

2013

USM Recruitment and Retention Enhancement

University of Southern Maine

Follow this and additional works at: https://digitalcommons.usm.maine.edu/direction_package

Recommended Citation

University of Southern Maine, "USM Recruitment and Retention Enhancement" (2013). *Direction Package*.
3.
https://digitalcommons.usm.maine.edu/direction_package/3

This Article is brought to you for free and open access by the Institutional Memory at USM Digital Commons. It has been accepted for inclusion in Direction Package by an authorized administrator of USM Digital Commons. For more information, please contact jessica.c.hovey@maine.edu.

**UNIVERSITY OF SOUTHERN MAINE
EXPANSION/ENHANCEMENT OF RECRUITMENT AND RETENTION INITIATIVES**

Note: These are major initiatives; this document is NOT all-inclusive
2013-2014

Initiative Area	Undergraduate	Graduate
Recruitment Initiatives	<p>RECRUITMENT MANAGEMENT:</p> <ul style="list-style-type: none"> • Customer Relationship Management System (CRM). Modified our own system as we work toward a UMSysystem solution. Better and timely follow up with inquiries; developed communication plan. • Territory Management. Implementation of a ‘qualifying’ system for potential students in order to target recruitment activities to increase yield. • Early Action on Applications. Began reviewing and accepting for next Fall in early October; acceptances included scholarship awards. • “Intent to Major In” Campaign. Reframed letters for undeclared students to indicate, as appropriate, “undeclared with an intention to major in.....” language. This is a yield enhancement effort. • Established visible admission presence on all three campuses (<i>new house in Portland; full time staffing in Lewiston</i>). • Meeting held with local Community College to explore programming options for transfer students, including Dual/Joint Admission and Reverse Transfer. • Follow-up with Non-Degree Students. 	<p>RECRUITMENT MANAGEMENT & PROGRAMMING:</p> <ul style="list-style-type: none"> • Print Materials. Increased use of print materials to promote recruiting events • Expanded Outreach. <ul style="list-style-type: none"> ○ Increased travel to state and regional graduate and professional fairs ○ Expanded business outreach ○ Outreach to Vet Centers ○ Host bi-weekly Graduate School Information sessions for USM students ○ Two university-wide Graduate Open Houses each year ○ Have begun mini Open Houses for specific programs ○ Video conferencing for statewide outreach • Use of electronic application. • Expanded follow-up with applicants and potential applicants. • Refinement and increased usage of print and non-print publications. • Follow-up with Non-Degree Students. • Outreach to students who stopped out before finishing degree

	<p>RECRUITMENT PROGRAMMING:</p> <ul style="list-style-type: none"> • Open Houses. <ul style="list-style-type: none"> ○ <i>Fall Open House</i> targeting traditional students had an increase in participation over last year. ○ <i>November Adult and Transfer Student Open House</i> yielded over 50 individuals. • Expanded Outreach. <ul style="list-style-type: none"> ○ Expanded initial contact and follow up contact outside of primary service region (i.e., Northeast) using ACT, ZINCH, CollegeFish ○ Sophomore Initiative. Enhancement of recruiting strategy that has historically focused on juniors and seniors. • Engagement of Student Ambassadors to increase contact with prospective students (working with Student Government Association) • Alumni Recruiters. First time we have used alumni at national and/or regional college fairs. Positive feedback from alums and students. • MELMAC Grant to Work with 25 Feeder High Schools (Admission & Student Success Collaboration) to facilitate a seamless transition from high school to college. Contact occurs during the spring of students' senior years. Builds on last year's successful pilot with Kennebunk, Thornton Academy, and Casco Bay High School. • Regional Receptions hosted by Alumni for prospective student and/or newly admitted students. • Continued Outreach to Adult Education, Career Centers, Vet Centers, etc. 	
--	---	--

<p>Retention Initiatives</p>	<p>STUDENT EXPERIENCE:</p> <ul style="list-style-type: none"> • Increase in Overall Campus Programming & Assessment <ul style="list-style-type: none"> ○ More Contact and Events for Residential and Commuter Students ○ Introduced Late Bus from Gorham to Portland and return on Friday night (pilot this year—twice thus far) • “Chasing Excellence” campaign in Portland & Gorham Student Life. Charge is to increase contact with students to build relationships and community. • Birthday Project with ARAMARK (ecard and discount coupon)-sent to all students (degree & non-degree); continuing effort. • “Husky Huddle”—students rating quality of student life • Expansion of Learning Communities & Communities of Learners. <ul style="list-style-type: none"> ○ Positive Impact on Overall GPA for Living/Learning Communities (2.84 vs 2.55 for all residential students, Fall 2012) ○ Positive Impact on Retention (range is 75%-95%) • Academic Advising-CAHS Project Expansion <ul style="list-style-type: none"> ○ Positive Impact on Retention (+4.5% F’12-F’13 for FTIC students) ○ Expansion to CSTH and CMHS (social work) • Withdrawal Project. Follow-up with students withdrawing from USM • Priority Registration/Resolution of Holds and Follow-Up with Not-Registered Students (Financial Aid, Student Accounts, Student Success) (currently in process) 	<p>STUDENT EXPERIENCE:</p> <p><i>Workshops:</i></p> <ul style="list-style-type: none"> • Beyond Your Resume: Tips and Tools to Enhance Your Job Search -- offered in conjunction with Community Based Learning; offered twice per academic year, with 10- 15 attendees per workshop from a variety of graduate programs. • Basic Microsoft Excel Training. Taught by School of Business. Offered fall 2013 with over 15 attendees and will be offered twice per academic year going forward. • Interviewing Skills. Scheduled for spring 2014 and will be scheduled twice per academic year. • MBTI Workshops. Individual sessions offered to graduate students by OGS, about 20 students have completed the process. Also held a group MBTI session in November 2013 for 6 students, OGS plans on offering more group sessions in the future. <p><i>Recognition & Relationship-Building:</i></p> <ul style="list-style-type: none"> • Graduate Student Employee of the Year Award. Instituted this award for the 2012-2013 academic year. Supervisors nominate outstanding grad student employees. Will be awarded annually. This past year we had 13 nominations. • Check in and Withdrawal Project. Sent follow up emails to all grad students who withdrew from fall classes, asked for a reason and offered assistance.
-------------------------------------	---	---

		<p>Additionally, in early October OGS sent emails to all new graduate students to check in with them and to head off any potential student issues.</p>
<p style="text-align: center;">Both Recruitment and Retention</p>	<ul style="list-style-type: none"> • Expanded Campus presence and outreach for adult and transfer students (concierge approach to recruitment and retention)—collaboration between Admission and PCE. • Increased Visibility for Campus Events (with Advancement) <ul style="list-style-type: none"> ○ USM in My Backyard—electronic and hard copy. 	<ul style="list-style-type: none"> • Increased Visibility for Campus Events (with Advancement) <ul style="list-style-type: none"> ○ USM in My Backyard—electronic and hard copy.