

NCHC Recruitment and Admissions Institute

July 14, 2021

11:00 a.m. EST – 6:00 p.m. EST

Learning Objectives

- Develop an honors recruitment and admissions strategy
- Develop a marketing and communication strategy
- Implement an honors recruitment and admissions strategy
- Assess and evaluate an honors recruitment and admissions strategy

Tentative Agenda

11:00 a.m.	Welcome and Introductions
11:15 a.m.	Assumptions and Goals What are the characteristics of students we are trying to recruit? What are institutional parameters?
12:15 p.m.	Shaping our Message: Brochures, Presentations, etc.
1:15 p.m.	Break
1:30 p.m.	Working with Admissions and Other Units
2:30 p.m.	External Recruitment Strategies
3:00 p.m.	Break
3:15 p.m.	Shaping the Application Process How do we shape the application to encourage the target students to apply?
4:15 p.m.	Processing Applications and Following-Up with Accepted Students
5:00 p.m.	Break
5:15 p.m.	Measuring/Assessing Effectiveness of Recruitment: Is it all in the metrics?
6:00 p.m.	Key Takeaways