

On Campus Recruitment

Camp Participation

Goal Description:

Increase summer camp and conference participation on campus.

RELATED ITEMS

RELATED ITEM LEVEL 1

Promotion

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Attendance

KPI Description:

Through comparison data the summer camp attendance of summer camps for 2016 will be greater than attendance for 2015.

Results Description:

Sufficient data was not recorded from the 2014-15 season to accurately compare attendance.

Campus Participation

Goal Description:

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

RELATED ITEMS

RELATED ITEM LEVEL 1

Campus Events

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Events

KPI Description:

More on campus events will be held in 2015-16 compared to 2014-15.

Results Description:

More events were hosted/collaborated on between the On-Campus Recruitment Office and the various SHSU departments. The general consensus was that better promotion of the services was provided enticing more departments to utilize the program services.

Graphic Artist

Goal Description:

Addition of a graphic artist for promotion of events.

RELATED ITEMS

RELATED ITEM LEVEL 1

Addition of a Graphic Artist

Performance Objective Description:

The On-Campus Recruitment Office will add a graphic artist to help create dynamic promotional materials.

RELATED ITEM LEVEL 2

Graphic Artist Hire

KPI Description:

The On-Campus Recruitment Office will hire a graphic artist by mid Fall 2015 semester.

Results Description:

A graphic artist was hired on 11-13-15.