

INDIANA UNIVERSITY KOKOMO ALUMNI ASSOCIATION

Student Recruitment Plan 2008-2010

Introduction

In the fall of 2008, the Indiana University Kokomo Alumni Association undertook a strategic planning process that resulted in the approval and adoption of a plan for 2008-2010. That plan includes the following six strategic goals:

1. Assist IU Kokomo with increasing annual fall enrollment to 3,010 by 2011;
2. Establish and maintain mutually beneficial partnerships both internally and externally;
3. Build meaningful and long-lasting relationships with alumni and friends to foster loyalty and connections with each other, the alumni association and the university and enhance the visibility of the IUKAA and the campus in our service area; increase membership in the IUKAA to 15% by June 30, 2010;
4. Serve the university and its diverse alumni, students and friends by promoting diversity within the IUKAA and assisting the campus with diversity initiatives;
5. Engage IU Kokomo students in alumni programming and engage them with the IUKAA during their time as students on our campus;
6. Support future alumni by offering monetary aid in the form of scholarships to IU Kokomo students.

This Student Recruitment Plan speaks to strategic goal one: Assist IU Kokomo with increasing fall enrollment to 3,101 by 2011. Representatives from the IUKAA Board of Directors met with the IU Kokomo Admissions staff in September, 2008, to discuss how the Association might be of help in the area of student recruitment. The result is a sub-plan to the overall strategic plan which addresses this specific goal.

Student Recruitment Plan:

Assist IU Kokomo with increasing annual fall enrollment to 3,010 by 2011

Action Steps:

1. Recruit alumni volunteers to participate in a phone-a-thon to call high school seniors who have expressed an interest in attending IU Kokomo but have not yet sent in their application

Timeline: Fall and Spring 2008-2010

Resources needed: volunteers; information from Admissions regarding admission dates, various programs, and campus life; list of students by area of interest (major) and phone numbers; bank of phones to utilize during the phone-a-thon

Outcomes: An additional contact with prospective students that is not being made by an IU Kokomo employee; opportunity to answer questions about being a student on campus; get the IUKAA name in front of students/parents; introduction/increased visibility of the IUKAA to prospective students and parents; and possible increase in early applications.

Responsible: IUKAA Board and/or Student Recruitment Committee

Progress: Phone-a-thon completed 10/21/08; 2/5/09

2. Follow-up alumni phone-a-thons with postcard signed by the alumni volunteer who spoke with the prospective student

Timeline: To be mailed out within 48 – 72 hours after the phone-a-thon

Resources needed: postcards, postage, mailing data for students called grouped by which alumnus/a made the call

Outcomes: Additional contact with prospective student

Responsible: Director and alumni volunteers who participated in the phone-a-thon

Progress: Postcards for 10/21/08 phone-a-thon mailed within 72 hours of event

Postcards for 2/5/09 event mailed within 48 hours of event

3. Recruit alumni volunteers to participate in various Admissions events as requested to answer prospective students and parents questions; e.g. Majors Day in Fall of 2008

Timeline: Ongoing, coordinates with Admissions calendar

Resources needed: volunteers

Outcomes: Additional contact with students from alumni who have already been through the major, introduction/increased visibility of the IUKAA

Responsible: IUKAA Board and/or Student Recruitment Committee

Progress: no requests have been made as of 3/2/09

4. Recruit alumni volunteers to sign letters to prospective students who have been accepted but have not yet registered

Timeline: Ongoing? Need to get this info from Admissions

Resources needed: Alumni volunteers from each major willing to sign the letters, information to compose the letter, list of admits and mailing addresses by major, stationary and postage

Outcomes: Additional contact from an alumnus/a after the student has been admitted; introduction/increased visibility of the IUKAA with new students and their parents; possible increase in early new student registrations

Responsible: IUKAA Board and/or Student Recruitment Committee

Progress:

5. Assist with staffing the IU Kokomo admissions booth at various college nights/fairs

Timeline: As needed and ongoing

Resources needed: alumni volunteers, training from IU Kokomo admissions, information on admissions requirements, dates, and on the different majors

Outcomes: More college fairs covered during heavy recruitment times; introduction/increased visibility of the IUKAA to prospective students

Responsible: IUKAA Board and/or Student Recruitment Committee

Progress: No requests made as of 3/2/09

6. Assist the Admissions office with scholarship presentations at high school awards nights throughout the campus' service area

Timeline: Annually during May and June

Resources needed: alumni volunteers to go to high school awards nights, scholarship certificates to award, information on student being honored and/or brief script if needed

Outcomes: Additional scholarship presentations made, increased visibility of the IUKAA in our service area communities, introduction/increased visibility of the IUKAA to new students

Responsible: IUKAA Board and/or Student Recruitment Committee

Progress: