

# Operational Outcomes Report - 4 Column

## Great Basin College Operational (Student Services) - Student Recruiting

**GBC Mission:** Great Basin College enriches people's lives by providing student-centered, post-secondary education to rural Nevada. Educational, cultural, and related economic needs of the multicounty service area are met through programs of university transfer, applied science and technology, business and industry partnerships, developmental education, community service, and student support services in conjunction with certificates and associate and select baccalaureate degrees.

**Unit Mission:** The Recruitment Department's mission is to recruit prospective students by providing information about Great Basin College and informing them of the academic and personal opportunities attributed to a higher education.

Outcomes	Means of Assessment & Criteria / Tasks	Results	Action & Follow-Up
Operational (Student Services) - Student Recruiting - Increase Contacts - Increase the program's impact on recruiting and enrollment by increasing the number of prospective student contacts.	<b>Assessment Measure:</b> It is measured by the number of contact cards/recruitment inquiries the Recruitment Department receives throughout the academic school year. The numbers are then compared from the previous academic school year to the current year to verify if there has been a change in the total number of student contacts. <b>Assessment Measure Category:</b> Internal Tracking <b>Criterion:</b> The number of prospective student contacts will increase each year.	03/19/2013 - We had a major issue with the tracking database and need resources to retrieve a back-up copy of it. We are now holding off on entering any contacts since then. <b>Criterion Met:</b> N/A <b>Reporting Period:</b> 2012-2013	04/10/2013 - Once it's back, we'll develop a query to create a baseline two-year average from which to measure increases in contacts. Computer services did may those entered between 7/10 and 8/12 available and Lee has identified which ones applied for admission. That way, we can also track the percentage of contacts who actually apply for admission.
<b>Assessment Years:</b> 2011-2012 <b>Start Date:</b> 06/01/2011 <b>Outcome Status:</b> Active		07/25/2012 - July 2008-June 2009 -- 2,357 student contacts July 2009-June 2010 -- 2,987 student contacts -- 26.7% increase July 2010-June 2011 -- 3,731 student contacts -- 24.9% increase July 2011-June 2012 -- <b>Criterion Met:</b> N/A <b>Reporting Period:</b> 2011-2012	08/01/2012 - Our goal is to always increase the number of contacts, but if there wasn't a change and/or a decrease from the previous year then the Recruitment Department would assess the traveling schedule and determine if there are additional college and career fairs to attend, schedule more school/classroom visits, etc.  <b>Follow-Up:</b> 07/25/2012 - This will be measured again for this current academic year at the end of June 2012

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			<b>Follow-Up:</b> 07/25/2012 - The Recruitment Department is hoping to begin utilizing PeopleSoft for data entry for the up-coming 2012-2013 academic school year.
Operational (Student Services) - Student Recruiting - Efficient and Effective - Student Recruiting is efficient and effective in managing and scheduling recruiting events and the personnel and information resources needed to ensure their success. <b>Assessment Years:</b> 2012-2013 <b>Start Date:</b> 04/10/2013 <b>Outcome Status:</b> Active	<b>Assessment Measure:</b> Annual Recruiting efforts from Clark and Washoe counties is easily coordinated with all currently scheduled recruiting fairs. <b>Assessment Measure Category:</b> Internal Tracking <b>Criterion:</b> All information on recruiting fairs in Clark and Washoe counties includes a notification to GBC.	04/11/2013 - Lee has managed to obtain a master list of recruiting fairs in Clark County, but none is available for Washoe County. Two schools currently contact Adrianna with their recruiting information, but that's it. <b>Criterion Met:</b> No <b>Reporting Period:</b> 2012-2013	04/11/2013 - Adrianna will work with UNR and TMCC to get a hold of their recruiting schedules and to coordinate information exchanges in the future.