

Overview:

Be proud of who we are and what we stand for! GRIT, HARD WORK, AND DETERMINATION. The office of admissions will constantly demonstrate the characteristics of P.R.I.D.E. Passionate, Reliable, Intentional, Dedicated and Effective. We continue to demonstrate each one of our letters in the acronym, as well as a statement for each area.

- P - **Passionate** - *"At FHSU, our Admissions staff is genuine. Our staff genuinely cares and supports you in your journey to Fort Hays State University."*
- R - **Reliable** - *"At FHSU, you can depend on us to provide an accurate and well-informed recruitment process."*
- I - **Intentional** - *"At FHSU, we are intentional about who we are and what we stand for. We are purposeful and deliberate in our actions to ensure your success."*
- D - **Dedicated** - *"At FHSU, when you've shown a vested interest, we are motivated and driven to get you to the finish line."*
- E - **Effective** - *"At FHSU, we pledge to be an effective resource for YOU."*

Points of Pride:

- ❖ Campus visit experience –
 - ON-CAMPUS - We were able to implement a successful, safe and positive experience during the pandemic as we returned to campus on June 1. Our plan was very successful and enabled us to continue our goal of providing a positive, face-to-face, FHSU college visit experience. As you will see in our plan, we cut our total number of visitors by two-thirds in order for us to keep our groups to 10 or less. With smaller groups comes smaller numbers of total individuals. We were still able to visit with prospective students and families; however, the total number of visitors and any one-time was truly one-on-one and not by small groups, per Covid procedures.
 - Our staff travel for recruiting was but by nearly 75%, which was sort of a blessing allowing us to offer more flexible times for students to visit with our staff one-on-one.
 - Covid-19, Re-Opening Plan is included as an attachment.
 - Covid-19, Self Evaluation Tool is included as an attachment.
 - VIRTUAL – we implemented virtual visits in April of 2020 and continued to offer this option for students and faculty members in the summer and fall of 2020 as well as the spring of 2021.
 - Our virtual academic visits were very popular in the fall semester and we began to notice more departments wanting face-to-face in

the spring. This was a great sign of us moving forward; however, we still had a handful of departments wanting virtual only visits.

- ❖ Virtual Tour – (created by Admissions)
 - As we moved from working remotely to our transition back to campus in June, we continued to advertise our virtual tour videos. With the assistance of the Tiger Media Network we were able to implement a focus on the external faces of our buildings and physical plant.
- ❖ Tiger Days
 - Successfully planned and completed 13 “mini” Tiger Day’s throughout the fall and spring semesters. This was our approved plan to offer small groups of students, family and friends an opportunity to experience another option for a campus visit experience.
 - Collaborated with academic departments, student affairs and memorial union staff in order for successful events during the pandemic.
 - We had a total of 134 students, not including guests attend.
- ❖ Student Recognition Programs
 - Implemented 10 virtual Student Recognition Programs with the assistance of the Tiger Media Network. This was a collaborative effort with the office of admissions, Division of Student Affairs, Provost, Presidents office and Physics instructor, Dr. CD Clark.
 - A unique touch this year is we were able to offer an out-of-state SRP. This gave our students from out-of-state an opportunity to connect with FHSU. We also offered any SRP event to any student, no matter their location.
 - We wanted to give students an opportunity to attend any event, allowing maximum flexibility for attendance.
 - This year we implemented a few more personal touch points.
 - When students RSVP’d they received a personalized FHSU Tiger Swag box full of FHSU swag.
 - Once they attended, we mailed them a Future Tiger Sign.
 - We offered a personal touch of allowing student to upload a picture to their RSVP form so we could showcase them on their scholarship certificate and create a student collage.
 - We also offered one-on-one sessions with students to call us live following the event. We used communication tools like zoom, teams and live phone calls in order to assist students and parents.
 - We offered a book scholarship, a \$1000 scholarship and a laptop computer to three lucky winners.
 - Overall, for a virtual event, these went very well and we were pleased with our attendance of 453 students.
- ❖ College Fairs
 - This year we were able to attend virtual fairs and a few in-person college fairs. The majority of our recruitment presentations and college fairs were virtual via strive scan and other 3rd party vendors.

- We were able to create and become experts at 6 minute and 12 minute presentations about FHSU.
- ❖ Continued participation with the Hispanic Development Fund out of Kansas City. This year we attended the virtual celebration and recognition. We are able to welcome three students to FHSU with an HDF scholarship for fall 2021.
- ❖ Virtual Counselor only workshops
 - As part of the Strategic Enrollment Initiatives, we were able to produce seven counselor workshops. We had seventy-three counselors attend the workshops in the fall of 2020.
- ❖ Enhanced Freshmen and Transfer Scholarship Programs
 - We continue to work with RNL on our scholarship program.
 - We also began offering our students with no ACT scores achievement scholarships earlier this year. This is a direct result of Covid and students not being able to take the ACT/SAT assessments.
- ❖ Digital Social Media Mini-Action Plan
 - We worked with university relations in developing and pursuing our digital marketing plan.
 - This was part of a min-action plan for the second year. We used a wide variety of social media venues, Spotify and google ad words for a consistent FHSU message.
- ❖ ACT/NRCCUA -
 - We are toward the end of our second year in the agreement and continue to fine-tune our name buys using the Encoura Data Lab and Enrollment Lens.
 - We are also working with university relations and printing services for a smoother roll out of our communication pieces to students and parents.
- ❖ Virtual View book and 3-D rendered map with Student Bridge.
 - We are just about ready to roll out our virtual view book and 3D rendered campus map.
 - This has been a process of over a year of planning and review with regard to a final product that we can use online.
- ❖ Student Testimonial videos - highlighting student experiences at FHSU.
 - We worked with the AVP for Student Affairs and university relations in order to get some student video.
 - Our target was to get some new video in order for us to use in a variety of recruitment opportunities.
- ❖ Rudd Foundation
 - We enter our 4th year with the Rudd Foundation partnership and this year we will welcome seven new scholars to the Tiger Family.
 - We continue to work with the foundation in order to create a seamless transition for students into the university.
- ❖ Schmidt Foundation Scholars
 - We are blessed to be a part of the creation of the application through selection of Schmidt Foundation Scholars.

- We had three members of our admissions team be on the selection committee and we look forward to continuing this partnership with our FHSU Foundation and the Schmidt Foundation.
- ❖ WorkDay projects – implementing go-live for student
 - We serve on numerous committees in order to implement the student piece in WorkDay.
 - We continue to work with other student service areas, student fiscal services, financial aid, academic advising, student engagement, FHSU online and scholarship services in order to go live with student.
- ❖ Successfully implemented the Hubspot CRM for recruitment purposes.
 - We continue to use Hubspot as our recruitment system for all inquiries, applicants, admits an enrolled student.
 - We are also using WorkDay for our lead communication. It's been a challenge using 3 systems in order to recruit but during this transition it's what we need to do.
- ❖ Successfully implemented Admit Hub for recruitment purposes.
 - We continue to increase our communication with student utilizing our interactive blog and surveys to prospective students.
 - We have been working with university relations in order to make this communication and training possible. This has been a game changer for us to follow up with students in a much more usable fashion.
- ❖ Successfully implemented Sakari text messaging system or staff to communicate with students more effectively and efficiently.
 - The flexibility of this text messaging system has taken us to a new level of convenient text communication. The ease of sending text messages quickly, via computer or phone app has helped our counselors be more effective at keeping in touch with students.
 - We have been working with university relations in order to make this communication and training possible. This has been a game changer for us to follow up with students in a much more usable fashion.
- ❖ Developed our plan for our new campus visit experience in the Fischli-Wills Student Success Center.
- ❖ Added a partnership with the Kansas City Kansas Diploma and Scholarship Initiative
 - This is a first year partnership allowing FHSU to gain student information for those students that sign up for the program.
 - We offer qualifying students automatic scholarships who are a part of the program.
 - This past year we were able to offer 83 students awards to FHSU.
- ❖ Shawnee Mission Scholarship Program
 - We are entering our fourth year as a partner in this program.
 - This year we attended the virtual kick-off and award program.
 - This past year 104 student opted into the program.

Focus Areas for 2021-2022

- ❖ Enhance our new campus visit program in the Fischli-Wills Student Success Center.
 - We continue to evaluate our current campus visit process and we will be adding some new additions this coming academic year. We are looking forward to a normal, full-year of recruitment.
 - We will be able to interact with students on a totally different level and in a more inviting environment. Our Welcome Center will open up new opportunities for us to capture attention of prospective students as soon as they enter the center.
 - We will be incorporating an introduction video, personal staff and student introductions prior to each campus visit.
- ❖ Collaborate with our university colleges offering them an opportunity to host a “college” recruitment day. This hands-on recruiting opportunity allows us to work with each college with the goal of having more students come for an inside view of majors that are college specific.
- ❖ Complete our virtual viewbook and 3D rendered campus map. This will allow our students to gain quick access to life in Tiger Nation. We will finally be able to highlight our campus in a clean, crisp and professional manner.
- ❖ Implement a new structure within our office in order to hold all counselors more accountable for their day-to-day activities. This will enhance an opportunity for all of us to meet our monthly and end-of-the-year goals.
- ❖ Continue to smooth out our recruiting processes with respect to WorkDay, HubSpot, SalesHub, AdmitHub, Sakari, CICS. We must continue to integrate these items together for the purpose of eliminating future errors during the recruitment cycle.

By the Numbers: (data from current academic year)

The following information will be provided as an attachment in Campus Labs.

Campus visit comparisons
Virtual campus visit numbers
Covid re-opening plan
Covid Self Evaluation
Virtual SRP numbers
HDF scholars
Attach videos of students
Digital Social Media Plan