

## **AFFILIATION IMPLEMENTATION TEAM #9: RECRUITMENT & MARKETING**

Draft 8/29/23

**1. Team Title:** Affiliation Team #9: Recruitment and Marketing (AIT9)

**2. Background.** Fort Hays State University, Northwest Kansas Technical College, and North Central Kansas Technical College are undertaking a formal affiliation to provide stronger, forward-looking educational programs and services to the people, businesses, and communities of rural Kansas. Details are available in the Draft Affiliation Framework incorporated as part of this document.

A priority Affiliation objective is to optimize student success: attract and retain more students while ensuring that every student meets their educational goals. It is therefore critical that recruitment efforts reflect and take full advantage of the integrated strengths and opportunities that the three institutions bring to the table. It is also critical to the Affiliation's success that students and their families, businesses and communities, and the institutions themselves, understand the opportunities the Affiliation represents. Integrated marketing, therefore, is central to the Affiliation's success. The Team will be responsible for design and implementation of the Affiliation's recruitment and marketing strategies, processes, and services needed to meet these outcomes and that, once established, will be incorporated into regular institutional operations.

**3. Team Sponsor:** Affiliation Implementation Steering Committee (AISC)

**4. Team Structure:**

- a. Leadership CO-Chairs: Tricia Kline, Dennis King, Jason Showalter
- b. Membership
  - D. Baumann, AISC Liaison
  - J. Linn, AISC Liaison
  - NCKTech: Ryan Emerson, Dir of Marketing; Tricia Cline, Dean of Enrollment
  - NWTech: Jason Showalter, VP of Student Advancement; Mandy Garrett, Director of Admissions; Jordan Edwards, Marketing and Graphic Design Coordinator; Kayla Luera, Director of Outreach
  - FHSU: Dennis King, AVP for Student Affairs/Enrollment Leadership; Jon Armstrong, Director of Admissions; Director of Kristin Herl, University Marketing; Kayla Hickel, Director of FHSU Online
  - External: Kerri Soukup, Executive Creative Director, Leo Burnett; Amber Hampton, Design Director, Leo Burnett
- c. Conditions of membership. Team members are appointed by and serve at the direction of the AISC. The Team may invite other individuals to participate on an as-needed basis, but any invitees may become regular Team members only if approved by the AISC.
- d. Schedule of meetings and of AISC briefings [TBD].
- e. Term of service: through completion of its deliverables or as directed by the AISC.

**5. Team Charge:**

- a. Responsibility and authority
  - i. The Team is responsible for fulfilling the terms of this Charter as it may be revised from time to time with AISC approval, meeting all deliverables on time and on budget.
  - ii. The Team has the authority to develop and use its own processes and methods within the constraints of this Charter or as directed by the AISC, and to expend approved budgetary resources. It has the authority to decide if and with whom it might engage with to assist in

- completing its deliverables, recognizing that any external contracts or agreements require institutional approval and will be subject to all regular institutional terms and conditions.
- iii. The Team should be innovative in their approach to collaboration and expand recruitment and marketing to all students.
- b. Deliverables.
- i. The Team is to deliver integrated recruitment processes, programs and services that, when fully incorporated into normal academic and administrative operations, achieve the following student success objectives:
    - There are more enrolled students, with more completing their educational goals, whether degree, credential, or certificate-based.
    - Every student is properly positioned in the program(s) most appropriate to their educational goals.
    - Students are able to move in an administratively frictionless way between programs and locations.
  - ii. The Team is to deliver integrated marketing plans, materials and events that, when fully incorporated into normal operations:
    - Captures the full range of Affiliation opportunities in an ongoing basis;
    - Measurably contributes to student recruitment.
  - iii. By 1/1/24 the Team will deliver to AISC a comprehensive, 5-year plan (broken out by year) for achieving the Team’s objectives. This plan will include: quantified success criteria for each objective; a critical path analysis; a SWOT analysis; a gap analysis; an account of recommended initiatives, new or amended policies, processes, and services, and investments needed to achieve the objectives; a common recruitment calendar; a preliminary budget; and a draft implementation plan that includes a date by which the Team will meet each objective, with all processes, programs and services becoming part of normal institutional operations. Once approved, these items will be incorporated as part of this Charter.

**6. Resources:**

- a. Staff. The Team will work with the AISC’s Project Manager.
- b. Budget, subject to funding and AISC approval:

Item	Budget	Notes
Team expenses, contingencies, etc.	\$ 5,000	No prior approval required.

**7. Calendar:**

The Team will maintain a current calendar of internal meetings, meetings with AISC and others tied to its critical path analysis and related documents.

**8. Incorporated Documents:**

- Draft Affiliation Narrative v1/6/23
- Affiliation Implementation Structure
- Team Comprehensive Plan
- Current Calendar

Approval \_\_\_\_\_ Joey Linn 9-25-2023 \_\_\_\_\_ (AISC)

Revised and approved \_\_\_\_\_ (AISC)