

RECRUITMENT Unit Plan 2007-2008

Unit Mission:

The function and purpose of the Outreach and Recruitment department is to develop, coordinate, and implement outreach and recruitment plans designed to recruit potential students, and maintain a consistent presence at high schools and the local community.

Student Svcs. Program	COLLEGE STRATEGY	Recruitment SLO/OBJECTIVES	ACTIVITIES/TASKS	SLO Measures/Cost
Recruitment	2.1 2.2 2.3	As a result of individual contacts, classroom presentations, workshops, or school assemblies and other related activities with potential students, students will learn the basics of the programs and services offered at the college.	Visits to feeder middle, high, and adult schools. Hosting tours/visits to LAHC from feeder schools. Participating in college fairs, educational fairs, community sponsored events, and conventions.	<ol style="list-style-type: none"> 1. LACCD HS capture Rate 2. % of new students from feeder schools 3. 2007 Student Survey 4. LACCD Application Yield Rate COST \$64,000; Student Recruitment Coordinator \$800; Mileage \$17,000; Unclassified (Student Workers) \$3,500; Bus transportation \$1,000; Other expenses
In reach	2.1 2.2 2.3		Classroom presentations. Organizing and staffing "Welcome Week" the first week of each semester. Hosting special events, such as the Open House and VIP Day for incoming freshmen. Creating a First Year Experience program. Creating a Summer Bridge program.	<ol style="list-style-type: none"> 1 Comparative GPA and retention rates 2. Anecdotal
Welcome Center	2.1 2.2 2.3	As a result of individual contacts, students will learn how to fill out forms, such as the admissions application, FAFSA form, the K-12 Concurrent Enrollment form, and categorical program applications.	Assistance in filling out all college forms. On-campus referrals. Assistance in computer or phone registration Financial Aid advising and filing. Computers available for all student related activities Personalized attention for any college related issues. Campus tours. Outreach and recruitment headquarters. High school to college transition services.	<ol style="list-style-type: none"> 1. Student use 2. Anecdotal COST \$1,700; Office Supplies

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SLO Measures:

1. High School Capture Rates—this is still in development. However, LAHC has one of the highest capture rates in the LACCD.

Composite Capture Rates

	12th Grade Enrollments	New Students Straight from High School	Capture Rate, 2004/05--2006/07
City	10,371	1,543	14.9
East	25,152	4,681	18.6
Harbor	7,748	1,845	23.8
Mission	11,256	1,311	11.6
Pierce	21,988	5,505	25.0
Southwest	5,238	275	5.3
Trade-Tech	9,587	621	6.5
Valley	15,190	2,835	18.7
West	13,057	809	6.2

Figures cannot be summed to a district total because of listing of some high schools as feeder schools to more than one college.

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2. % of new students from feeder schools.
- 3.

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New Entering College Student - PREVIOUS HIGH SCHOOL

School Code	High School Description	Fall				
		2002	2003	2004	2005	2006
194066	*Bishop Montgomery HS	10	12	10	10	10
193152	*Carson HS	84	90	118	93	104
193324	*Gardena HS	24	30	35	30	42
194441	*Mary Star of the Sea HS	27	29	20	26	16
193616	*Narbonne HS	85	110	98	101	112
193627	North HS	13	11	15	14	13
193668	Palos Verdes HS	14	6	9	14	13
193734	*Palos Verdes Peninsula HS	35	35	29	28	30
193065	*Phineas Banning HS	145	118	134	146	141
193714	Redondo Beach HS	17	23	20	26	18
193783	*San Pedro HS	176	137	157	136	173
193830	South Gate HS	9	5	8	5	4
193835	South HS	26	18	27	28	27
193875	Torrance HS	33	26	46	31	48
193960	West HS	11	13	18	8	13
	Other LA High Schools	287	327	281	285	215
	Other California	196	173	185	194	149
	Out of State	71	63	51	70	47
	Out of Country	107	124	88	89	60
	Unknown	83	43	11	17	9
Total		1,453	1,393	1,360	1,351	1,244

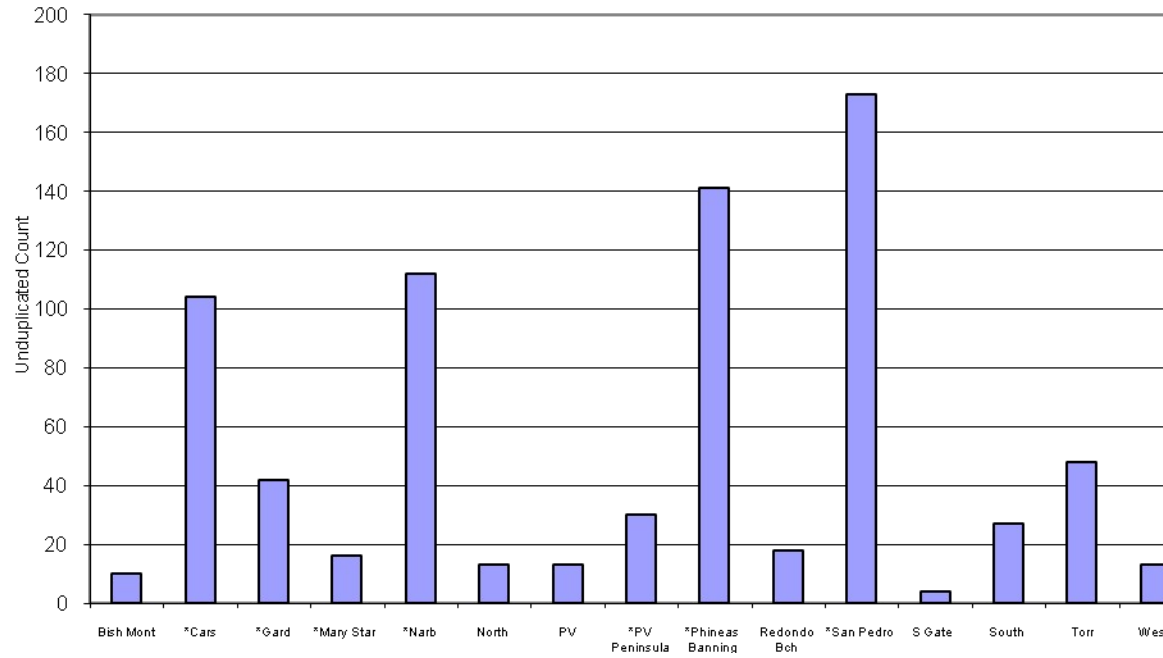
*Feeder High School

Source: Census and SIS database. June 25, 2007

4.

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Fall 2006 New Entering College Student
High School Origin



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2007 Student Survey

QUESTION 1 How important were the following sources of information in your decision to enroll at this college? (Mark one response for each item)