community College visibilit > Expand ties to the community.

Project Title **Increase Social Media Presence**

Project Description Regularly update district Facebook page, create twitter page, evaluate other popular social networks to determine district's need to participate.

How is Outcome Supported

Project Start 14-Jan-13 Project End 01-Aug-14 Status **In Progress**

#### Project Outcomes

- Increased facebook likes, posts, interactivity w/fans

#### Evaluation Results

Updated district facebook page to freshen the look. I update the homepage monthly with new photos, post daily to inform and interact with the fan base. Created district twitter page. Looking into creating an instagram page as well.

Outcome Supported Increase international student enrollment > Develop and implement an effective Enrollment Management Plan.

Project Title **International web page creation**

Project Description Work with IT to implement a full scale international students web page to include general program info, cost, housing, transportation, etc.

How is Outcome Supported International student enrollment increased by 50% during the Fall 2013 semester.

Project Start 02-Jul-12 Project End 30-Jun-13 Status **Overdue**

#### Evaluation Results

Recreated international student page on District website to ensure information was comprehensive for the potential incoming international student. Updated look with photos, new application, and new links of information for their stay. International student enrollment increased by 50% during the Fall 2013 semester.

### Major Accomplishments

Increased international student enrollment by 50% from Fall 2012 to Fall 2013. Increased program visibility

internationally, creating various partnerships to assist with the recruitment of international students. Recreated international student web page. Partnered with Study CA initiative to market the program. Working with an Intensive English Language program to offer it at SCC as a pathway for international students, in addition to the county's local immigrant population.

## Section 2: Outcomes Assessment

This Program Review contains assessment activities that occurred between 04-Sep-12 and 05-Sep-13

### Increase Solano Community College visibility within the county

Outcome Description	SCC visibility in the middle schools, high schools, adult and continuation schools will be increased.
Assessment Strategy	Number of visits to various schools will be tracked. The data will be examined each year.
Success Criteria	We will see a decrease in duplicative recruitment efforts between Financial Aid and Counseling areas and attend more K-12, adult school, continuation school, career and education fair outreach events.
Strat Objective Supported	3.2 Expand Community Ties

Outcomes Assessment and Actions					
Assessment Date	Assessment Results				
9/4/2013	created districtwide outreach calendar for all outreach events to be input.				
<table border="1" style="width: 100%; border-collapse: collapse; background-color: #D9E7D9;"> <thead> <tr> <th style="width: 20%; padding: 2px;">Action Date</th> <th style="padding: 2px;">Action</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px;">31-Jan-14</td> <td style="padding: 2px;">Track outreach events.</td> </tr> </tbody> </table>		Action Date	Action	31-Jan-14	Track outreach events.
Action Date	Action				
31-Jan-14	Track outreach events.				

### Increase international student enrollment

Outcome Description	To increase enrollment of international students (f-1 Visa) annually.
Assessment Strategy	Track number of F-1 students that inquire about Solano and enroll. Data to be examined annually.
Success Criteria	An increase of F-1 students enroll annually, would like to see an increase of 3% each year.
Strat Objective Supported	2.5 Effective Enrollment Management

Outcomes Assessment and Actions					
Assessment Date	Assessment Results				
9/4/2013	Increased international student enrollment by 50% during the fall 2013 semester.				
<table border="1" style="width: 100%; border-collapse: collapse; background-color: #D9E7D9;"> <thead> <tr> <th style="width: 20%; padding: 2px;">Action Date</th> <th style="padding: 2px;">Action</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px;">05-Sep-14</td> <td style="padding: 2px;">Continue recruitment and marketing of program, work with Naoki to attend int'l recruitment events, work with Study CA initiative to increase awareness and partnerships.</td> </tr> </tbody> </table>		Action Date	Action	05-Sep-14	Continue recruitment and marketing of program, work with Naoki to attend int'l recruitment events, work with Study CA initiative to increase awareness and partnerships.
Action Date	Action				
05-Sep-14	Continue recruitment and marketing of program, work with Naoki to attend int'l recruitment events, work with Study CA initiative to increase awareness and partnerships.				

## Update Technology Usage in Recruitment of International Students

Outcome Description	Update the content, photos and information provided on our international page of the college website. Create YouTube video highlighting SCC's international students. Create video chat option for communicating with potential international students.
Assessment Strategy	Survey current international students on clarity and usefulness of updated page. Track number of hits to our video. Track the number of students that found us via internet search.
Success Criteria	Increase enrollment due to our use of technology.
Strat Objective Supported	4.3 Maintain up-to-date Technology

### Outcomes Assessment and Actions

Assessment Date	Assessment Results
9/4/2013	Recreated international page on district website. Partnered with Study California Initiative to market the program via additional online presence.
Action Date	Action
04-Sep-14	Track web page hits and survey incoming international students to track enrollment boost due to web visits.

### Areas of Concern

If the district does not seek to actively recruit internationally using multiple means, the enrollment of the program will not increase as we desire. Having only one active recruitment method is not going to yield the results we need, as our competitors are doing much more in the recruitment area.

## Section 3: Planned Work

### Possible Future Projects

More recruitment. Create more partnerships with schools internationally and meet with government officials.

Future Project Start

### Other Notes