

# Assessment: Assessment Plan



## 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.

### Outcome: Increase Contacts

Increase contacts through dynamic communications, giving prospecting student multiple avenues to learn about the college.

**Outcome Status:** Active

**Assessment Year:** 2017-2018, 2018-2019, 2019-2020

**Start Date:** 07/01/2011

### Assessment Measures

**Internal Tracking** - 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. (Active)

**Criterion:** The number of prospective student contacts will increase each year.

**Notes:** Every student contact is individually entered into a homegrown database that the Recruitment Department uses. (The Recruitment Department is hoping to begin utilizing PeopleSoft for data entry for the up-coming 2017-2018 academic school year.) At the end of each academic school year the total number of student contacts is generated by filtering the database from July to June. Then we compare the numbers from the previous year to determine if there has been an increase, decrease or no change. This will be measured again for this current academic year at the end of June 2017.

**Survey** - Have potential students fill out an exit survey after presentations at schools to gauge if enough relevant information is given during presentation. (Active)

**Criterion:** 70% of received responses from survey are satisfied with information given.

**Assignment - Project** - Track phone calls, communication through Cranium Cafe, chatting and any other technology with real time communications as well as the new electronic contact card for effectiveness. (Active)

**Criterion:** Real time communication meets students needs; students respond well to electronic contact card.

**Notes:** Are there adequate office hours and/or cranium cafe hours to meet perspective students needs?

### Outcome: Relevancy to specific populations

Recruiting information is relevant to specific student populations, locations, and events.

**Outcome Status:** Active

**Assessment Year:** 2017-2018, 2018-2019, 2019-2020

**Start Date:** 07/04/2016

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## *Assessment Measures*

**Assignment - Project** - Conduct a review of recruiting methods and materials to see if they are meeting the needs of student populations and locations. (Active)

**Criterion:** 100% of information is relevant and accurate

**Notes:** Work with Marketing, Dual Credit and Center Directors to develop materials as needed for specific populations.

**Internal Tracking** - Review calendar sharing to see if still meets needs of recruiting members. (Active)

**Criterion:** Calendar sharing meets the needs of staff and potential students

**Notes:** Share calendars with individuals in different departments that can help in provide relevancy.