

Admissions

Enhance Adult Recruitment

- ◆ Streamlined adult website.
- ◆ Personalized email sent to every adult applicant.
- ◆ Active in Career Directions workshops for adults.
- ◆ Implemented Start Here...Go Anywhere sessions for adults.
- ◆ Developed postcard campaign for adult students.
- ◆ Held Adult Welcome sessions before each semester.

Continuous Growth/Enhancement of TGIF

- ◆ Had a 5% increase in students and parents attending TGIF in 2005/2006
- ◆ Invited Wartburg College to participate in select TGIFs
- ◆ Developed marketing TGIF calendar that was sent to every high school in the state
- ◆ Presentations were done by Foundation's scholarship coordinator to parents and students each Friday.
- ◆ Prior to TGIF, reminder phone calls were made to students.
- ◆ Follow-up phone calls made and personalized letters sent to each student who attended TGIF.
- ◆ 33 students attended from 11 states outside of Iowa (included students from Illinois, Kansas, Maryland, Michigan, Minnesota, Missouri, Nebraska, New Jersey, Ohio, Texas and Wisconsin).
- ◆ Developed student/parent evaluation for each TGIF.
- ◆ Students from 71% of high schools in the state of Iowa attended TGIF.

Student Life

Assess and Develop Student Programs by Evaluation

- ◆ Developed and implemented Student Life survey that had over 600 hits from students in the Spring semester.
- ◆ Student Senate raised over \$2,800 for Katrina Relief Fund.
- ◆ Implementation of Student Life website regarding current events and activities.

Campus Health

- ◆ Campus Health moved to new location.
- ◆ New campus nurse hired.
- ◆ Health records converted to Colleague.