

Example

Adult Education Student Recruitment Action Plan:

Adult Education Program Name:	Walbanger Community College
What is the identified problem?	Due to many factors, our adult education department has experienced declining enrollment and retention over the past three years. We are taking action as explained in this plan. However, our adult education program feels disconnected from key efforts that are happening around marketing (Goal 1) and equity (Goal 2). Given the increased amount of work and hiring to ensure equitable practices, along with our institution's membership in ILEA (Illinois Equity in Attainment Initiative), a key focus of our institution should be on our adult education department as a great number of our students represent marginalized groups. Our recruitment, retention and overall environment could only benefit from a more unified approach to serving our students.
What is the goal you wish to achieve?	We will focus on our commitment to strengthening our relationships within our institution to increase student recruitment and retention. Specifically, will explore our options to strengthen recruitment through our marketing department (Goal 1) . And work with the Chief Diversity Officer and the Equity Council to increase awareness of equity programs and services (Goal 2) that our students can access to ensure their success and sustained attendance.
Names of team who will be addressing the identified problem.	For Example: 1. Dean Smith, Director Smith 2. Gary Shandling, Transitions Advisor, Instructor 3. Edward Johnson, Diversity Officer
Study	
What is being measured/assessed?	<ol style="list-style-type: none"> 1. Are we using the marketing tools available at our institution? 2. Are we creating greater access to equitable programming for our students? i.e. Triumph and TRIO

What data is being reviewed?	<ol style="list-style-type: none"> # of new tools being utilized i.e. geofencing, text reminders, Social media ads Number students enrolled in programming at institution or within service region
How will we determine progress? How will we determine success?	<ol style="list-style-type: none"> Unique hits to the website, Increase in individuals completing the intake form. (use secure intake form to ask students how they heard about the program) Increase in enrollment Meeting with equitable support programs <ul style="list-style-type: none"> -Acceptance of adult ed students into support programs -Increase in number of students enrolled in equitable programming
What needs adjusted or modified?	<p>Build/improve relationships with institution to show how adult education is an integral part of fulfilling the mission. This should be done in terms of:</p> <ol style="list-style-type: none"> Marketing Equitable programming

Act

Short term = 1-3 months
Long term = 6-12 months

What are the current activities?	<p>Short term:</p> <ol style="list-style-type: none"> Identify current marketing tools being used by institution and adult ed program <ul style="list-style-type: none"> -meet with marketing individuals within the institution to see what adult ed could benefit from - make it priority to have a link to the adult education program on the institution home page. Identify equity programming at institution that adult education students could take advantage of with in the next 3 months. <ul style="list-style-type: none"> -meet with program coordinators to discuss inclusion of adult ed students in programming 	<p>Long term:</p> <ol style="list-style-type: none"> Incorporate adult education into institution's marketing campaign, i.e. institutionally funded social media tools, Involve adult education representative on equity planning committee <ul style="list-style-type: none"> -Involve adult education students in equity programming-committees, Triumph, Trio -Ensure that adult education students can access institution's social services
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Act

Short term = 1-3 months Long term = 6-12 months		
Identify staff responsible for the actions.	Short term: Jane Doe John Doe	Long term: Clark Griswold Edward Johnson
Identify implementation strategy.	Short term: 1. Select social media tools to be utilized for recruitment and retention 2. Select equity programs to connect adult education to	Long term: 1. Utilize each selected social media tool for recruitment and retention 2. Connect adult education students to equity programming at institution
Identify changes, modification, or improvements.	Short term: Implement one marketing strategy such as making sure a link to the adult education program is on the institution's homepage.	Long term: Track hits to the adult education page using google analytics to determine community engagement. Do a comparative analysis of individuals completing the intake form. (use secure intake form to ask students how they heard about the program)