

RECRUITMENT ACTIVITIES

MIDDLE SCHOOL		
Target Population	Description of Recruitment Activity	Contact Person
Early Outreach Program (Low-income middle schools students)	Presentations at middle schools in MPUSD about MPC, EOPS, Financial Aid; campus tours for middle schools include tour, workshop activity and lunch	Eric Ogata

HIGH SCHOOL		
Target Population	Description of Recruitment Activity	Contact Person
CHOMP Employees & High School Students attending	Health Career Fair at CHOMP on October 25	Mike Torres
Students from Seaside and Monterey High Schools	Transfer Day November 8	Kathleen Baker
Other local HS students	Carmel HS Transfer Night	Mike Torres
Local High Schools Students	Assessment and Orientations at Seaside, Monterey, PG, and Carmel High	Linda Ransom Jenny Cattnanach
Monterey County High Schools	Monterey County Career Fair – Tech Prep Alternates between MPC & Hartnell	Michael Gilmartin
High School Students	Alisal High School Career Fair	Different Attendees ea/yr
High School Students	MPC Hosted local HS Counselors breakfast at Beginning of Fall Semester	Sharon Coniglio
Low-income High School students	Presentations at high schools in MPUSD about MPC, EOPS, Financial Aid, Tours	Eric Ogata
High School students	Visit by staff member, presentation of resource binder, availability of videos, resource collection for student research	Counselors at each school; All staff members
High School students	Mentor them in school projects about women / women's issues.	J. Costello, P. Peet, and other WS instructors
High School Students	Career Day at schools, invited to present information on MPC and financial aid.	Raphael Ochoa
High School Students	Campus Tours, San Benito High School	Raphael Ochoa
High School students interested in occupations	Non-traditional hands-on Career Fair in partnership with Seaside, Monterey, Pacific Grove and Carmel High Schools	Mary Nelson
High School Students	Otter Bowl regional competitions	Jill Zande
Tech Prep Student	Brochures, Website, information to High School counselors on H.S. articulation agreements, site coordinator meetings	Mary Nelson
High School Students	Faculty @ school career fairs, panels	Mary Nelson
High School Occupational students	Career Fairs, Industry Panel Discussions	Mary Neslon
High school students	Staff on Health Professions Pathway Advisory Committee @ Seaside High. School of Nursing Tours, guest speakers on nursing careers.	Deb Schulte Hacker
High school students	MPC staff present at health careers fair at CHOMP in October.	Deb Schulte Hacker and Mike Torres

PUBLIC /OFF CAMPUS		
Target Population	Description of Recruitment Activity	Contact Person
Military & Dependents	DLI University Fair	Kathleen Baker
Adult School students	Visit by staff, presentation of resource binder, availability of videos, resource collection. Invitation to events, invitation to visit our Center for orientation to re-entry services.	Principal; All staff members
Adult School students	Presentations about MPC, EOPS, Financial Aid and Campus Tours	Eric Ogata
Pueblo del Mar	Visit by staff, presentation of resource binder, invitation to events, visits to Center for re-entry/single parent services	Carolyn Orr; All staff members
Soroptimist International of Carmel Bay	Participation in annual luncheon, informational presentation regarding classes and support services, acceptance of donations for program support.	Event coordinator, varies by year; Carolyn Griffin
First United Methodist Church of Pacific Grove	Participation in annual awards service, presentation on classes and support services, acceptance of donation for Low Income Student Textbook Loan Program.	Varies by year; Carolyn Griffin
Professional Women's Network	Participation in membership mixer, presentation regarding classes and support services, acceptance of donation to Women Supporting Women.	Varies by year; Phyllis Peet
Monterey County Women's Council	Participation in monthly breakfast, presentations, invitation to participate in Women's Programs/Women's Studies events. Collaborate on planning Women's History Month and the annual MPC Monterey County Women's Multicultural Conference	Deborah Smith; Yesenia Calderon or Phyllis Peet
Community non-profits	Staff visits, presentation of resource binder, invitation to collaboration in serving their clients.	Director of each non-profit; All staff members
Various community organizations	As requested, presentations on classes, events, support services, and resources for students and potential students.	Chairpersons of organizations; Phyllis Peet
Adult Students/Re-entry	Presentation on Financial Aid, FAFSA assistance and filling out application to further their education at MPC. Mostly at Monterey Adult School and Pacific Grove Adult School.	Raphael Ochoa
Police Academy Recruits	Radio Advertising - KDON, KTOM, Spanish language station, CD produced from videos taken of police academy distributed to local law enforcement officials, interviews on local television	Michael Gilmartin
Police & Fire Personnel	P.O.S.T., Fire Marshall, and College websites, Attend Training Officer meetings, Flyers mailed out to all regional agencies announcing courses offered	Michael Gilmartin

Drama	Various publicity, brochures, advertising, etc	Peter DeBono
Occupational Students	Occupational brochures from various departments	Michael Gilmartin
General Student	Themed advertising in newspaper	Rich Montori
General Student	College Web Page	Paul Emehiser
Students Interested in health careers	Medical Assisting Open House, classified advertising	Rich Montori
Students interested in specific groups of courses	Newspaper advertising of groupings of courses	
general	CVC (Cal Virtual Campus website – all of our online classes are listed with descriptions and contact information, including instructor website address.	Sharon Colton
general	Instructor web pages (mandatory)	Instructor/Colton
general	MPC website – distance learning (with button on home page)	Colton
Genealogy program	Program brochure (1,000 copies printed for 2 international conferences)	Teed
general	MPC website – distance learning (with button on home page)	Colton
Prospective Applicants	The School of nursing holds monthly informational sessions for people interested in finding out how to apply and what the requirements are for the School of Nursing. Both Deb Schulte Hacker and Mike Torres generally participate.	Deb Schulte Hacker and Mike Torres
Various groups, all ages, who might be interested in a career in nursing.	Our chapter of the California Nursing Student Association has a committee called “Breakthrough to Nursing”. This committee responds to request from schools and other groups (scout troops, etc.) to send speakers or tour the school, with a goal of helping people to learn more about a nursing career.	Deb Schulte Hacker
Herald readers	Ad run in two places on August 24 (see attachment)	Rich Montori
Potential students	Created brochures for each department in the Humanities Division. Have begun to share brochures at the fair and around campus. Will encourage counselors to bring them to area high schools.	Diane Boynton
CSUMB students	Plan to market English 11 (Women/Literature) and other classes not offered at CSUMB to students there for co-enrollment	Anita Johnson
French film attendees	Created postcards describing French offerings.	Diane Boynton, Lisa Gonzales
Students interested in film theory, criticism, and history	I had the pleasure of participating in a panel discussion at the Golden State Theater about various ways of seeing and understanding the film, <i>The Matrix</i>	(831) 372-3800 Matt Malloy

Aspiring writers and potential students from around the county	I volunteered as a writing tutor at the Steinbeck Center for the annual <i>Steinbeck Young Authors</i> program----It's a shame that MPC doesn't have much of a promotional presence there as we were working with potential students from all around the peninsula	(831) 775-4729 Margie Harrison-Smith
People within a 25 mile radius who were interested in hearing a reading from a former U.S. poet laureate---and perhaps the most high-profile living U.S. poet--: Robert Pinsky	I went as far as Santa Cruz to distribute flyers and Posters on behalf of the Guest Authors Committee for what turned out to be a sold out performance from former poet laureate Robert Pinsky.	Dave Gitin, Chair Guest Authors Committee x4119
People within a 25 mile radius who were interested in MPC's English offerings	I modified a pre-existing department brochure to advertise English courses for the Spring '05 semester and distributed them all around the peninsula and Santa Cruz.	Beth Penney, Chair, English Dept. x4159

ON CAMPUS		
Target Population	Description of Recruitment Activity	Contact Person
General Student Population	Lobo Day	Jenny Catanach
Continuing Students	Reg. Daza; promotion and assistance to continuing students with registration process	Vera Coleman/Sharon Coniglio
Cultural Enrichment Events	Graduation Ceremonies: African American, Latino, Vietnamese	Larry Walker
WP Newsletter	Information about classes, support services, events, resources, and students written and distributed in campus and to the community twice each semester.	Jeanne Costello
WSW Newsletter	Information about student success, programs, events and classes produced once each semester.	Carolyn Griffin
All students	Visit classes, departments, and post flyers to inform students/staff; encourage them to refer students to Women's Programs and the Re-entry & Multicultural Resource Center for services and support	WP staff members
MPC Students	FAFSA workshops on campus weekly.	Raphael Ochoa
Financial Aid Students	Marketing posters about financial aid; develop academic planner for students, includes important dates/deadlines; consumer information packet that we share with Matriculation; Presentation to ESL classes	Raphael Ochoa
Medical Assisting Students	On Campus Orientations	
General	Instructor web pages (mandatory)	Instructor/Colton
Students looking for courses	Created ads for Spring schedules (specific courses, specific programs)	Diane Boynton
Students needing assistance w/ writing	Created bookmarks @ ESSC's services, staff, and hours of operation; class visits by ESSC Director. Bookmarks were also handed out by bookstore personnel.	Diane Boynton, Jeannie Kim

COMMUNITY EVENTS

Target Population	Description of Recruitment Activity	Contact Person
General Population	Monterey County Fair	Raphael Ochoa
Annual Monterey County Women's Multicultural Conference	Organize a yearly conference focusing on a particular theme of interest to the entire community, with women as the focus. Planned and executed in cooperation with community members and community organizations	Phyllis Peet
Community at Large	The Fair. We set up an MPC booth at the fair and distribute information on the different programs, courses, and services offered by MPC.	Raphael Ochoa
Community at Large and High Schools Students	"Cash for College" days. From January to March, we try to have sessions at local high schools to help students complete their application before the deadline. We also have a day on campus, where we publish it in the newspaper for students and the community to come and receive help in filling out applications.	Raphael Ochoa
Fair Attendees	Presence of English Department at MPC County Fair booth, handed out English Department brochures for Literature classes.	John Osburg
Monterey County Fairgoers	I spent a weekend at the County fair in the Information booth distributing information about MPC, The Humanities Program, and Financial Aid.	Rafael Ochoa X3045

EAC Recruitment Sub-committee Summary- Fall 2005 Trimester Report

The Enrollment Advisory Committee (EAC) surveyed the campus community during the fall semester seeking information about "recruitment" activities at MPC. The EAC found that the college is engaged in numerous on and off campus recruitment activities. These activities are both formal and informal. They are conducted by department representatives, individual faculty, staff and administration.

A number of the recruitment activities identified are ongoing, yet others are one-time events. Some activities are designed to recruit all potential students while other activities target specific student populations. It is apparent that there are many recruitment activities on campus and in the community

Since all recruitment activities are viewed as playing a part at increasing enrollment, it is important that more communication and collaboration occur to inform the public when conducting these activities. A designated single point of contact for MPC recruitment activities could be a mechanism to create a more united front especially in the community.

~~Realizing that MPC has recently developed an Outreach Coordinator position through Student Financial Services,~~ It is recommended that the Dean, Student Services take a lead role in communicating and coordinating the various college recruitment activities.

A list of some of the recruitment activities planned by various MPC departments this fall and spring are listed below. A comprehensive list of activities can be found at the following MPC intranet website _____.

- Annual Monterey County Women's Multicultural Conference
- Assessment and Orientation sessions at all local high schools
- MPC hosted local high school Counselors' Breakfast
- DLI University Fair
- Carmel High Transfer Night
- California Virtual Campus Website
- Health Careers Fair at CHOMP
- Monterey County Women's Multicultural Conference
- Lobo Day
- Transfer Day
- Cash for College
- Reg. Daze