

Online Assessment Tracking Database

Sam Houston State University (SHSU)
2014 - 2015

On Campus Recruitment

Goal

Camp Participation 🔑

Increase summer camp and conference participation on campus.

Objective (P)

Promotion 🔑

We will work with summer camps, particularly camps that are hosted by on-campus entities, to run promotion and online registration, in order to promote the camp to a larger population group, which will in turn, increase camp numbers. This will also allow for more recruiting during the camp season and afterwards.

**KPI
Performance
Indicator**

Attendance 🔑

Through comparison data the summer camp attendance of summer camps for 2014 will be greater than attendance for 2013.

There are no actions for this objective.

Goal

Campus Participation 🔑

Increase involvement of On-Campus Recruitment office with campus events for academic departments/colleges.

Objective (P)

Campus Events 🔑

We will work with academic departments and colleges to help them coordinate the planning and marketing for on-campus events, at which recruiting opportunities can be increased. This will help us to build relationships with on-campus entities to the Division of Enrollment Management, but also to aid the academic departments in utilizing our services, rather than adding more workload to professors during the academic semesters.

**KPI
Performance
Indicator**

Events 🔑

More on campus events will be held in 2014 compared to 2013.

There are no actions for this objective.