

Assessment: Annual Report



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.

<i>Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
<p>Increase Contacts - Increase the program's impact on recruiting and enrollment by increasing the number of prospective student contacts.</p> <p>Outcome Status: Active Assessment Year: 2011-2012, 2015-2016, 2018-2019 Start Date: 07/01/2011</p>	<p>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.</p> <p>Criterion: The number of prospective student contacts will increase each year.</p> <p>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 2012-2013 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</p>	<p>Reporting Period: 2015-2016 Criterion Met: No</p> <p>Recruitment student contacts have declined since 2012. It seems like students don't want to provide their personal information. They are more interested in gathering personal materials - not as eager or willing to fill out the cards as they used to be. Also, it's a manual process. Looking at changing how they completed their contact card to electronic such as a QR code that they can scan and take them directly to the online contact card.</p> <p>2012 - 2576 2013 - 1977 2014 - 1553 2015 - 1181 2016 - 710 (07/29/2016)</p> <hr/> <p>Reporting Period: 2012-2013 Criterion Met: N/A</p> <p>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. (03/19/2013)</p>	<p>Action: Follow up in 2018-19 to see how the electronic contact card is working. (07/29/2016)</p> <hr/> <p>Action: 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 retrieved the data 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</p>

Outcomes	Assessment Measures	Results	Actions
	<p>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 2013.</p>	<p>Reporting Period: 2011-2012 Criterion Met: N/A 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 (07/25/2012)</p>	<p>of contacts who actually apply for admission. (04/10/2013)</p> <p>Action: 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. (08/01/2012)</p> <p>Follow-Up: This will be measured again for this current academic year at the end of June 2012 -- from July 2011 - June 2012 there were 2576 student contacts which is a 31% decrease from the year before. (04/15/2013)</p> <p>Follow-Up: The Recruitment Department is hoping to begin utilizing PeopleSoft for data entry for the up-coming 2012-2013 academic school year. (07/25/2012)</p>
<p>Availability and access - Recruiting information is available and accessible via multiple media. Outcome Status: Active Assessment Year: 2015-2016 Start Date: 07/06/2015</p>	<p>Assignment - Project - Review all media for availability of all recruiting information. Criterion: Information is 100% accurate and available on multiple media. Notes: List of all available media for GBC and what is listed on each media Including pdf's for students to print.</p>	<p>Reporting Period: 2015-2016 Criterion Met: Yes Worked with the Webmaster and the Recruitment webpage is up to date. The FaceBook page is continually updated. We have two types of brochures -- one for general/online students and another for high school students -- and these are reviewed as needed for printing. Rather than printing large batches, they are printed in-house on an as needed basis. Working with Media Services and also with Marketing/Social Media Specialist to ensure accuracy and continuity in communications. Contact Card will be updated to match two places on the web that collects contact information and mailing are being reviewed and may</p>	<p>Action: Follow-up in 2018-19 and assess effectiveness of changing from printed to electronic contact cards. (07/29/2016)</p>

<i>Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
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change to electronic communication beginning fall 2016.
(07/29/2016)