

## RECRUITMENT WORK PLAN 2014

**Goal 1:** *Increase the quarterly student enrollment at Northwest Indian College on the main campus as well as extended site campuses*

Activities	Resources	Outcomes	Timeline	Evaluation	Data
Attend recruiting events, such as college/career fairs and presentations at high schools and other organizations.	- Brochures and other informational flyers that give info about NWIC - SWAG, give away items for potential students - Office and travel supplies, school vehicles, and my recruiting and travel budget	Increased interest in Northwest Indian College and an increased number of applicants to NWIC.	Ongoing quarterly, annually	Monthly evaluation and report # of students contacted, events attended and students enrolled	Database of potential students, their contact information and overall interest in NWIC
Host tribal groups, organizations and high schools for campus visits on our main campus	- NWIC facilities and staff - Funding from hospitality budget to help provide any further resources i.e. lunch, overnight stay in dorms	Increased interest and awareness of opportunities and facilities available at NWIC.	Ongoing annually	Monthly evaluation with report of number of groups who were hosted with approximate number of students in group	Report with date of campus tour and number of students attended
Send packages of information via mail to tribal groups and local to regional high schools	- Informational brochures and flyers about NWIC - NWIC poster - NWIC catalogs and biannual report	Increase the overall awareness of NWIC at high schools and tribal youth organizations	Ongoing annually	10 new groups or high schools reached each month	Create a mailing list for all organizations who have been sent information packages

**Goal 2:** *Increase the number of events attended, representing Northwest Indian College*

Activities	Resources	Outcomes	Timeline	Evaluation	Data
Attend recruiting events, pow wows, presentations for groups, basketball tournaments and events, and conferences	<ul style="list-style-type: none"> <li>- NWIC school vehicles</li> <li>- SWAG, office supplies, travel resources (such as flight, gas, per diem)</li> </ul>	To increase the awareness of our college within communities and tribal groups	Annually	Monthly evaluation with report of all events attended	Data report that shows all events attended, approximately how many students were reached and if the event is worthwhile to return to in the future
Determine which events were productive and which events were not	<ul style="list-style-type: none"> <li>- Office Supplies</li> <li>- NWIC staff</li> </ul>	To maximize the use of our time and resources	Annually	Monthly evaluation to collaborate with supervisor and others in the department	Report of events showing the number of students reached and if it is pertinent to our target audience