

## **Strategic Plan for Recruitment & Retention Strategic Plan for Enrollment**

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Drawn from the College's Strategic Plan, this document provides focus for the areas of Student Services, Academic Advisement, Career Services, Student Programming, and Student Placement Testing for the years 2008-2010.

Mission: Develop a Comprehensive Strategic Recruitment & Retention Plan which will increase enrollment by 3% per year between 2008-2010

The priorities in this plan derive directly from the initiatives in the Strategic Plan, as referenced below.

**Priority 1:** Expand interactions with area high schools and develop strategies to increase enrollment

- A. Actively recruit PSEOP students who attend the Wayne Campus
- B. Get a higher percentage of high school students to visit the campus by special programming and setting up individual visits
- C. Use the College Board Student Search program to target students in the recruitment process
- D. Develop the Dual Enrollment Program and create a seamless admission and registration process for those students
- E. Work with Technical Program Coordinators to create programs which will target specific high school students
- F. Create strategies to recruit students from high schools in Eastern Ashland, Western Stark, and Southwest Summit counties

**Priority 2:** Expand interaction with communities within service area, and create strategies to increase enrollment of adult students

- A. Enhance interaction with area companies who have tuition remission to attract their employees to take courses at the campus
- B. Develop a relationship with the College's Continuing Education & Workforce Development Office to attract non-credit and business students to take credit courses
- C. Expand the Technical Experience Assessment (TEA) Program to attract more adults to begin their credit experience at the College
- D. Work with the Technical Program Coordinators to create programs which will target adult student interest
- E. Identify and recruit previous Wayne College students who left the College in good standing and are no longer in college anywhere
- F. Develop strategies to use the Student Life Building to attract prospective students to campus
- G. Work with personnel at the HCHEC to generate activities to attract more students to use the HCHEC
- H. Establish an outreach program for people who are unemployed or a displaced worker

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**Priority 3:** Enhance marketing strategies via web, print, radio, and TV

- A. Restructure web pages to be attractive and user friendly
- B. Work with marketing area to create materials to attract the adult student
- C. Create publications for follow-up to prospective students

**Priority 4:** Attract more students from underrepresented populations to enhance diversity in the student population

**Priority 5:** Use financial aid/scholarships as a tool to increase enrollment

- A. Assist in creating and marketing a Dean's Scholarship
- B. Optimize scholarship distribution for maximum effectiveness

**Priority 6:** Develop strategies which focus on student success and retention

- A. Restructure New Student Orientation program to ensure participation of all students and make it more personalized by having smaller group sessions
- B. Collaborate with the Smucker Learning Center to generate a process to assist students who have been dismissed and on probation to achieve student success
- C. Develop programming which will connect Wayne students with the Akron Experience
- D. Implement additional recommendations forwarded by the Student Success & Retention Task Force
- E. Implement strategies recommended by the Student Communication Task Force

**Priority 7:** Develop comprehensive enrollment data tracking

- A. Track high school student enrollment patterns (including PSEOP & Dual Enrollment)
- B. Track adult student enrollment patterns
- C. Track transfer student enrollment patterns
- D. Track retention patterns for specific groups