

RECRUITMENT PLAN

2019-2020



Selkirk College Recruitment Plan 2019/2020

The Selkirk College 2019 – 2020 Recruitment Plan takes direction from emerging trends, enrolment trends, a snapshot of the students we serve, enrolment management priorities, an inventory of Institutional Research resources and Selkirk College’s Strategic Plan.

Introduction

The Selkirk College Recruitment Plan for 2019-2020 provides detailed information on the strategic efforts and initiatives carried out throughout the year to attract learners to enrol in programming at the College.

This Recruitment Plan focuses on the prospective student from inquiry to application to enrolment within the enrolment funnel. Recruitment planning focuses on a qualitative goal of increasing domestic enrolment at Selkirk College, but is more than just working to bolster initial applications. Efforts also include a focus on retention, providing an exceptional post-secondary experience and helping the student far beyond the application process.

After receiving final enrolment numbers in the Fall of 2018 for the 2017-2018 reporting year, it was realized that domestic student enrolment was down significantly. There are many factors that could cause this decline; a decrease in local, domestic high school graduates, increased post-secondary options and prospective students looking for more flexible learning options.

The BC Ministry of Advanced Education sets targets and funds based on the number of full-time equivalent students enrolled. Therefore, lower numbers can directly affect the College’s funding and subsequent programming.

The Recruitment Team, together with the Marketing and Communications department and other stakeholders at the College, strives to showcase the College to prospective students and recruit them into targeted programming.

Strategic Direction

Selkirk College's recruitment objectives are linked to the overarching enrolment goals and institutional strategic directions. In June 2019, Selkirk College released a new Strategic Plan. This plan will act as the College's road map for the next five years. The Selkirk College Recruitment Plan supports the initiatives outlined in the Strategic Plan, namely:

Selkirk College Strategic Direction 1.3: Improve recruitment, retention, completion and related supports for all students and students facing barriers to access, including: Indigenous learners, international learners, learners with disabilities, elder learners and others.

Selkirk College Strategic Direction 2.3: Renew and implement strategic enrolment plans.

The 2019 - 2020 Recruitment Plan is focused on all areas that impact student enrolment from inquiry through to application, reaching all prospective students and their influencers; parents, high school counsellors and employment counsellors, who help to shape their decision-making. We continue to focus on increasing student enrolment by finding ways to capture the interest of students to apply and to make it easy for them to do so. We are also focused on improving retention, completion and related supports for all students through direct high school and community outreach, a digital communications plan, collaborating with faculty and staff, and continuing to maintain all and build new relationships.

Quantitative Goal

The goal for the 2018/2019 recruitment year was to increase domestic enrolment by an additional 20-40 students by the September 2019 intake. The Fall 2019 final domestic headcount is 1772 students. When taking into account the loss of the PTECH bridging program, domestic headcount is up 109 students, an increase of over 6%. Additionally, there was an increase in Fall 2019 application numbers by 8.3% as compared to application numbers from 2018.

Domestic Headcount, Fall 2019



Refer to **Appendix A & B** for application numbers and breakdown of applications for each program.

Our goal for the 2019 - 2020 recruitment year is to increase domestic enrolment to 1800 students for the September 2020 intake.

Recruitment Plan 2019- 2020 Objectives

The main objectives of the 2019/20 recruitment year are as follows:

1. Strategically assess the current enrolment at Selkirk College to better understand our domestic student target audience. Re-structure recruitment activities to ensure resources are allocated appropriately in order to effectively reach defined target audiences in target market/areas.
2. Develop a digital communication strategy plan to connect with inquiring students/prospects through to point of enrolment (via Sharpspring). This is being piloted with the School of the Arts Microsite launched on June 10, 2019 with Sharpspring tracking integration.
3. Track Metrics using Google Analytics, Sharpspring data and social media so that insights can provide data driven recruitment efforts and analysis of results annually (as well as creating the starting point for enrolment funnel dashboard reporting).
4. Revise and update print material and recruitment collateral and include defined key messages/selling points.

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 

5. Continue to execute face-to-face communication directed at defined key influencers (high school counsellors, parents, internal instructors, career centres).
6. Communicate department priorities and approaches to the college community. Partner with all schools to leverage their connections and subject matter expertise. Share the value of being a Selkirk College Ambassador for direct recruitment and model that action.

Recruitment Plan 2019 - 2020

Strategic Analysis of Current Enrolment at Selkirk College

Strategic planning sessions were executed in Spring 2019. The Recruitment team looked at the current data available (based on current SRS data capture and an internal inquiry tracking spreadsheet) alongside previous recruitment activities to determine goals, objectives and recommended tactics. See Recruitment Planning Project in **Appendix C** for recruitment initiatives, numbers and summaries.

See **Appendix D** for the Priorities and Outcomes spreadsheet that resulted from these planning meetings.

Target Market

The majority of students are from the Selkirk College region (58%) and are attending Selkirk College to;

- Explore personal interests (48%)
- Decide on a career (39%)
- Complete a credential (28%)
- Change careers (16%)

According to the Selkirk College Student Engagement Survey, 76% of students made Selkirk their first choice to continue their education because it is:

- Affordable (50%)
- Close to home (49%)
- Has the program of choice (44%)
- Offers small classes and personal attention (35%)

The target markets to focus on for the 2019/2020 recruitment season are outlined in the two tables below.

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 

Table 1: Target Audiences for the 2019/2020 Recruitment Year

Target Audience	
Primary	High school students - Grades 11 and 12
	Mature students - graduated over 2 years ago, age 21 - 50
Secondary	Parents of high school students
	High school counsellors
	High school students - Grades 9-10
Tertiary	Junior high - Grades 5-8
	General local community

Table 2: Target Areas for the 2019/2020 Recruitment Year

Target Areas	
Primary	West Kootenay/Boundary Region
	Okanagan
Secondary	Okanagan
	Lower Mainland, BC
	East Kootenays
Tertiary	Ontario
	Quebec

Recruitment Strategies

The Recruitment Team executes four different types of activities:

- Hosted Events** – events hosted by the recruitment team at Selkirk College. Each event clearly articulating a specific purpose.
 - **Counsellor’s Conference:** Host high school counsellors from around the region to update them on everything Selkirk College.
 - **Open House:** An event open to the public that showcases all of Selkirk College's schools, programs, and services.
 - **Admission On The Spot:** An event for high school and mature students that allows students to apply and be conditionally or fully accepted on the spot.
 - **Made For Trades:** Trades workshops for grade 9 & 10 students from the West Kootenay region.
 - **Youth Summit:** Grade 10’s from West Kootenays attend a combination of morning keynote speaker and afternoon workshops.

Objective:

- The overall purpose of hosted events is to expose primary, secondary and tertiary audiences in the West Kootenay/Boundary region to Selkirk College pathways, programs and services and have them come to campus and leave with a positive experience. See **Appendix E** for the outline of all the recruitment events/activities.

2. **In Class Group Workshops** – Selkirk College instructors visiting local high schools to engage potential students with similar course materials to their current subject/discipline at a college level. Included in workshop/presentation is information related to Selkirk programs, industry/career pathways, transfer opportunities and any prerequisite needed at high school level in order to help facilitate/drive to application. Workshops to have an experiential learning/hands on component in order to illustrate teaching and learning practices and utilize experiential learning. See **Appendix F**

Objectives:

- Primary Objective: To engage students with college level thinking associated with this discipline and inspire them with career examples/success stories, while showing educational pathways at Selkirk. Demonstrate Selkirk College’s teaching and learning focus provides a memorable and engaging hands-on learning experience.
 - Secondary Objective: To collect prospective student data (name, grade, program area of study/interest and email address) in order to track metrics as well as continue engagement with these prospects through the “inquiry tracking” and digital communication plan component of the Recruitment Plan.
3. **Face to Face Initiatives** – activities the recruiter carries out, often one-on-one, with a potential student, counsellor, or parent. These initiatives showcase the College to our primary and secondary audiences and allow us to demonstrate our excellence in customer service and approachability. Examples of these initiatives include: College for a Day sessions, Campus Tours, inquiry correspondence with prospects/parents and further engaging with high school counselors and PAC (parent counsels).

Objective:

- The purpose of these initiatives is to build relationships and provide target audiences with information they need in order to make their decisions about applying/enrolling at Selkirk College

In 2018 – 2019 additional resources were dedicated to expanding the high school counselor outreach by reformatting the annual counselors and advisors conference and increasing face-to-face visits to high schools, furthering relationships with counselors/primary influencers. This continues into the 2019 – 2020 recruitment year.

4. **Digital Communication Plans** – email communication with counsellors and potential students, inquiry tracking/management and social media. This year's tactic will be to use our new CRM – Sharpspring to include deployment of a combination of personal template emails and e-blasts to all potential students in order to provide them with the information they need while maintaining relationships as the students move through the enrolment funnel. The existing e-blast for counselors will be strategically planned and executed with the purpose of maintaining relationships and providing key information until fully transitioned to Sharpspring.

Workflow/business process focus leading to implementation of new systems/technology:

- As of June 10, 2019 Sharpspring, CRM software, is being used to organize, track and communicate to student prospects. It allows us to collect data and communicate more efficiently and effectively to students. This allows us to continue to reach out, support, inspire and encourage students to enrol/apply to Selkirk College. This system will also allow us to create a manual CRM workflow for consideration of our needs related to integration into future system (*Project Aurora*).

Digital communication plans also include social media marketing to secondary and tertiary target areas, through Facebook and Instagram. Social media campaigns used to promote events and posting subsequent photos bolsters enthusiasm.

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 

The list of activities and corresponding target audience is outlined below in Table 3.

Table 3: Activities for the 2019/2020 Recruitment Year

Activity Type	Events/Activities	Audience targeted	Area targeted
1. Hosted Events	Counsellor Conference	Secondary	Primary
	Open House	Primary & Secondary	Primary
	On The Spot Admission Events (6)	Primary	Primary
	GYST	Primary	Primary
	Made For Trades	Secondary	Primary
	Youth Summit	Secondary	Primary
2. In Class Group Workshops	Selkirk In Your Classroom	Primary	Primary
	Recruitment presentation	Primary & Secondary	Primary
3. Face to Face Initiatives	College For A Day (CFAD)	Primary	Primary & Secondary
	Tours (PSIBC)	Primary & Secondary	Primary & Secondary
	Student Panels (high schools)	Primary	Primary
	Counsellor visits (high schools)	Secondary	Primary
	PAC Meetings	Secondary	Primary
4. Digital	Email communication plan to counsellors	Secondary	Primary & Secondary
	Email communication plan to inquiries	Primary	Primary & Secondary
	Social media campaigns	Primary & Secondary	Secondary & Tertiary

Recruitment Calendar/Work plan

The recruitment year is split into two seasons:

1. Fall: September to December
 - a. Grade 12s are applying
 - b. Grade 12s, 11s and 10s are searching/inquiring**
 - c. Mature students are searching/inquiring
 - d. Mature students are applying
 - e. Influencers are advising

Fall objective: to provide potential students and influencers with information and encourage students to apply.

2. Winter: January to May
 - a. Grade 11s and 10s are searching
 - b. Grade 12s can still be applying or searching
 - c. Grade 12s are deciding where to go**
 - d. Mature students are searching/inquiring
 - e. Mature students are applying
 - f. Influencers are advising

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 

Winter objective: to continue to provide information and encourage applications, but also to maintain relationships and communication as students are making their decision to accept offers. The winter is also the time to showcase the college to all audiences, including our younger secondary and tertiary audiences and get them thinking about Selkirk College.

Fall 2019

The following tables outline the recruitment activities for the Fall of 2019.

Table 4: Target Audiences for the Fall Recruitment Activities

	Target Audience		
	Counsellors	Parents	Students
Reaching audience though:	Counsellors conferen	Open House	Open House
	PSIBC	On Spot Admissions (OSA)	OSA
	Personal Visit	PAC Meeting	PSIBC
	Eblasts	Social media	CFAD
			In class workshops
			Eblasts

Table 5: Calendar of Recruitment Activities for the Fall of 2019

August		September		October		November		December	
Connect with Chairs	last week of Aug	Counsellor Conference	17 or 19	PSIBC	7 to 11	Open House	2	Counsellor Meetings	9 to 13
		PSIBC	23 to 27	PSIBC	15 to 18	A.O.S.	26,27,28		
		PSIBC	30 to 4	PAC Meetings	TBD	Indigenous PSIBC	18 to 22		
				Student Panel (Mt. Sen & SHSS)	TBD				
				Independent School Visits	TBD				

Winter 2020

The following tables outline the recruitment activities for the Winter/Spring of 2020.

	Target Audience		
	Counsellors	Parents	Students
Reaching audience though:	Personal visit	PAC Meeting	Made for Trades
	Made for Trades (M4)	OSA	GYST
	Eblasts	Social media	OSA
		GYST	CFAD
			Youth Summit
			Eblasts

Table 6: Target Audiences for the Winter/Spring Recruitment Activities

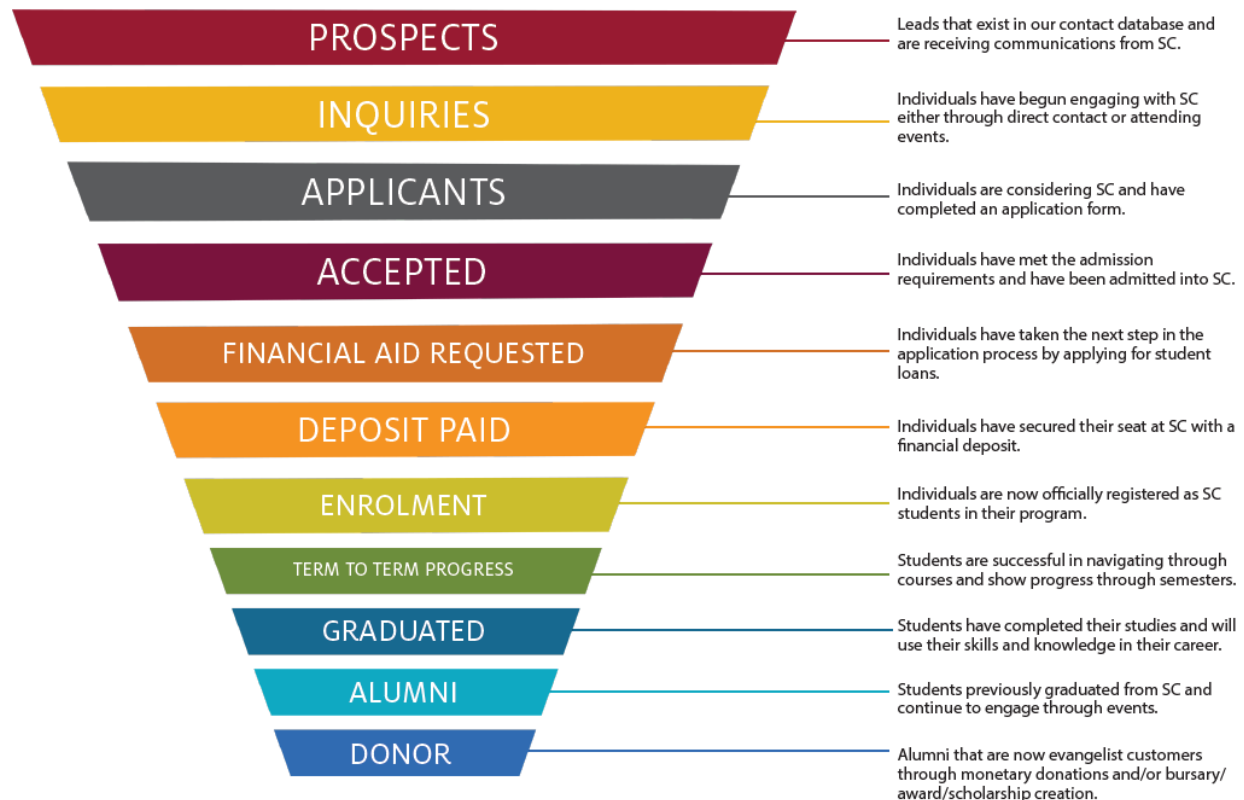
	Target Audience		
	Counsellors	Parents	Students
Reaching audience though:	Personal visit	PAC Meeting	Made for Trades
	Made for Trades (M4)	OSA	GYST
	Eblasts	Social media	OSA
		GYST	CFAD
			Youth Summit
			Eblasts

Table 7: Calendar of Recruitment Activities for the Winter/Spring of 2020

January		February		March		April		May	
PAC Meetings	TBD	Student Panel (LVR, JL Crowe)	TBD	A.O.S.	10,11,12	Independent Visits (East Kootenays)	30 to 3	Counsellor Meetings	4 to 8
GYST (at schools)	TBD	Made For Trades	21	Independent Vis	TBD	GYST @ Selkirk	TBD		
		Connect with Chairs	Reading week			Youth Summit	29		

Sharpspring Recruitment Communication Cycle – 2019/2020

Strategic Enrolment Management (SEM) Funnel



The structure of recruitment activities are geared around guiding potential students through initial inquiry to application. The primary objective is to maintain consistent and on-going communication with all recruitment leads so that we can provide valuable information to our potential students and convert them to applicants. We want to maintain communication with people who have applied to a Selkirk College program and provide valuable information to help in their decision to accept the offer and enrol in the program.

With our new Sharpspring CRM Software we are rolling out our strategic communication plan with the new School of the Arts micro site: selkirkcollegearts.ca and then will move into using Sharpspring with selkirk.ca.

The communication plan for this year will focus on the inquiry stage and turning that lead into an application (see enrolment funnel picture above). In the near future, our communication plan will be tailored to each potential student as they move through

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 

the entire enrolment funnel. For example, students who have applied will receive “have you applied for student housing?” emails or “class registration begins next week” emails.

Having a communication plan that encompasses the entire student journey from prospect to paying student will help increase our conversion rates and lead to an increase in satisfied Selkirk College students, who are our brand ambassadors for future students.

In the past, we didn’t have the capability to tailor emails specifically to students based on where they sit in the funnel because we didn’t have the technology in place. Recruiters would have to access to this information from the enrolment officers and would require cross referencing names on our Create/Send lists and our excel spreadsheet. However, currently we are working with Sharpspring (CRM software) to create a workflow of how the communication will unfold from an inquiry to applicant conversion.

Step 1 (Prospect) of this process involves a combination of components from the *Marketing & Communications Department*. When a prospective student visits the microsite (*selkirkcollegearts.ca*) the person viewing the web pages can click on “Get Started” “Contact “or “Apply today” and a form will pop up asking for their contact info as well as which program they are interested in. Once the person has filled out the form an automatic email will come into their inbox specific to the program they are interested in from the recruiter. We have tailored the auto response to provide a specific auto response based on the particular program they are interested by which boxes they checked off in the form.

Step 2 (Inquiry) If the person has replied to the auto response the email will be received by the recruiter and the exchange of interaction will continue. The recruiter will provide more information on the specific program with links back to the SOTA microsite.

Step 3 (Applicant) If the student still hasn’t applied the recruiter will start to send more emails with fun facts about the program and interesting alumni stories or current stories to inspire the prospective student to apply.

Analysis/Metrics

Numbers are needed in order to make data driven decisions. In order to track applications and enrolments, the Recruitment Team needs to have numbers (application/enrolment reports) available to them on a monthly basis. Ideally, recruiters would benefit from tracking the numbers throughout the entire enrolment funnel, and comparing them yearly (ie: compare May 2019 to May 2018). See **Appendix G** for a template to use for the Enrolment Funnel Summary.

The College currently does not have this information available/accessible because all enrolment officers compile their numbers differently, therefore, the recruiter will manually go through spreadsheets sent by the Registrars office to pull numbers together. Currently the Enrolment Officers are working toward developing a system of work that will be the same across all schools. This will aid the Recruitment Team in the gathering and analysis of numbers. Additionally, the recruitment team has requested to have access to SRS, still waiting approval.

In 2018/19 the Recruitment Team used the Inquiry Tracking excel spreadsheet to manually track all inquiries, and pulled reports to cross-reference names and get application and enrolment numbers. We will continue to do this until a better system is developed with the support of Sharpspring.

The numbers that can be tracked right now include:

1. Everyone who has applied to a program (from Registrar's Office)
2. Everyone who has enrolled in a program (from Registrar's Office)
3. How many students are coming straight from high school (from Researcher - Student Transitions Report, see **Appendix H**).
4. Where the students reside at the time of application (from Registrar's Office spreadsheet, filter areas)
5. How many email/phone inquiries we receive (inquiry tracking spreadsheet)
6. How many "Tell Me More Card" inquiries we receive at each event/activity (inquiry tracking spreadsheet)
7. How many people attend specific events/initiatives (internal event summary data)
8. How many email addresses we have collected through registrations, events, draw prizes, etc... (inquiry tracking spreadsheet)
9. What the total academic headcount is on Oct 31, after the add-drop date (on MySelkirk under Institutional Research)
10. Early application stat reports (on MySelkirk under Institutional Research)

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 

11. Costs associated with events and initiatives including rental costs, food, travel, extra wages, etc... (internal event summary data)
12. ROI for events that drive applications (internal event summary data, and cross referencing names from our inquiry tracking and the list received from the Registrar's office)
13. Social Media Engagement

Selkirk in your Classroom

A recruitment initiative that occurs at other post-secondary institutions and that some of our Selkirk College programs (HCA, RPM, Business and SEG) are leading is school specific info sessions. During the 2019 – 2020 recruitment season, we will work with other programs to increase the uptake of this initiative.

Objective: The purpose of these events is to promote the programs directly to interested potential students and their influencers by providing valuable information about the program and industry and encouraging applications through direct connection.

The schools and programs plan these events with support from the Recruitment Team and Marketing and Communications Team.

See Appendix I for the link to the Selkirk College web page

Further opportunities could see Selkirk College combining an “open house/info session” element with events that already exist (ie. KSA Show and Sale, KSA Winter sale, Digital Arts and New Media Year End Showcase, GIS Day, Music Year End Showcases).

Additional Initiatives for 2019-2020

Digital Communication Plan

- Integrate Digital Communication Plan with Sharpspring software until the launch of Project Aurora.
- Improve student experience at each phase within the Strategic Enrolment Management Funnel through college wide partnerships

Connect with School Chairs/Program Coordinators

- Connect with school chairs for updates, new transfers or any changes to admissions or new programs added.

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 

- Meet with SMEs twice per year to review activities, collect feedback and plan school specific initiatives to target markets. Listen for feedback for events and discuss ideas/suggestions.

High school presence

- Continue to maintain our relationships with high school counsellors and to have more of a presence in the high schools. More visits, more info sessions and work with counsellors to make this happen. Our high school presence for 2018/19 was more frequent than most years, and the counsellors were very responsive. Their feedback was encouraging and discussed having more info sessions for students and to also have student/parent info sessions in the evening at the high schools.

Working with community influencers

- Continue to collaborate and develop our relationships with career centers, Work BC, KCDS, and community organizations where we can reach more mature students (Kootenay Family Place).

Student Engagement Survey Takeaways

1. Website is important to our prospective students. 41% for domestic. Word of mouth is still #1.
2. *Close to home, affordable, and specific programs* are highly ranked. Leverage these!
3. Beginning to see the shift, students going to school to do what they are passionate about/personal interest. Ability to use this an inspiring message during presentations.

Highlights of the Year

1. New events (Admission on the Spot & Student Panel), successful and measurable (see **Appendix J**)
2. Building partnership relationships (Kootenay Career Development Society, Independent visits)

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 


RECRUITMENT



Ideas for 2019/20

- Online PSIBC campaign
 - o Send email to PSIBC leads and counsellors with online application code that expires within a week.
- Student Panel
 - o Selkirk College students go to local high schools to talk about Selkirk College student life and studies.
- Recruitment App (see **Appendix K**)
- Mature students – figure out where they are hanging out?
- Grad committee – volunteer for dry grad, offer some donations
- High school course selection days
- Mom groups, Kootenay Family Place - mature students
- KCDS partnership
- Parent info sessions (on parent teacher night)
- No view book
- Virtual tours – request a demo, review with management

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

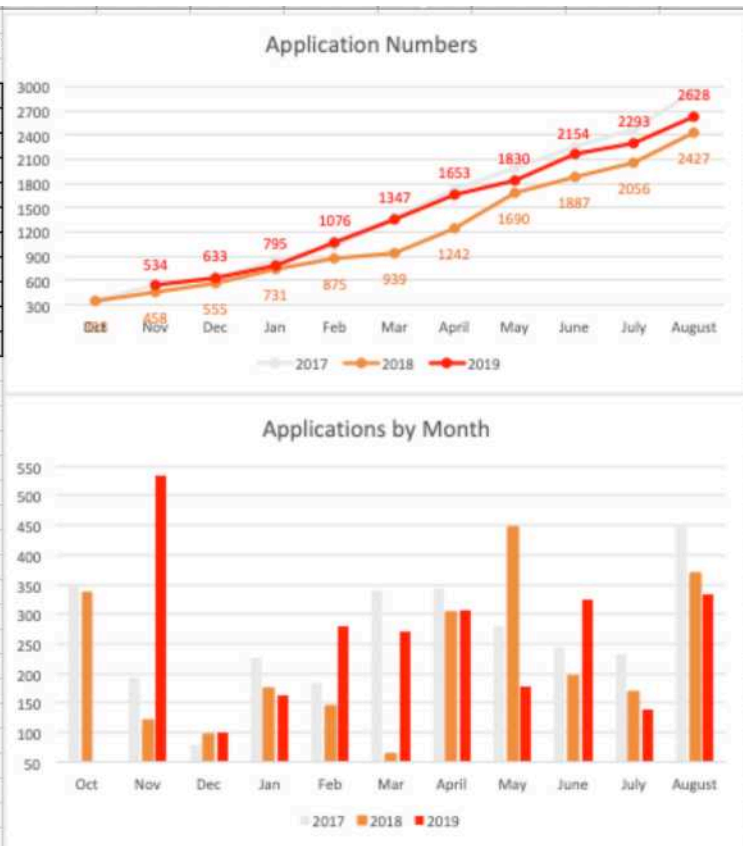
twitter.com/selkirkcollege 

Appendices

Appendix A: Application Numbers – 2018/19

Application Numbers				
	2017	2018	2019	% increase
Oct	351	338		-100.0%
Nov	544	458	534	16.6%
Dec	623	555	633	14.1%
Jan	849	731	795	8.8%
Feb	1033	875	1076	23.0%
Mar	1374	939	1347	43.5%
April	1716	1242	1653	33.1%
May	1997	1690	1830	8.3%
June	2241	1887	2154	14.1%
July	2473	2056	2293	11.5%
August	2919	2427	2628	8.3%

Applications by Month				
	2017	2018	2019	
Oct	351	338		0
Nov	193	120		534
Dec	79	97		99
Jan	226	176		162
Feb	184	144		281
Mar	341	64		271
April	342	303		306
May	281	448		177
June	244	197		324
July	232	169		139
August	446	371		335



RECRUITMENT



Appendix B: Application Numbers by Program (Fall 2019 as of Nov 30th 2018)

SELKIRK COLLEGE APPLICATIONS										
Fall 2019 (as of Nov 30th, 2018)										
	Total # Seats in Program	# Apps	Fully Accepted	Conditional Accepted	Accepted	Pending	Withdrawn	Waitlist	Defer	Seats Available
Business										
Business Administration	No Cap	15	1	9	10	5	0			20
Office Management	No Cap	2	0	1	1	1	0			29
Arts										
Music and Technology	No Cap	10	0	0	0	10	0			30
Digital Arts and Technology	27	20	3	4	7	13	0			20
Ceramics	15	7	4	0	4	3	0			11
Textiles	15	5	4	0	4	1	0			11
Sculptural Metal	9	11	4	0	4	4	0	3		5
Jewelry	15	2	0	0	0	2	0			15
Environment & Geomatics										
Forestry (FOR)	33	32	6	3	9	16	3	0	0	24
Recreation Fish & Wildlife (RFW)	33	28	11	5	16	12	0	0	0	17
Integrated Environmental Planning (IEP)	25	11	1	1	2	9	0	0	0	23
Advanced Diploma in GIS (ADGIS)	24	5	3	0	3	2	0	0	0	21
Associate Certificate in GIS (ACGIS)	unlimited	0	0	0	0	0	0	0	0	30
Bachelor in GIS (BGIS)	(in combo with ADGIS)	2	1	0	1	1	0	0	0	29
Health & Human Services										
EACSW	28	7		1	1	3	1			27
ECCE	37	10		1	1	9				36
Gerontology	About 30	0	0	0	0	0	0			30
HCA	18	8		3	3	5				15
HSER-ECCE Diploma Year 2	24									24
HSER-MHA	14									14
HSER-SSW Diploma Year 2	24									24
Medical Transcription Editing and Documentation (MTED)	30	8	0	0	0		0	0	0	30
Nursing 1	32	117		18	18	86	11			14
Nursing 2	32									32
Nursing 3	32									32
		varies depending on full or part-time								
Nursing Unit Clerk (NUCL)		54	0	0	0	54	0	0	0	30
Pharmacy Technician	22	17	5	0	5	10	2			17
SSW Year 1	24	8		3	3	6				21
Hospitality & Tourism										
Resort and Hotel Management	No Cap	4	0	2	2	1	1			28
Ski Resort Operations and Management	30	10	2	3	5	5	0			25
Culinary Management	No Cap	0	0	0	0	0	0			30
Golf Club Operations (GCool) (November 1st start)	unlimited	8	5	0	5	3	0	0	0	25
University Arts & Sciences										
Engineering	24	18	2	8	10	8				14
Rural Pre-Med 1	24	26				26				24
Rural Pre-Med 2	24									24
Rural Pre-Med 3	24									24
UAS - Other										
AA 1	100	23	1	15	16	7				84
AS 1	100	25		12	12	13				88
AA 2 or AS 2	100	1			1					99
Industry of Trades Training										
Electrical Foundation	18	17	8	8	16	1				2
Carpentry Foundation	18	2		1	1	1				17
Welder Apprentice / Modular Programs	16	2		1	1	1				15
Fine Woodworking Program	24	20	12	3	15	5				9
Hairstylist Foundation	18	8		5	5	2	1			13
Heavy Mechanical Foundation	18	13		11	11	2				7
Millwright Machinist	18	4	1	2	3	1				15
Professional Cook 1	18	5	1	4	5					13
Welder Foundation	18	9	3	4	7	2				11
APP 2 Carpentry	18	18	15	2	17		1			1
Professional Cook 2	18	4	1	3	4					14
APP 2 Electrical	18	0			0					18
APP 4 Electrical	18	3	2	1	3					15
Plant Operator Program	18	1		1	1					17
APP 1 Carpentry	18	0			0					18
		600	96	135	232	330	20	3	0	

facebook.com/selkirkcollege

instagram.com/selkirkcollege

twitter.com/selkirkcollege

RECRUITMENT



Appendix B: Application Numbers by Program (Fall 2019 as of Feb 15th 2018)

SELKIRK COLLEGE APPLICATIONS										
Fall 2019 (as of Feb 15th, 2018)										
	Total # Seats in Program	# Apps	Fully Accepted	Conditiona l Accepted	Accepted	Pending	Withdraw	Waitlist	Defer	Seats Available
Business										
Business Administration	No Cap	26	2	11	13	11	2			17
Office Management	No Cap	2	0	1	0	0	1			30
Arts										
Music and Technology	50	22	0	1	1	21	0			49
Digital Arts and New Media	27	31	5	5	10	18	3			17
Ceramics	15	15	7	0	7	8	0			8
Textiles	15	13	6	0	6	6	1			9
Sculptural Metal	9	15	7	2	9	2	1	3		0
Jewelry	15	7	1	0	1	6	0			14
Environment & Geomatics										
Forestry (FOR)	33	51	17	7	24	25	3	0	0	9
Recreation Fish & Wildlife (RFW)	33	48	21	12	33	12	0	3	0	0
Integrated Environmental Planning (IEP)	25	16	2	7	9	5	2	0	0	16
Advanced Diploma in GIS (ADGIS)	24	8	3	1	4	2	0	0	0	20
Bachelor in GIS (BGIS)	(in combo with ADGIS)	5	1	1	2	3	0	0	0	28
Health & Human Services										
EACSW	28	14		2	2	11	1			26
ECCE	37	21		8	8	12	1			29
Gerontology	About 30	0	0	0	0	0	0			30
HCA	18	11		7	7	4				11
HSER-ECCE Diploma Year 2	24	3		3	3					21
HSER-MHA	14									14
HSER-SSW Diploma Year 2	24									24
HSER-CYC Diploma Year 2	24	3		3	3					
Medical Transcription Editing and Documentation (MTED)	30	7	0	0	0		0	0	0	30
Nursing 1	32	148		18	18	90	40			14
Nursing 2	32									32
Nursing 3	32									32
	varies depending on full or part-time									
Nursing Unit Clerk (NUCL)	60	7	0	7	7	53	0	0	0	23
Pharmacy Technician	22	26	7	1	8	15	3			14
SSW Year 1	24	15		6	6	9				18
Hospitality & Tourism										
Resort and Hotel Management	30	5	0	3	3	1	1			27
Ski Resort Operations and Management	30	34	11	19	30	4	0			0
Culinary Management	No Cap	0	0	0	0	0	0			30
Golf Club Operations (GCOOL) (November 1st start)	unlimited	8	5	0	5	3	0	0	0	25
University Arts & Sciences										
Engineering	24	23	2	12	14	8	1			10
Rural Pre-Med 1	24	34		11	11	20	3			13
Rural Pre-Med 2	24									24
Rural Pre-Med 3	24									24
UAS - Other										
AA 1	100	30	7	16	23	7				77
AS 1	100	38		17	17	21				83
AA 2 or AS 2	100	1			1					99
Industry of Trades Training										
Electrical Foundation	18	30	7	11	18	2	1	9		0
Carpentry Foundation	18	8	2	3	5	3				13
Welder Apprentice / Modular Programs	16	6		3	3	1	2			13
Fine Woodworking Program	24	32	17	5	22	4	6			2
Hairstylist Foundation	18	11		5	5	3	3			13
Heavy Mechanical Foundation	18	22	4	14	18		4			0
Millwright Machinist	18	12	2	4	6	3	2		1	12
Professional Cook 1	18	12	3	9	12					6
Welder Foundation	18	15	6	5	11	3	1			7
APP 2 Carpentry	18	21	17	1	18		1	2		0
Professional Cook 2	18	5	1	3	4	1				14
APP 2 Electrical	18	0			0					18
APP 4 Electrical	18	8	3	4	7				1	11
Plant Operator Program	18	4		1	1	3				17
APP 1 Carpentry	18	10	5	1	6	3	1			12
		936	178	243	421	403	84	17	2	

facebook.com/selkirkcollege

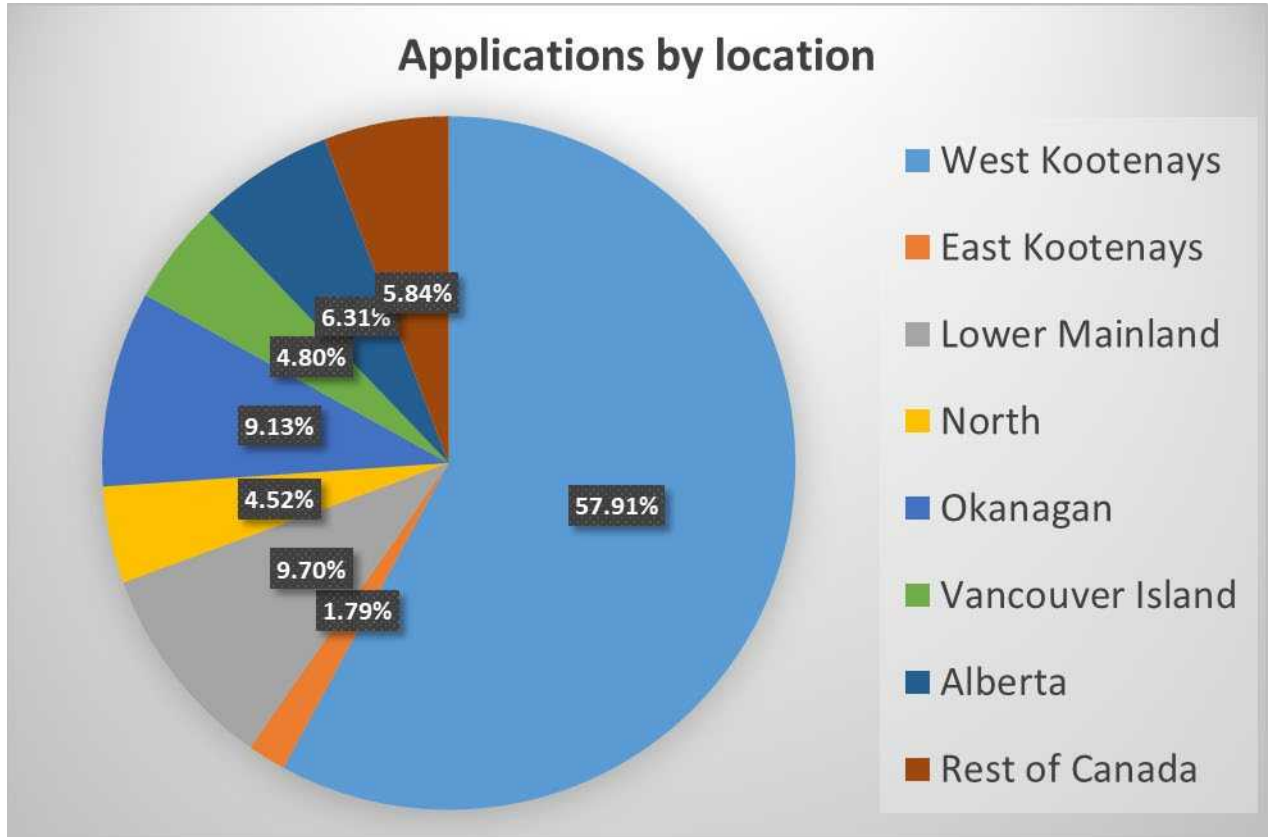
instagram.com/selkirkcollege

twitter.com/selkirkcollege

Appendix C: Recruitment Planning Project – 2018/2019 Numbers and Summaries

The Numbers: 2017-2018 Recruitment Year

Events	Performance (Tell Me More Cards, MachForms)	Applications	Enrolled	Inq - App rate	App - Enroll rate	Revenue	Costs	ROI
College For A Day	28	7	4	25.0%	57.1%	\$ 20,000.00	\$ 1.00	1999900.0%
Open House	17	84	0	494.1%	0.0%	\$ ———	\$ 3,311.74	-100.0%
PSIBC= South Okanagan North Okanagan East Kootenays West Kootenays	288	32	14	11.1%	43.8%	\$ 70,000.00	\$ 7,988.20	776.3%
Emails	77	12	5	15.6%	41.7%	\$ 25,000.00	\$ 1.00	2499900.0%
Admission On The Spot	7	132	0	3700.0%	0.0%	\$ ———	\$ 3,721.91	-200.0%
Student Panel/School Visits	61	52	4	85.2%	7.7%	\$ 20,000.00	\$ 1,129.00	1671.5%
Selkirk In Your Classroom	43	9	3	20.9%	33.3%	\$ 15,000.00	\$ 1.00	1499900.0%
Totals		328	30	621.7%	26.2%	\$150,000.00	\$16,153.85	
Made For Trades	135						\$ 2,883.00	
Youth Summit	?						\$ -	
Counsellors Conference	17						\$ 1,242.50	
Grand Total	673					\$150,000.00	\$20,279.35	



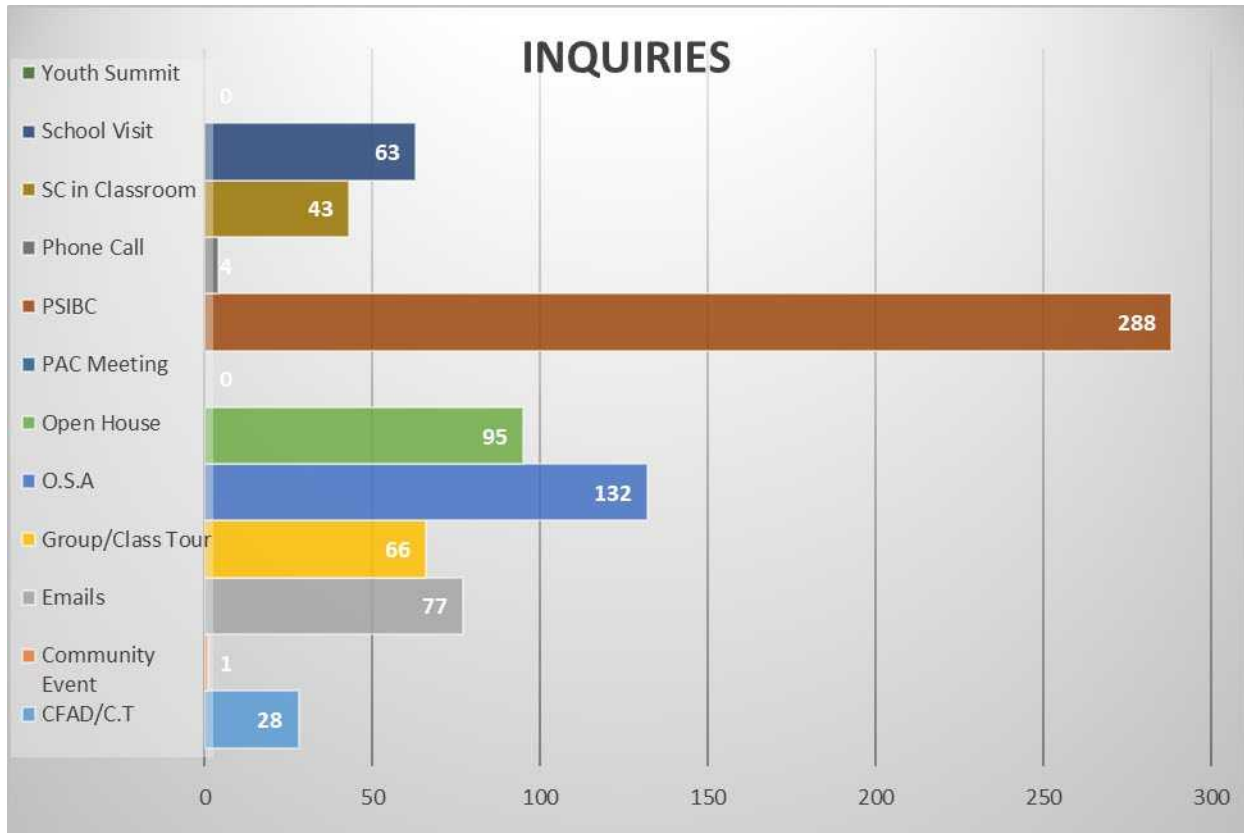
West Kootenays	East Kootenays	Lower Mainland	Northern BC	Okanagan	Vancouver Island	Alberta	Rest of Canada	Total
615	19	103	48	97	51	67	62	1062
57.91%	1.79%	9.70%	4.52%	9.13%	4.80%	6.31%	5.84%	2018/19
60.22%	2.68%	8.33%	4.01%	8.10%	4.83%	5.43%	6.39%	2017/18

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 

RECRUITMENT



CFAD/C.T	Community Event	Emails	Group/Class Tour	O.S.A	Open House	PAC Meetin	PSIBC	Phone Cal	SC in Classroom	School Visi	Youth Summi	Total
28	1	77	66	132	95	0	288	4	43	63	0	797
3.5%	0.1%	9.7%	8.3%	16.6%	11.9%	0.0%	36.1%	0.5%	5.4%	7.9%	0.0%	

facebook.com/selkirkcollege

instagram.com/selkirkcollege

twitter.com/selkirkcollege

RECRUITMENT



Breakdown of 2019/2019 Events:

<i>PSIBC</i>				
Events	Description	Main Goal	Target Market	Measurability
PSIBC= Kelowna/South Okanagan Revelstoke/Salmon Arm/Vernon East Kootenays West Kootenays Tricities (new area this year)	Visit high schools with other BC post-secondary institutions. Set up booth at mini fair Give presentations about Selkirk College Provide Counsellors with SC updates and package	1. Get good leads and have meaningful conversations with students in person 2. Promote Selkirk College in a different geographical area 3. Establish relationship with high school counsellor	1. High School Students Grade 9-12 2. High School Counsellors 3. Also connect with influencers - parents	1. Tell Me More Cards 2. Applications from outside of Kootenays 3. Number of viewbooks handed out 4. Will use Sharpspring this year to track communication with students
Successes	Challenges	Notes: Better communication with high school counsellors, add them to our eblast automatically, have a good counsellors package for each counsellor, communication plan for counsellors (use create/send) Keep doing PSIBC in the same 4 areas and to try new area, Tricities. We noticed our third largest location of where students come from are the Lower Mainland. Drive students to fill out tell me more cards so we can add them to our inquiry email list - Sharpspring		
1. Reach a lot of students 2. PSIBC still the most inquiries 3. Organized for us, efficient 4. Chance to gather industry insight from competing schools 5. Banner was new last year and captured students attention	1. Competing with bigger schools for presentation numbers 2. Following up with students 3. Sharpspring wasn't in place last year to track leads - this will change			
Opportunities	Recommendations			
1. Better follow up with students 2. To reach students from other areas besides the Kootenay Boundary region 3. Continue to foster and develop connections with high school counsellors	1. Ipad wasn't needed as a draw prize to capture students. Still had to encourage students to fill out Tell Me More Card 2. This year we decided to add another area - Tricities (the applications by location chart shows a majority of students are coming from the Lower Mainland). 3. Recruitment App - students are always using their phone 4. Virtual tours - help to showcase our college on the road			

facebook.com/selkirkcollege

instagram.com/selkirkcollege

twitter.com/selkirkcollege

RECRUITMENT



<u>PSIBC</u>							
Performance (Tell Me More Cards)	Applications	Enrolled	Inq - App rate	App - Enroll rate	Revenue	Costs	ROI
288	32	14	11.1%	43.8%	\$70,000.00	\$7,988.20	776.29%
143	11	8	7.7%	72.7%	\$ 40,000.00	\$ 8,177.82	389.13%
Cost Breakdown							
Item	Cost	%	Tell Me More Card Applications by region:				
Viewbooks	\$ 1,792.80	22.4%	Okanagan South (Week 1) =				
Pull-Up Banner	\$ 189.00	2.4%	Okannagan North (Week 2) =				
Travel Cost			East Kootenays (Week 3) = 2				
Week 1	\$ 1,248.29	15.6%	West Kootenays (Week 4) = 30				
Week 2	\$ 1,401.67	17.5%					
Week 3	\$ 1,220.04	15.3%					
Week 4	\$ 394.00	4.9%					
PSIBC x4 weeks	\$ 600.00	7.5%					
Swag (iPad)	\$ 1,142.40	14.3%					
Total	\$ 7,988.20						
Notes:							
1. 830 Viewbooks given out							
2. From current domestic application numbers, 318 (30%) are from British Columbian's outside our region							

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 

Open House

Events	Description	Main Goal	Target Market	Measurability
Open House	An evening open to the public that showcases all of Selkirk College's schools, programs, and services.	1. Applications: have students apply on-the-spot 2. Showcase schools/programs to public	1. High School Students 2. Parents 3. Mature students	1. Applications with fee waiver promotion 2. Attendance
Successes	Challenges	Notes:		
1. Applications on the spot 2. Waived app fee 3. Having it on a Saturday 4. Greater promotion this year - well received	1. Getting people to come 2. Buy in from Faculty - however getting less and less as we noticed over the 2018/19 year.	Many staff and instructors mentioned having it on Saturday was a great success. Will do that again for 2019/20.		

	Previously Inquired (CRM)	Applications	Enrolled	Inq - App rate	App - Enroll rate	Revenue	Costs	ROI
2018	17	84		494.1%	0.0%	\$ -	\$ 3,311.74	-100.00%
2017	N/A	39	22	#VALUE!	56.4%	\$ 110,000.00	\$ 1,477.65	7344.25%
Cost Breakdown								
Item	Cost	%						
Social Media	\$ 44.49	1.3%						
E-blasts	\$ 18.53	0.6%						
Black Press	\$ 428.70	12.9%						
Pennywise	\$ 452.62	13.7%						
Radio	\$ 956.00	28.9%						
Election Signs	\$ 134.40	4.1%						
Banner	\$ 65.38	2.0%						
Toques	\$ 662.11	20.0%						
Cafeteria	\$ 250.00	7.5%						
Pizza Lunch	\$ 299.51	9.0%						
Total	\$ 3,311.74							
	2018 Open House	2017 Open House	2016 Open House	2015 Open House				
Application waivers handed out (via admissions table at event)	93	65	105	82				
Applications and waivers received back on Open House Night (processed by admissions team)	84 (90%)	21 (32%)	32 (30%)	23 (28%)				
Total applications and waivers received back by deadline	0	18 (28%)	60 (57%)	42 (51%)				
Approx. attendance at event	200	150	250	200				
*73 individual applicants								
How did you hear about Open House								
High School Student (51)	Mature Student (17)	Parent (10)	Community (5)					
1. H.S. Counsellor (23)	1. Radio (4)	1. Other (kids) (4)	1. Other (parent) (4)					
2. Facebook (17)	2. Facebook (3)	2. H.S. Counsellor	2. Radio (1)					
61%	20%	12%	6%					

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 

<i>College For A Day</i>				
Events	Description	Main Goal	Target Market	Measurability
College For A Day	Potential students receive campus tour, chat from student services, and attend 1 or 2 classes in their program of choice.	<ol style="list-style-type: none"> 1. Get students to apply after spending a day at SC 2. Give potential students a taste of what it's like to be a Selkirk College student for a day 	<ol style="list-style-type: none"> 1. High School Students Grade 11-12 2. Mature students 	1. Applications
Successes	Challenges	<p>Notes: We find that the best format for CFAD is to not have a whole class from a high school attend a CFAD experience. We did this in 2017/18 and we just had a lot of students not interested in being there. We reverted back to how we used to conduct CFAD and it is working. Don't have this be an event anymore.</p> <p>We can continue to communicate and update web content for this initiative to include the purpose, who it is meant for, and a sample agenda.</p> <p>Get students to apply a the end of the CFAD day. Recruiter sit down with them to answer any questions and help fill out the application.</p> <p>Try to get a few students to come on one day to make it easier for scheduling purposes and for the faculty.</p>		
1. 2nd highest conversion rate	<ol style="list-style-type: none"> 1. Admin/planning/follow up 2. Inefficient use of time 3. Timing/Format 			
Opportunities	Recommendations			
1. Have more SC students involved	<ol style="list-style-type: none"> 1. Update MachForm to include "have you already applied" 2. Grade 11 & 12's & Mature students only 			

<i>College For A Day/Campus Tour</i>								
	Performance (MachForms)	Applications	Enrolled	Inq - App rate	App - Enroll rate	Revenue	Costs	ROI
2018/19	28	7	4	25.0%	57.1%	\$ 20,000.00	\$ 1.00	1999900.00%
2017/18	123	32	23	26.0%	71.9%	\$ 115,000.00	\$ 613.82	18635.13%
Cost Breakdown								
	Item	Cost						
	Viewbooks							
	Cafeteria							
	Swag							
2018/19	Total	\$ -						
2017/18	Total	\$ 613.82						
Notes:								
1. Inq-App rate with for only Grade 12 & Mature Students is 30% (down from 40% previous year)								

Admission on the SPOT

Events	Description	Main Goal	Target Market	Measurability
Admission on the SPOT	Designed to assist students with the application process and to have them apply on the spot. The application fee will be waived and they receive a free gift.	<ol style="list-style-type: none"> 1. Get students to apply - have them commit right away and make the process easy for them to apply. 2. Give potential students a taste of what it's like to be a Selkirk College student for a day 	<ol style="list-style-type: none"> 1. High School Students Grade 11-12 2. Mature students 	<ol style="list-style-type: none"> 1. Applications
Successes	Challenges	<p>Notes: We find that the best format for CFAD is to not have a whole class from a high school attend a CFAD experience. We did this in 2017/18 and we just had a lot of students not interested in being there. We reverted back to how we used to conduct CFAD and it is working. Don't have this be an event anymore.</p> <p>We can continue to communicate and update web content for this initiative to include the purpose, who it is meant for, and a sample agenda.</p> <p>Get students to apply a the end of the CFAD day. Recruiter sit down with them to answer any questions and help fill out the application.</p> <p>Try to get a few students to come on one day to make it easier for scheduling purposes and for the faculty.</p>		
<ol style="list-style-type: none"> 1. 2nd highest conversion rate 2. 2nd mors cost effective event \$28.20/app. 3. Number 1 driver for applications 	<ol style="list-style-type: none"> 1. Admin/planning/follow up 2. Inefficient use of time 3. Timing/Format 			
Opportunities	Recommendations			
<ol style="list-style-type: none"> 1. Have more SC students involved 	<ol style="list-style-type: none"> 1. Update MachForm to include "have you already applied" 2. Grade 11 & 12's & Mature students only 			

RECRUITMENT



Admission On The Spot- November 2018							
Previously Inquired (CRM)	Applications	Enrolled	Inq - App rate	App - Enroll rate	Revenue	Costs	ROI
4	84		2100.0%	0.0%	\$ -	\$ 1,906.09	-100.00%
Cost Breakdown							
Item	Cost	%					
Social Media	\$ 35.00	1.8%					
E-blasts	\$ 18.22	1.0%					
Radio	\$ 939.75	49.3%					
Banner	\$ 81.23	4.3%					
Toques	\$ 625.83	32.8%					
Food	\$ 206.06	10.8%					
Total	\$ 1,906.09						
	Applicants	Applications					
Castlegar	34	42					
Nelson	22	28					
Trail	13	14					
Total	69	84					
How did you hear about OSA							
<u>High School Student (25) Mature Student (20)</u>							
1. H.S. Counsellor (10)		1. Other (10)					
2. Other (6)		2. Website/Poster (3)					
56%		44%					

Admission On The Spot - March 2019							
Previously Inquired (CRM)	Applications	Enrolled	Inq - App rate	App - Enroll rate	Revenue	Costs	ROI
3	48		1600.0%	0.0%	\$ -	\$ 1,815.82	-100.00%
Cost Breakdown							
Item	Cost	%					
Social Media	\$ 100.80	5.6%					
E-blasts	\$ 27.95	1.5%					
Radio	\$ 723.45	39.8%					
Banner	\$ -	0.0%					
Hats	\$ 875.00	48.2%					
Food	\$ 88.62	4.9%					
Total	\$ 1,815.82						
	Applicants	Applications					
Castlegar	25	27					
Nelson	13	14					
Trail	7	7					

facebook.com/selkirkcollege

instagram.com/selkirkcollege

twitter.com/selkirkcollege

<u>Class/School Visits</u>				
Events	Description	Main Goal	Target Market	Measurability
Class/School Visits	Independent visits to schools and targetted classes (ex: RPM presenting to Bio 12 class).	1. Get good leads and have meaningful conversations with potential students 2. Provide program information to specific groups of high school students	1. Grade 10-12 high school students	1. Tell Me More Cards 2. Email inquiries 3. College For A Day signups
Successes	Challenges	Notes: Instructors will do this with the recruiter supporting them. Promote more to high schools when more programs from Selkirk College are ready.		
1. More detailed info about specific programs	1. Buy in from faculty 2. Capacity and resources			
Opportunities	Recommendations			
1. More schools to participate	1. Get schools involved			

<u>Class/School Visits</u>								
	Performance (Tell Me More)	Applications	Enrolled	Inq - App rate	App - Enroll rate	Revenue	Costs	ROI
2018/19	43	9	3	20.9%	33.3%	\$15,000.00	\$ 1.00	1499900.00%
2017/18	6	1	1	16.7%	100.0%	\$ 5,000.00	\$ 64.10	7700.31%
	Cost Breakdown							
	Item	Cost						
	Travel Cost							
	Swag							
2018/19	Total	\$ -						
2017/18	Total	\$ 64.10						

Made For Trades				
Events	Description	Main Goal	Target Market	Measurability
Made For Trades	Trades workshops for grade 9 & 10 students from the West Kootenay region.	1. Promote Trades to high school students 2. Inform high school counsellors of YTT and Trades options 3. Encourage Youth Train in Trades pathway	1. High School Students Grade 9-10 2. High School Counsellors	1. Attendance
Successes 1. Clear target (Trades) 2. Counsellors connect with Murray 3. Good workshops		Challenges 1. Accomodating class size		
Opportunities 1. Have event for Grade 11-12 students as well		Recommendations 1. MachForm for registration 2. Lunchtime activities 3. Shorten registration time		
Notes: MachForm for registration works well as well as labels for students upon arrival letting them know which workshops they are in.				

	Attendance	Emails	Cost Breakdown	
			Item	Cost
2019	135 Students	135		
2018	135 Students	0	Trades Instructors	
			Honorariums	\$ 1,125.00
			Viewbooks	\$ 108.00
			Swag	\$ 50.00
			Cafeteria	\$ 1,600.00
		2019	Total	\$ 2,883.00
		2018	Total	\$ 6,207.52

RCMP Youth Empowerment Summit

Events	Description	Main Goal	Target Market	Measurability
RCMP Youth Empowerment Summit	All Grade 8s and 10s from West Kootenays attend combination of morning workshops and afternoon keynote speaker. Presentations are based on a theme (ex: making healthy decisions).	<ol style="list-style-type: none"> To showcase Selkirk College programs and to provide them a memorable experience. Data Collection is also a main goal so we can continue to keep in touch and invite/inspire students (via Sharpspring) to eventually apply to Selkirk College. 	1. Every Grade 10 students in our Kootenay Boundary region (SD 8, 20, 10 and 51)	<ol style="list-style-type: none"> Registration - Mach Form and captures emails Attendance Tell Me More Cards
Successes	Challenges	Notes: This year we took over the event and replaced it with Experience Selkirk Day. Targets every grade 10 student in our region. Perhaps add a panel of current students to share their experiences. Primary objective of the event is to create a memorable experience at Selkirk College. Secondary objective is data collection - get every student's email address for Sharpspring and get them to follow us on social media.		
<ol style="list-style-type: none"> Students from every school in our region. Buy in from counsellors and community. Not relying on faculty 	<ol style="list-style-type: none"> Timing (too many events close together). RCMP not doing event anymore If we take over, continue to get buy in and ask if SD will assist with registration and find a keynote speaker. 			
Opportunities	Recommendations			
1. To showcase Selkirk College programs. Encourage current students to participate - ie: student panel or have them teach the workshops	Feedback: To have longer workshops. 25 minute workshops are too short in length or to have more time in between workshops to allow students to get to their workshops.			

RCMP Youth Empowerment Summit

Attendance		Emails	Cost Breakdown	
Year	Students		Item	Cost
2019		426	Prize	\$ -
2018	1000 Students	129	Total	\$ -
		2019		
		2018	\$	50.00

<i>Counsellor Conference</i>				
Events	Description	Main Goal	Target Market	Measurability
Counsellors Conference	Host high school counsellors from around the region to update them on everything Selkirk College	<ol style="list-style-type: none"> 1. Instill confidence in counsellors to recommend SC 2. Inform counsellors about specific program changes 3. Show off campus, facilities, and faculty 	<ol style="list-style-type: none"> 1. High School counsellors from across the region 2. Include Community influencers (KCDS) 	<ol style="list-style-type: none"> 1. Counsellor attendance 2. Number of students from each counsellors school that apply & attend SC in the Fall
Successes	Challenges	Notes: Each year we make the day more interactive for the counsellors and have more discussions, break-outs, panels and engagement activities. This works well; however it's good to break up the day and allow us to still showcase new programs - that may mean more interactive ways to do this besides just a sales pitch presentation ie: provide a lot of Q & A time for counsellors, student success stories, student panels or a student's experience.		
<ol style="list-style-type: none"> 1. Gathering of regions Counsellor 2. Incorporated an illustrator to capture ideas/discussions through drawings from throughout the day last year 	<ol style="list-style-type: none"> 1. Repetitive 2. Too presenty, not engaging 3. Day too long 4. Timing of event for planning faculty 	Continue to do this, but make it a breakfast/casual meeting.		
Opportunities	Recommendations			
<ol style="list-style-type: none"> 1. Round table discussion with SC counsellors and HS counsellors 2. Collecting feedback 3. More team building/engagement activities 	<ol style="list-style-type: none"> 1. More interactive and engaging 2. End the day with a plan for each school and receive feedback. 3. John brought up that we should look at making it a breakfast casual meeting. Something to look at and perhaps have 2 a year. 			


<i>Counsellor Conference</i>				
Attendance		Cost Breakdown		
		Item	Cost	
2018	17 Counsellors/Teachers			
2017	18 Counsellors/Teachers	Gifts	\$	320.00
		Cafeteria	\$	922.50
		Total	\$	1,242.50
		2017 Total	\$	1,152.50

<u>Student Panel/School Visits</u>				
Events	Description	Main Goal	Target Market	Measurability
Student Panel/School Visits	Selkirk College students/alumni go to local high schools to talk about Selkirk College student life and studies.	1. Allow high school students to see what College life and studies are like from a Selkirk College students perspective. 2. High school students receive an authentic experience and perspective from other fellow students. 3. Afterwards students can apply with waiver code.	1. High School Students Grade 10-12	1. Applications 2. Tell Me More Cards
Successes	Challenges	Notes: This was a great success and high schools students really enjoyed it. Great way to get them to apply on the spot and encourage them to apply.		
1. Showcase programs that are low in numbers 2. high school students get a different image/perspective about Selkirk College. Students can relate to other students close in age 3. Choose panelists that are local and have graduated from local high schools	1. Trying to find panelists that can get away from class during the day. 2. Try to get buy in from Instructors that is okay that students miss a class			
Opportunities	Recommendations			
1. Another way to showcase programs with low budget 2. Can also do this for career centers and find current mature students or alumni.	1. Either ESD or RCMP event, not both.			

Summary and Conversion of Events from 2018-19

- A.O.S. number 1 driver for applications, followed by Open House
- Open House most successful single event, followed by Castlegar A.O.S and JL Crowe student panel school visit
- Most cost effective event:
 - o Student Panel/School Visits \$21.72/app
 - o A.O.S. \$28.20/app
 - o Open House \$39.43/app

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 

Appendix D: Priorities and Outcomes Spreadsheet

Priorities and Outcomes for 2019/20				
Goal: Increase domestic enrolment by 20-40 students for the Sept 2020 intake. Repeat - same goal as 2019				
Priority	Action Items (How)	Person Responsible	Due Date	Status
Develop the 2019/2020 Recruitment Plan using the data we have from last year.	Create master plan document for internal use/audience. Include data from previous year. Include target audience, areas, activities, and cyle. Organize documents on Shared Drive.	Aimie	Jun-18	Almost Complete
	Update website to include new event dates - communicate our plan to external audiences (counsellors, parents, potential students).	Aimie	Aug-18	Incomplete - need to secure event dates with Deans & Chairs first then Monique
	Assist with creating the communication funnel and what happens at each stage - based on where applicant is at with inquiry. With the use of Sharpspring and beyond.	Aimie and Marketing Team	Summer and ongoing	Incomplete

RECRUITMENT

Priority	Action Items (How)	Person Responsible	Due Date	Status
Re-structure our recruitment activities to ensure we are allocating resources to our target markets in our target areas.	Develop recruitment event calendar for hosted events for the 2019/2020 year and confirm dates with Monique.	Aimie	Aug-18	Almost complete
	Update event overviews for each event. Include: checklists, event summary, goals, targets, post event follow-up and feedback.	Aimie - already started, will complete soon.	Jul-18	Aimie to go through and update.
	Communicate event calendar to Deans and Chairs. Let them know why we are doing these events and what is expected of them.	Tessa	Jun-18	Coming up
	Meet with School SMEs twice per year to review activities, collect feedback and plan school specific initiatives to target markets.	Tessa & recruitment team	September 2018 May 2018	<i>Incomplete</i> <i>Sept 2019 & Jan or May 2020</i>
	Develop a program for Instructors to go into high school classes. Include breakdown of responsibilities, expectations and templates (power point) to use. <u>Have all final resources published</u>	Matt	May-19	Recruitment Rural Pre Med Law & Justice Engineering Pro Cook
	Develop the recruitment presentation for in class workshops. This presentation will be used mostly for Career Planning 10 classes and delivered by the Recruiter. <u>Put on website and have</u>	Sam	Dec-18	Complete
	Plan & coordinate Strengthening Connections Indigenous PSIBC tour. Road Captain for West Kootenay's.	Aimie	Jul-18	Incomplete - dates confirmed Nov 18-22

RECRUITMENT



Priority	Action Items (How)	Person Responsible	Due Date	Status
Develop a digital strategy to reach our target markets and stay connected with all inquiries.	continually update and import a prospective student contacts into Sharpspring. Add to Excel Spreadsheet still until Sharpspring has been fully implimented	Aimie	Ongoing	Continually ongoing
	Develop a communication plan using Sharpspring eblasts for all inquiries. Include content strategy, email templates and workflow diagram.	Aimie and Marketing Team	Summer 2019 and ongoing	Work In Progress Sharpspring?
	Continue communication plan using Sharpspring eblasts for high school counsellors and community influencers. Include content strategy, timing, email templates, and add counsellors to the CRM list.	Aimie and Marketing Team	Summer 2019	Work In Progress Sharpspring?
	Refresh recruitment content on Selkirk College website. Future students page.	Aimie	Aug-18	Incomplete

Priority	Action Items (How)	Person Responsible	Due Date	Status
Track Metrics so that we can provide data driven recruitment plans and compare our results yearly.	Continue to gather current numbers and continue to use tracking sheet as well as Sharpspring metrics- use this as template for 2019 Recruitment planning. Saved under 1Recruiting/Data	Recruitment Team	May-20	Incomplete
	Create plan to get the numbers we need from college Registrar and Researcher. Numbers needed include: applications, offered, accepted, registered, after add/drop date, and student	Recruitment Team	Dec-18	Complete Access to SRS would make life easier
	Communicate plan to people involved (use calendar reminders).	Matt, communicate to Carol Ridge	Dec-18	Complete
	Receive the numbers and add them to our tracking sheet. Review and plan following year accordingly.	Matt	Ongoing. Use numbers for department planning May 2019	Complete

facebook.com/selkirkcollege

instagram.com/selkirkcollege

twitter.com/selkirkcollege

RECRUITMENT



Priority	Action Items (How)	Person Responsible	Due Date	Status
Revise and update print material and recruitment collateral to be targeted and include our key messages/selling points.	View book - target market: high school student	Kamala - Marketing Team	Jun-19	In process
	School brochures - target market: mature students	Aimie	Aug-19	Incomplete
	Presentation - visually appealing, video links, interactive, stories	Recruitment Team	Aug-19	Incomplete
	Distribute viewbooks to all campuses, admin office, service areas, community and career centers, and high schools	Aimie	August-19	Incomplete

Priority	Action Items (How)	Person Responsible	Due Date	Status
Execute a face to face communication plan to ensure we are communicating with our key influencers: high school counsellors, parents, internal instructors.	Schedule a personal visit with each high school counsellor in our region - twice per semester.	Recruiter	By end of Dec-19 and end of June-20	Incomplete
	Schedule a personal visit with each Selkirk College school program contact/instructor/SME - twice per semester	Recruiter	Sept - Dec, 2019 Jan-May, 2019	Incomplete
	Research Parent Advisory Council (PAC) meetings and attend 2 meetings during the school year.	Recruiter	November 2018 May 2019	Incomplete
	Meet with Community and Career Center influencers twice a year to continue to collaborate and build relationship	Recruiter	Summer / Fall and ongoing	Started and to keep going
	Organize a parent/student info night once a semester at each high school	Recruiter	Sep-19	Incomplete
	Start organizing student panel - start gathering students, alumni from certain programs	Recruiter	Oct-19	Incomplete

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 

RECRUITMENT



Appendix E: Outline of Hosted Activities & PSIBC Weeks

August		September		October		November		December	
Connect with Chairs	last week of Aug	Counsellor Conference	17 or 19	PSIBC	7 to 11	Open House	2	Counsellor Meetings	9 to 13
		PSIBC	23 to 27	PSIBC	15 to 18	A.O.S.	26,27,28		
		PSIBC	30 to 4	PAC Meetings	TBD	Indigenous PSIBC	18 to 22		
				Student Panel (Mt. Sen & SHSS)	TBD				
				Independent School Visits	TBD				
PSIBC Weeks that we will be attending									
PSIBC	Sept 23 to 27 (Kelowna/Okanagan South)								
PSIBC	Oct 1 to 4 (Revelstoke/Salmon Arm/Vernon)								
PSIBC	Oct 8 to 10 (East Kootenays)								
PSIBC	October 15 to 18 (West Kootenays)								
PSIBC	Oct 28 to Nov 1 (Tricities)								
PSIBC									
PSIBC Weeks to look at (below)									
PSIBC									
PSIBC	Oct 21 to 25 (Whistler & North Shore)								
PSIBC	Oct 28 to Nov 1 (Langley/Maple Ridge)								
PSIBC	Nov 4 to 8 (Surrey)								
PSIBC	Nov 12 to 15 (Kamloops)								
PSIBC	Nov 18 to 22 (Surrey/North Delta)								
PSIBC	Nov 25 to 29 (Vancouver)								
PSIBC	Nov 25 to 29 (Burnaby)								
January		February		March		April		May	
PAC Meetings	TBD	Student Panel (LVR, JL Crowe)	TBD	A.O.S.	10,11,12	Independent Visits (East Kootenays)	30 to 3	Counsellor Meetings	4 to 8
GYST (at schools)	TBD	Made For Trades	21	Independent Vis	TBD	GYST @ Selkirk	TBD		
		Connect with Chairs	Reading week			Youth Summit	29		

facebook.com/selkirkcollege

instagram.com/selkirkcollege

twitter.com/selkirkcollege

Hosted Events 2019/20 – Goals/Target Markets/Measurability

Events	Description	Main Goal	Target Market	Measurability
Counsellors Conference	Host high school counsellors from around the region to update them on everything Selkirk College	<ol style="list-style-type: none"> 1. Instill confidence in counsellors to recommend SC 2. Inform counsellors about specific program changes 3. Show off campus, facilities, and faculty 	1. High School counsellors from across the region	<ol style="list-style-type: none"> 1. Counsellor attendance 2. Number of students from each counsellors school that apply & attend
PSIBC= South Okanagan North Okanagan East Kootenays West Kootenays	<p>Visit high schools with other BC post-secondary institutions.</p> <p>Set up booth at mini fair</p> <p>Give presentations about Selkirk College</p> <p>Provide Counsellors with SC updates and package</p>	<ol style="list-style-type: none"> 1. Get good leads and have meaningful conversations with students in person 2. Promote Selkirk College in a different geographical area 3. Establish relationship with high school counsellor 	<ol style="list-style-type: none"> 1. High School Students Grade 9-12 2. High School Counsellors 	<ol style="list-style-type: none"> 1. Tell Me More Cards 2. Applications from outside of Kootenays 3. Number of viewbooks handed out
Open House Sat Nov 3rd	An event open to the public that showcases all of Selkirk College's schools, programs, and services.	<ol style="list-style-type: none"> 1. Applications: have students apply on the-spot 2. Showcase schools/programs to public 	<ol style="list-style-type: none"> 1. High School Students 2. Parents 3. Mature students 	<ol style="list-style-type: none"> 1. Applications 2. Attendance
Admission On The Spot Nov 20,21,22 March 12,13,14	An event for high school and mature students that allows students to apply and be conditionally accepted	<ol style="list-style-type: none"> 1. Applications: have students apply on the-spot 	<ol style="list-style-type: none"> 1. High School Students 2. Mature students 	<ol style="list-style-type: none"> 1. Applications
Made For Trades	Trades workshops for grade 9 & 10 students from the West Kootenay region.	<ol style="list-style-type: none"> 1. Promote Trades and YTT to high school students 2. Inform high school counsellors of YTT and Trades options 	<ol style="list-style-type: none"> 1. High School Students Grade 9-10 2. High School Counsellors 	<ol style="list-style-type: none"> 1. Emails collected 2. Attendance
Youth Summit	All 10s from West Kootenays attend combination of morning keynote speaker and afternoon workshops.	<ol style="list-style-type: none"> 1. Leverage the fact RCMP had 500 kids on campus 	1. Grade 10s students in our region	<ol style="list-style-type: none"> 1. Tell Me More Cards 2. Attendance
Selkirk In Your Classroom	Independent visits to schools and targetted classes (ex: RPM presenting to Bio 12 class).	<ol style="list-style-type: none"> 1. Get good leads and have meaningful conversations with potential students 2. Provide program information to relevant groups of high school students 	1. Grade 11-12 high school students	<ol style="list-style-type: none"> 1. Tell Me More Cards 2. Email inquiries 3. College For A Day signups
College For A Day/ Campus Tours	Potential students receive campus tour, chat from student services, and attend 1 or 2 classes in their program of choice.	<ol style="list-style-type: none"> 1. Get students to apply after spending a day at SC 2. Give potential students a taste of what it's like to be a Selkirk College student for a day 	<ol style="list-style-type: none"> 1. High School Students Grade 11-12 2. Mature students 	<ol style="list-style-type: none"> 1. Applications 2. Campus Tours forms/email inquiries
Student Panel	Selkirk College students go to local high schools to talk about Selkirk College student life and studies	<ol style="list-style-type: none"> 1. Applications 2. Creating interest in Selkirk College 	1. Grade 11-12 high school students	<ol style="list-style-type: none"> 1. Applications 2. Attendance
School Visits	Recruiters visit schools within our region to engage with prospective students	<ol style="list-style-type: none"> 1. Applications 2. Increase commitment from students who have already applied 	1. Grade 11-12 high school students	<ol style="list-style-type: none"> 1. Applications

Calendar of Hosted Events 2019/2020

Recruitment Events Calendar (Present to Deans & Chairs)			
Date & Location	Event	Call to Action	Demographic
Sept 19 - Cgar Staff Lounge	High School Counsellors Conference	If any of the Managers/Deans/Chairs would like to showcase their service/program in an interactive and fun way. Please connect with Aimie Chernoff by June 30, 2019 to be apart of this years agenda.	High school counsellors
Nov 2 - Cgar	Open House	Interactive program and service tables from 10-2pm.	High school students/General Public
Nov 26 - Trail Nov 27 - Cgar Nov 28 - Silver King	On the Spot Admissions	Application fee waived. If they meet all the pre-requisites admit them on the spot. Recruiters, Enrollment Officers and Financial Aid will be there to answer any questions. Give away a free gift to students who apply.	High school students, parents & mature students
Feb 21 - Silver King	Made 4 Trades	Workshops - Industrial Trades, Pro Cooking & Hairdressing only. Deliver an interactive workshop that will be offered twice that day.	Grades 10-11
March 10 - Trail March 11 - Cgar March 12 - Silver King	Admission on the Spot	Application fee waived. If they meet all the pre-requisites admit them on the spot. Recruiters, Enrollment Officers and Financial Aid will be there to answer any questions. Give away a free gift to students who apply.	High school students, parents & mature students
April 29 - Castlegar	Youth Summit	Keynote speaker and presentations – Main goal is to provide a healthy message. Presentations need to be interactive and fun.	Grade 10

Appendix F: Program Outline for In-Class Group Workshops

Selkirk College instructor conducting program specific workshop in high school classroom

Recruitment Plan 2018/2019: To increase domestic enrollment

Background: To recruit local domestic students into specific programs at the college through instructors visiting local high schools to engage potential students with similar course materials to their current subject at a college level.

Objective: Help prospective students imagine the specific study area with advanced/critical thinking related to college level study, illustrating the college classroom experience to attract/recruit.

Provide information related to school/program as it relates to career pathways, transfer and any **prerequisite** needed at highschool level in order to help facilitate/drive to application.

- Opportunity for high school students to experience higher level of thinking related to the specific discipline/ college level.
- Great opportunity to attract and capture potential student's attention.
- Local high schools have been requesting instructors to visit their high school to contribute relevant content.
- Recruitment team will assist with the planning/ coordination of their visit.
- Marketing team will assist with content and presentation materials.

Logistics/processes:

Promotion: The menu of workshop offerings is published online and promoted to high school contacts via the recruitment communication plan; a combination of e-blasts, personal visits and annual events (counselor conference, PSIBC visits)

1. School Contacts Recruitment team and requests a visit to their school

- Deans and Chairs will provide a list of Instructors from each program who will be willing to visit the high schools
- Recruitment team will work with each program instructor to coordinate visit
- Recruitment team discusses with Instructors what their needs are and what they want to accomplish
- Execute a plan and vision of what will happen for desired outcome

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 

2. Recruitment team assesses needs/manages expectations

- Recruitment assesses needs and recommends one of the pre-determined options. ie: mini class session, case study, field trip etc. Recruitment team contacts the program contact to coordinate visit. (from the pre-determined menu of options, school can modify if desired but that is not the expectation)
- Recruitment team coordinates with school contact and links the two together to schedule/finalize details (from the pre-determined menu)
 - ie: not a sales pitch of Selkirk College, more hands on approach to what their experience may be like as a Selkirk College student

3. Marketing and Recruitment teams collaborates with Selkirk College

Instructors to execute desired outcome (including providing instructors with tools/resources)

- Assist with providing current/up to date:
 - i. Messaging/branded materials for handout and presentation
 - ii. Content assistance re: presentations, linkages to career, pathway, labour market etc
 - iii. Interactive presentations/student engagement and not just an outline of the specific program and its pre-requisites
 - iv. key messaging to assist to recruit students
 - v. viewbooks and small giveaway items
 - vi. **Provide Tell Me More/Inquiry** - encourage students to fill-out the “Tell Me More” cards to collect email addresses so the Recruitment Team can follow-up with emails.

4. Follow-up

- Recruitment team follows up with everyone involved with the high school visit to collect feedback and email addresses from the Tell Me More cards (the SC instructor hands out Tell Me More/ Inquiry and collects for Recruitment team).
- Recruitment team crafts and sends follow up email to high schools students, teachers and counsellors
- Capture high school students interest by continually sending out current events they can participate in and how they can stay connected via prospective student communication plan/inquiry tracking initiative
- Continually contact high school students through our recruitment funnel

Appendix G: Enrolment Funnel Summary Template

Funnel Summary																
Comparing the same time of year (ex: May 15, 2018 to May 15, 2019)																
Domestic Only	Applicants				Offered				Accepted				Registered			
	2018	2019	Diff	% Diff	2018	2019	Diff	% Diff	2018	2019	Diff	% Diff	2018	2019	Diff	% Diff
UAS																
SEG																
Business																
HHS																
Trades																
Upgrading																
Arts																
Hospitality																
Totals																
Domestic & International	Applicants				Offered				Accepted				Registered			
	2018	2019	Diff	% Diff	2018	2019	Diff	% Diff	2018	2019	Diff	% Diff	2018	2019	Diff	% Diff
UAS																
SEG																
Business																
HHS																
Trades																
Upgrading																
Arts																
Hospitality																
Totals																

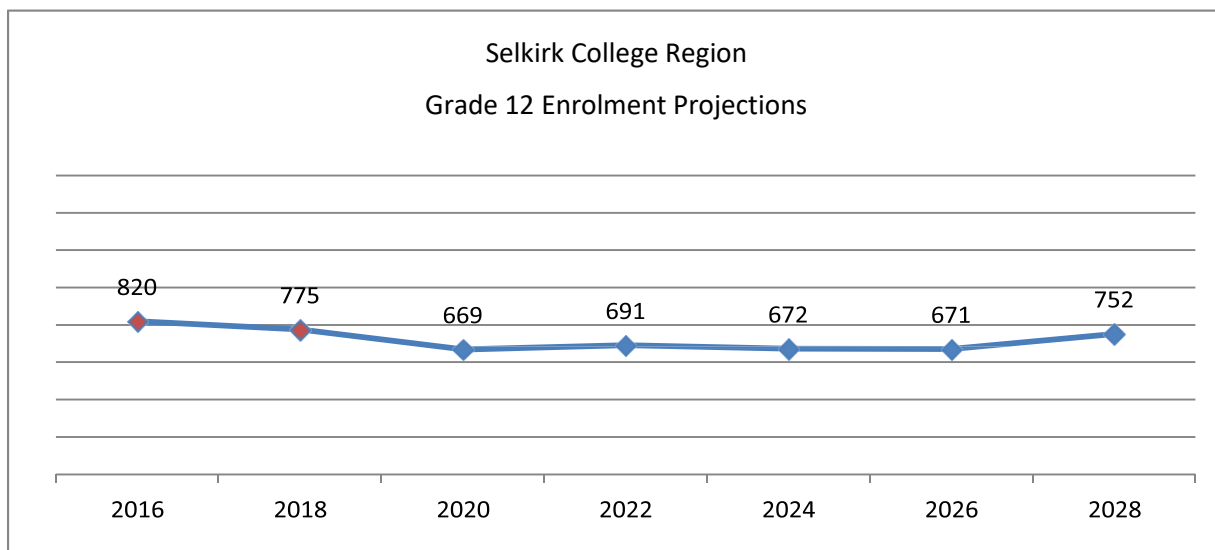
Appendix H: Student Transitions Report

Number of Actual and Projected Grade 12 Public School Headcount

2018/19

Grade 12 Enrolment	Actual		Projected				
	2016	2018	2020	2022	2024	2026	2028
Arrow Lakes	43	28	30	27	34	19	26
Boundary	94	109	103	99	105	90	100
Kootenay Lake	396	332	289	294	295	288	299
Kootenay-Columbia	287	306	247	271	238	274	327
Total	820	775	669	691	672	671	752

Students Directly From Highschool					
Selkirk College	2010	2012	2014	2016	2018
18 and under	328	282	338	310	288
Percentage of total students enrolled	14%	11%	11%	9%	11%
Total	328	282	338	310	288




(Enrolment from 2020 and onward are based on projections)

"Projection Report for Public School Headcount Enrolments" (Formerly Report 1558A)

District and Provincial Report

BC Ministry of Education, Prepared by BC Stats, June 2019

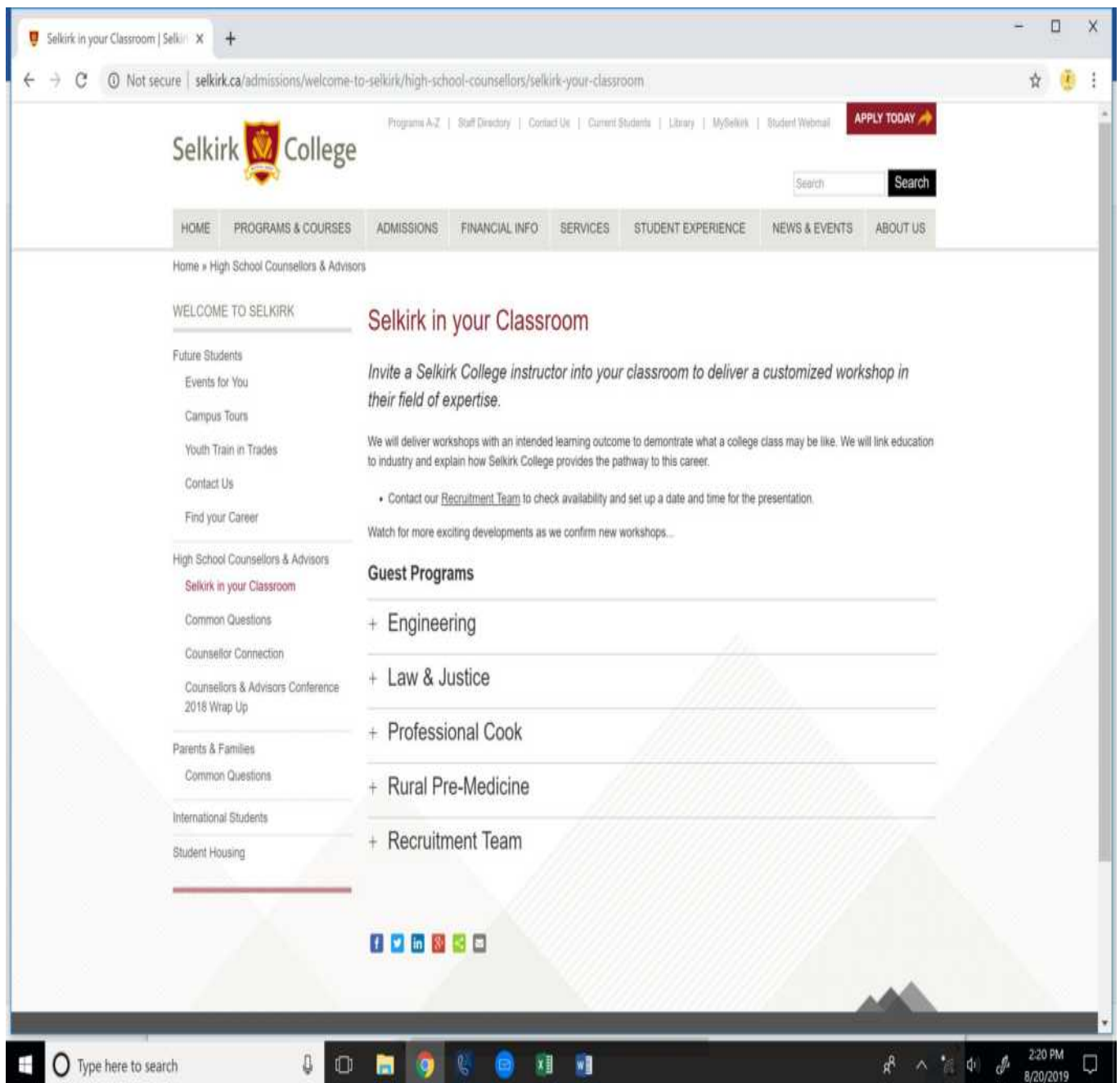
facebook.com/selkirkcollege 

instagram.com/selkirkcollege 


twitter.com/selkirkcollege 

Appendix I: Example of Selkirk In Your Classroom Info Sessions

Link to Selkirk College's Program Info Sessions: <http://selkirk.ca/admissions/welcome-to-selkirk/high-school-counsellors/selkirk-your-classroom>



Appendix J: New Events

facebook.com/selkirkcollege 

instagram.com/selkirkcollege 

twitter.com/selkirkcollege 

Admission On The Spot (Fall edition)	
Where:	Castlegar-The Pit/Nelson-Mary Hall/Trail-Lounge Area
When:	Tues,Wed,Thurs-Nov 20,21,22
Who:	Recruiters, Admissions, Fin Aid, ABE, Counsellor

Primary Objective: Have students apply on the spot.

Number of applications	84
Number of applicants	69

Castlegar = 34	Nelson = 22	Trail = 13
----------------	-------------	------------

Admission On The Spot (Spring edition)	
Where:	Trail-Lounge Area/Castlegar-The Pit/Nelson-Silver King
When:	Tues,Wed,Thurs-Mar 12,13,14
Who:	Recruiters, Admissions, Fin Aid, ABE, SAS

Primary Objective: Have students apply on the spot.

Number of applications	48
Number of applicants	47

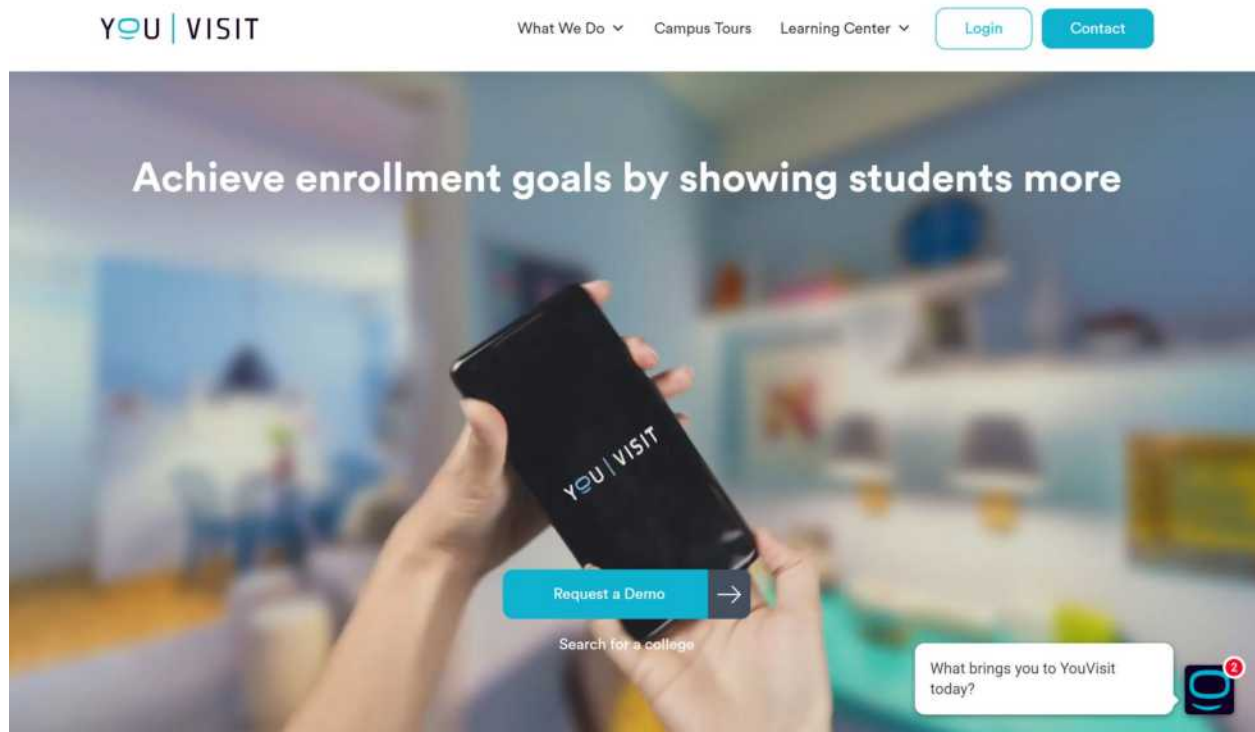
Trail = 7	Castlegar = 27	Nelson = 14
-----------	----------------	-------------

Student Panel/School Visits

Previously Inquired (CRM)	Applications	Enrolled	Inq - App rate	App - Enroll rate
61	52	4	85.2%	7.7%

Appendix K: Student Recruitment App (example)

Recruitment App

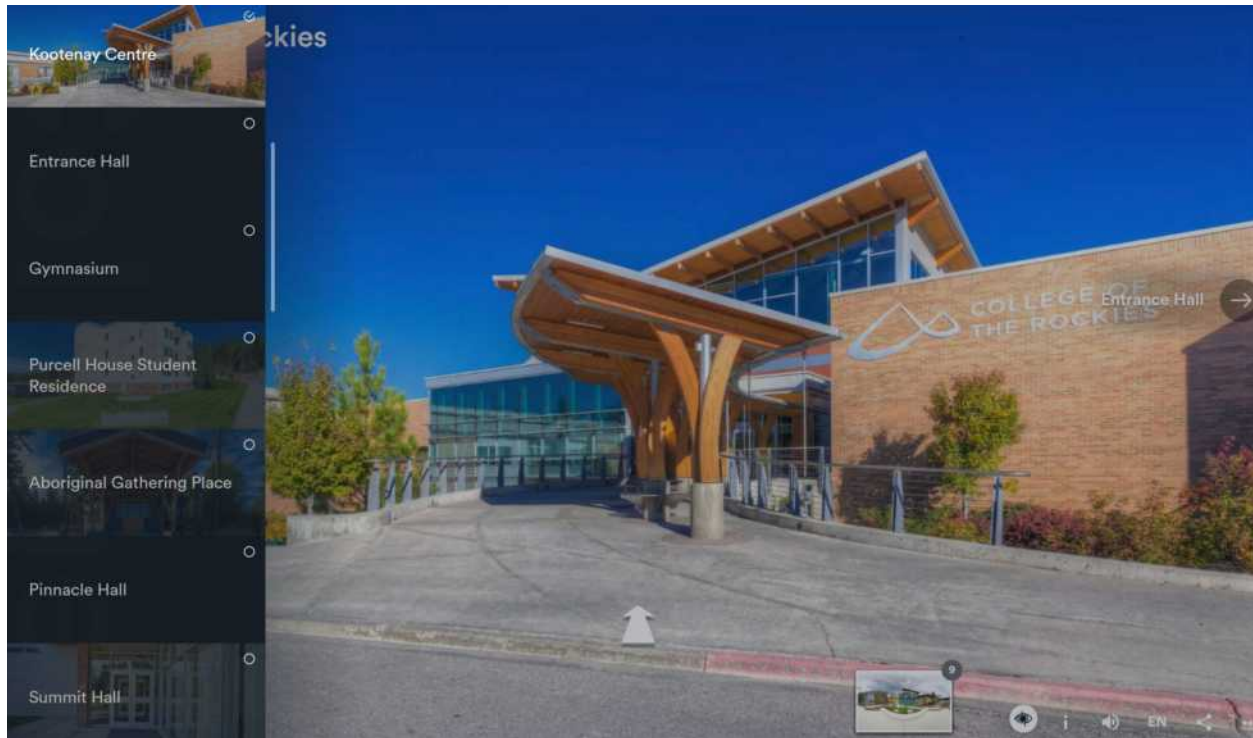


Many other colleges and universities use this software

Will attract prospective students not directly in the Kootenays as they will be able to see what our college and region has to offer

You can maneuver throughout the colleges and different campuses

RECRUITMENT



App

All prospective students use their phones

Can display information in a way that attracts students

Market our social media pages to students as well as all the reasons to attend Selkirk college

RECRUITMENT

