



College of Education

Strategic Recruitment Plan

2018-2023

APPROVED MARCH 2, 2018 BY THE RECRUITMENT, MARKETING, AND
PUBLICATIONS COMMITTEE

APPROVED BY THE INTERAREA COUNCIL NOVEMBER 7, 2018



Strategic Recruitment Plan for Year No. 1

2018-2019

RECRUITMENT PRIORITY: *Recruitment Research*¹

Targeted Goal #1

Analyze the historic profile of enrollment patterns by program, department, and demographics to develop a more direct recruitment plan.

- Identify report profiles for each department and major based on data.
- Correlate profile data to match specific recruitment venues by geographical area.
- Conduct annual review of recruitment data, successes, areas of improvement, etc.

Targeted Goal #2

Engage in iterative descriptive research to identify more effective methods for recruiting students to specific COE programs.

- Dedicate a specific location in the COE to focus on efforts related to gathering additional information from potential students, conduct online or telephone surveys, and implement retention-focused communications via phone, email, or text.
- Generate related reports coded by program and program track.
- Target specific and critical area populations and programs to increase enrollment and potential graduate yield of the same.

Targeted Goal #3

Conduct an annual review of recruitment strengths, areas for improvement, areas of concern, and recommendations for potential changes in recruitment strategies.

- Follow-up on the effectiveness of participating in university-wide recruitment events hosted by the Office of Enrollment Management (i.e. interest to actual enrollment/admission).
- Follow-up on all COE outreach activities conducted independently of university-wide initiatives.



¹ Recruitment research is an iterative practice performed on a *per annum* basis across the five-year plan through collaboration between the Center for Academic Success (CAS), Office of the Dean, and Recruitment, Marketing, and Publications (RMP) Committee.

RECRUITMENT PRIORITY: *Articulation of Transfer Agreements*²

Targeted Goal #1

Secure more Memoranda of Understanding (MOUs) and Articulation of Transfer Agreements (AOTs) with community colleges or 4-year colleges that offer Associate of Arts degrees.

- Establish contact to establish AOT with North Florida Community College.
- Establish contact to establish AOT with Daytona State College.
- Establish contact to establish AOT with Daytona State College.
- Establish contacts at CCs in Georgia and Alabama to establish AOTs.
- Develop MOU with Valencia College West, Orlando.



² The establishment of additional AOTs and MOUs with partnering institutions will be an ongoing effort across the five-year recruitment plan under the direction of the Director of P-20 Partnerships, Office of the Dean, and Recruitment, Marketing, and Publications Committee.

Strategic Recruitment Plan for Year No. 2

2019-2020

RECRUITMENT PRIORITY: *High School Students*³

Targeted Goal #1

Enhance cooperative partnership with FAMU Developmental Research School (DRS).

- Develop a teacher preparation academy at the FAMU Developmental Research School (DRS) to create a direct pipeline of teacher candidates from the DRS to the COE.
- Add the *Principles of Teaching* curriculum to the existing Career and Technical Program (CTE) offerings at the DRS.
- Offer more introduction to education courses as dual enrollment for DRS juniors and seniors.
- Provide funds to cover the cost of taking the General Knowledge (GK) exam prior to admission to FAMU.

Targeted Goal #2

Enhance cooperative partnership with Legends Academy, Evans High School, and Jones High School in Orange County, Florida.

- Develop a teacher preparation academy at Legends Academy, Jones, and Evans High Schools to create a direct pipeline of teacher candidates to the COE.
- Add the *Principles of Teaching* curriculum to the existing Career and Technical Program (CTE) offerings at the Legend, Jones, and Evans.
- Offer more introduction to education courses as dual enrollment online for Jones and Evans juniors and seniors.
- Provide funds to cover the cost of taking the General Knowledge (GK) exam prior to admission to FAMU.

Targeted Goal #3

Enhance cooperative partnerships with local and surrounding school districts throughout the state of Florida.

- Attend recruitment fairs, senior nights, open houses, and the like.
- Host campus visits for high school juniors and seniors.

³ Attendance at high school recruitment events in neighboring counties and throughout the state of Florida and counties identified in southern Georgia by the Office of Enrollment management will be staffed by members of the RMP committee and staff from the CAS and Office of the Dean.

Targeted Goal #4

- Increase school-level and/or district-wide partnerships via Memoranda of Understanding (MOUs) and/or Articulation of Transfer Agreements (AOTs).
- Develop more teacher academies and direct pipelines with charter/independent school districts that yield above average numbers of COE admits.
- Offer more introduction to education courses as dual enrollment for area high school juniors and seniors.

Increase the overall admission-to-graduation yield from Gadsden, Leon, and Wakulla County high schools.

- Provide more COE open campus activities to forge deeper partnerships with school districts.
- Directly involve program chairs, program coordinators, and center directors in Open House presentations.
- Host a “COE College Day” event for area high school juniors and seniors.
- Invite local high school juniors and seniors to fall and spring admitted freshman orientation.
- Host summer activities for high school students in collaboration with guidance counselors.
- Provide opportunities for high school students to shadow admitted COE majors.
- Have COE admitted majors act as ambassadors and receive training to assist with recruitment and retention activities.
- Develop print materials for distribution and advertisement of the COE in local schools.
- Encourage local schools and districts to follow COE social media outlets.

Targeted Goal #5

Initiate strategies to attract a greater number of high academic achievers.⁴

- Provide more scholarships opportunities specifically focused on attracting high performing students.
- Develop a summer bridge program for high performing juniors and seniors with a direct admissions pathway to the COE.
- Increase recruitment presence at events typically attracting high performing students with an “honors” table.
- Have COE ambassadors offer “lunch and learn” opportunities for juniors and seniors in honors and/or advanced placement courses.

⁴ Assessed on a *per annum* basis via COE recruitment research.

Anticipated Annual Yield = 10%

RECRUITMENT PRIORITY: *Culturally Diverse Populations*⁵

Targeted Goal #1

Expand recruitment activities that focus on recruiting and retaining culturally diverse student populations.⁶

- Work with university entities that promote multicultural events on campus and in the community.
- Work with local and state organizations that promote multicultural causes and initiatives.
- Provide COE representation (booth, sponsorship, and the like) at multicultural events in the community and around the state.
- Increase advertisement in culturally based publications.
- Increase advertisement in cultural centers of influence.
- Host open house highlighting cultural diversity in the COE.

Anticipated Annual Yield = 10%



⁵ The RMP committee will collaborate with the Office of the Dean of Students within the Division of Student Affairs to coordinate efforts to increase diversity and inclusion in the recruitment and retention of teacher candidates who reflect the majority-minority population among P-20 students in United States public schools and institutions of higher learning.

⁶ Assessed on a *per annum* basis via COE recruitment research.

Strategic Recruitment Plan for Year No. 3 2020-2021

RECRUITMENT PRIORITY: *Transfer and Non-Traditional Students*⁷

Targeted Goal #1

Enhance cooperative partnerships with local and state community colleges.⁸

- Track transfer data from existing AOT with Tallahassee Community College to the COE.
- Track transfer data from existing AOT with Hillsborough Community College to the COE.
- Secure MOU with Valencia College West's Associate of Arts degree programs in Elementary and Secondary Education.
- Make modifications to transfer recruitment based on data reporting.
- Seek additional MOUs and/or AOTs with community colleges in neighboring counties including counties in southern Georgia.
- Increase advertisement of COE transfer options.
- Increase promotion of TCC2FAMU in print and social media outlets.

Targeted Goal #2

Obtain a deeper understanding of the transfer population demographics and needs in order to develop strategies that remove potential barriers and improve the overall customer service experience for transfer students.⁹

- Improve the customer service aspect of the transfer experience.
- Include transfer students early in COE events prior to transfer.
- Increase early advising to avoid any scheduling issues on transfer.
- Provide updated mobile and web-based transfer options for students.
- Track and report transfer trends to COE stakeholders on an annual basis.

Anticipated Annual Yield = 10%



⁷ In alignment with FAMU's Strategic Plan (2017-2022) Strategic Priorities 1 and 6, *Exceptional Student Experience and Outstanding Customer Experiences*.

⁸ Assessed on a *per annum* basis via COE recruitment research.

⁹ Assessed on a *per annum* basis via COE recruitment research.

RECRUITMENT PRIORITY: *International Students*¹⁰

Targeted Goal #1

Expand recruitment activities that focus on recruiting and retaining international student populations.

- Work with the Office of International Education and Development to increase international student enrollment through existing and forthcoming MOUs with international entities.
- Offer more study abroad programs for COE students.
- Offer more exchange programs for COE and international students.
- Offer intensive English course for incoming international students.
- Review university policies and TOEFL scores that may pose barriers for international students – provide more flexibility in terms of admissions.
- Review visa and payment options to provide improved customer service for admissions and/or transfer.

Anticipated Annual Yield = 10%



¹⁰ The RMP Committee and Office of the Dean will work closely with the Office of International Education and Development to create partnerships with international schools and colleges of education to create exchange opportunities for COE faculty and students while, at the same time, providing undergraduate and graduate transfer pathways for more international students which will increase COE enrollment and diversity.

Strategic Recruitment Plan for Year No. 4

2021-2022

RECRUITMENT PRIORITY: *Graduate Student Enrollment*¹¹

Targeted Goal #1

Increase enrollment in graduate level Master's and Doctoral Degree Programs.

- Include graduate program information at recruitment events.
- Highlight accomplishments of COE graduates at recruitment events.
- Invite COE alumni to attend recruitment events.
- Increase advertising of COE graduate programs with FAMU alumni chapters locally and nationwide.
- Host COE alumni open house reception event.
- Increase advertisement of graduate programs to teachers and other school personnel in local and statewide school districts.
- Increase advertisement of graduate programs on social media sites and higher education publications and websites.
- Offer more online graduate programs.

¹¹ In alignment with FAMU's Strategic Plan, Strategic Priority 3, *High Impact Research, Commercialization, Outreach, and Extension Services*.



Strategic Recruitment Plan for Year No. 5 2022-2023

RECRUITMENT PRIORITY: *Pre-Admission Experience*¹²

Targeted Goal #1¹³

Provide enhanced communication activities and services during the pre-admissions experience to increase student satisfaction.

- Conduct student satisfaction survey for pre-enrollment experience.
- Host a college information session with declared majors.
- Offers a series of calendarized workshops and events that coincide with benchmark admissions dates on the university's calendar.
- Assign student ambassadors as early mentors for pre-education majors in the pre- and early admissions process.
- Increase faculty participation in open house events.
- Have chairs and program coordinators reach out via phone, email, and/or text with program specific invitations and information to pre-admission education majors.

¹² In alignment with FAMU's Strategic Plan (2017-2022) Strategic Priorities 1 and 6, *Exceptional Student Experience* and *Outstanding Customer Experiences*.

¹³ Assessed on a *per annum* basis via COE recruitment research.

