

We attended 17 events with SHSU Admissions counselors and/or advisors from the SHSU Woodlands Outreach Center.

- o Recruiter presented at Admission's Summer Updates (training for SHSU admissions counselors) in July 2016. Will present again in July 2017.
- o OIP Director and recruiter attended two Admissions meetings to discuss the International Student VIP Program
- o Director visited with Carolyn Martinez, Exec. Director of Outreach at the Woodlands Center, twice to deliver information/documents for her recruiter on our VIP Program
- o Director of OIP and The Woodlands Center attended HCC Ceremony at the Mexican Consulate
- o Attended the following events alongside SHSU Admissions counselors and/or advisors from the SHSU Woodlands Outreach Center:

- ☐ 6 LSC TACRAO events, 9 HCC TACRAO events
- ☐ 3 "SHSU Days" (2 at LSCS-North Harris, 1 at LSCS-University Park)
- ☐ 1 College Recruitment Fair at Tomball with SHSU recruiter from The Woodlands Center
- ☐ 5 visits to the Mexican Consulate in Houston
- ☐ 1 STEM event at HCCS Alief Hayes
- ☐ 1 event at the Raindrop Turkish Houston Women's Association

Collaborate with Admissions for Recruitment

Action Description

We would like more of our recruiters in EM enrolling students in our VIP Program. Even though we presented about the program at meetings and individually, we really did not feel we had enough support and disbursement of information by the recruiters.

We have come up with an idea of offering an incentive to the recruiters. A contest for the most students signed up for the program. We will also keep presenting about the program and encouraging recruiters to collect student data for us.

OIP Office Coverage- it has become very evident that one international recruiter with multiple other duties is not enough to make the impact we need at the community colleges. We will advocate to try and hire a PT recruiter.

Recruit international students at Texas Community Colleges.

Performance Objective Description

Create a marketing plan that will enable OIP advisors to connect with prospective international students at community colleges to provide program information and for transfer advisement. We will call the program the International VIP Program.

An international student VIP Program will be created for community college students.

KPI Description

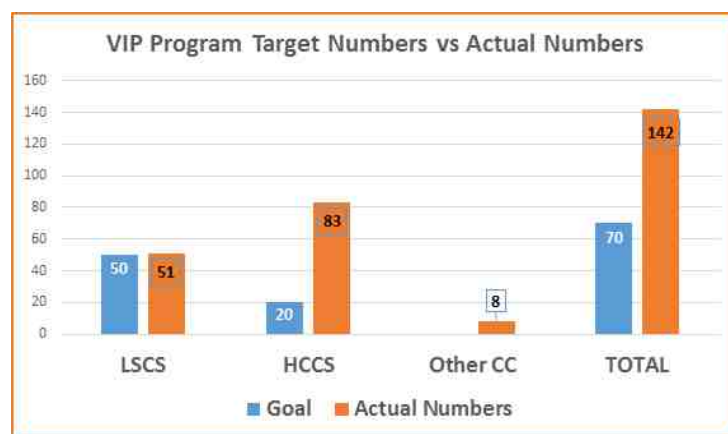
We will collect community college students' contact information to send them periodic program updates and provide them with advising opportunities.

The OIP set a goal of recruiting 70 VIP students, 50 from LSCS and 20 from HCCS. The purpose of the VIP Program is to collect student information for contact by an OIP advisor and match students with a current SHSU student from their country. OIP staff will schedule individual advising sessions at their campus at student's request.

 OIP Strategic Recruitment Plan Report_FY17

Results Description

We recruited 51 students from LSCS and 83 students from HCCS. We also recruited 8 students from other community colleges.



We did not set a goal for enrollment of VIP students to SHSU but pulled ApplyTexas numbers.

These will include FA17 students.

Total VIP Program Students: **142**

Students with ApplyTexas applications: **32**

23% of VIP Program students have submitted applications

 Increase number of international students enrolled in SHSU from HCC

Action Description

- We found that scheduled tabling events yielded the most student contacts and enrollment in our VIP program. We would like to increase the number of these events next year.

An international student VIP Program will be created

Action Description

We will continue our efforts to enroll students in our VIP Program. We would also like to collect data on the number of VIP students who submit applytexas applications and the number who actually enroll. It will take a couple of more semesters before we see any significant difference.

I would also like to have an event for VIP students that is by invitation. Provide advising and refreshments, answer questions.

Increase number of international students enrolled in SHSU from Lone Star College System (LSCS)

KPI Description

Increase annual enrollment of students from **Lone Star College System (LSCS)** to SHSU by 10%, from 38 students in FY16 to 42 students in FY17.

Results Description

Not Met: Enrollment for FA17 was 38 students.

We are not going to see substantial results the same year we recruit because students who are currently enrolled at LSCS/HCCS will still be at their schools.

The makeup of these students are:

- ESL/Dev Ed students who may be at their schools 1-3 years before they transfer
- Current freshmen who will not be transferring until they finish their sophomore year which would put them here SU18 or FA18
- Current sophomores who would hopefully, already have made a decision about their transfer institution for SP17 or SU17, which may or may not already be SHSU

Accurate enrollment numbers resulting from our recruiting efforts should start in FA17.

