

Admissions /Student Life 2006/2007 Strategic Goals Update

Goal: Improvement of High School Recruitment/Enhancement of TGIF

This goal was accomplished by:

- ◆ Increased high school visits
- ◆ Attended every college fair in state of Iowa
- ◆ Attended three out-of-state college fairs
- ◆ Improved TGIF by surveying all students and parents who attended
- ◆ Established a Guidance Advisory Board that consisted of 13 high school counselors
- ◆ Record number of direct from high school started Fall, 2007

Goal: Enhance Adult Recruitment

This goal was accomplished by:

- ◆ Immediate, personalized e-mail communication with adult prospects who apply online has been expanded to include all prospects who apply online. This has proven to be the most effective strategy in building relationships with adult applicants.
- ◆ Re-designed/strengthened Adult Welcome Days by emphasizing both academic and student resources available, and by providing attendees with a virtual tour. These events were expanded to include a Welcome Day prior to the Summer, 2007 term.
- ◆ Evaluated and enhanced the “Start Here. Go anywhere!” adult recruiting events. These are modeled after the successful TGIFs, but crafted for adults.
- ◆ Increased Kirkwood presence in the community through business career/education fairs. Example: In addition to attending the annual Rockwell Collins fair, Kirkwood was also represented at St. Luke’s Hospital and GE Capital’s career fairs.
- ◆ Selected 33 adults to receive the Kirkwood Returning Adult Scholarship.
- ◆ With Marketing Service’s help, we are monitoring and updating the adult admission webpage, plus using a new Adult Student Guide.
- ◆ Support Student Services staff in offering the monthly Career Directions workshop to 168 area adults over the past year.

Goal: Develop Student Life Programs

This goal was accomplished by:

- ◆ Exploring offering a Fall Family Day. Kirkwood will pilot a fall family day on October 6, 2007.