Contents

Executive Summary & Mission  Page 3
Our Goals  Page 4
Funnel Projections  Page 5
Top USFSM Feeder High School Data  Page 6
USFSM State College Enrollment Trends  Page 7
Recruitment Territories  Page 8
Recruitment Territory Goals  Page 11
Our Efforts  Page 13
Open House Programs Outline and Goals  Page 22
Homeschool Program Summary  Page 23
Special Target Markets  Page 23
State and Community College Outreach  Page 26
Business/Professional Visits  Page 27
Graduate Program Initiatives  Page 28
On-Campus Event Communications  Page 30
Assessment Plan  Page 31
Future Goals  Page 33
Appendix A - Contact Lists  Page 34
Appendix B - Communication Plan  Page 43
Appendix C - Imagine-a-Bull “VIP” Dynamic Microsite (Hobsons)  Page 48
Appendix D - Freshman Application Processing  Page 49
Appendix E - Admissions & Outreach Calendar (Subject to Change & edits)  Page 50
Appendix F - Amended Observations: Planning for Enrollment Funnel Tracking  Page 53
Executive Summary and Mission

The University of South Florida Sarasota-Manatee (USFSM) is a four-year comprehensive institution that includes graduate degree programs. As we begin recruiting and enrolling the third freshman class in university history, we will continue the development of our strategic outreach efforts as well as the refinement of our community outreach. It should be noted that while we are campaigning for the Fall 2015 freshman class, we also look ahead to recruiting students who will begin considering USFSM for the Fall 2016 term and subsequent terms. Likewise, we will continue to focus on recruiting new transfer students for the Spring 2015 and following semesters.

The 2014-15 academic year will see the implementation of recruitment territories with corresponding goals and action plans. Because of the number of staff, the assigned recruitment territories will include the recruitment of new freshmen, transfer, and graduate students. Target markets have also been identified for the upcoming year that we are looking to develop. These markets include: minority students, STEM majors, high achievers, international, as well as homeschool students. To accomplish our goals we will continue to develop and maintain strong relationships with our local high schools, state/community colleges, and businesses.

It should be noted that our overall outreach and enrollment efforts are currently focused primarily on our service areas of Sarasota, Manatee, Charlotte, and Desoto counties. We are also analyzing the data of our applicants and students who come from outside our service area in hopes of developing these markets in the future.

While this recruitment plan has been updated from last year’s plan, this should be viewed as a work in progress. There are still some areas where data is currently being assessed for future recommendations and will be added as we move through the recruitment cycle. We also plan to revise our communication plan this fall and will implement this throughout the upcoming academic year. This communication plan will include communication to sophomore and junior high school students, senior high school students, international students, transfer students, and graduate. In addition, we plan to develop communication plans for parents and high school counselors.

Our primary goals are to increase SCH at both USFSM and USFSM at North Port along with strategically increasing the number of applications, admits and enrollees at the freshman, transfer, and graduate levels. This plan is the result of the hard work of a dedicated Office of Admission staff who laid the foundation for our outreach efforts in previous years and are committed to executing new initiatives for the upcoming year to shape the new class of 2015.
Our Goals

By following this recruitment plan the USFSM Office of Admissions will work to reach the following enrollment goals and implement the following recruitment action plans:

i. Enroll a freshman class of 146 qualified enrolled students for summer 2015/fall 2015.
ii. Enroll a class of 536 new transfer students for summer 2015/fall 2015
iii. Enroll 51 new graduate students for fall 2015
iv. Implement recruitment territories and a territory management system for FTIC, transfers, and graduate students.
v. Build dashboard and admission funnel reports in our Hobsons Connect CRM to access recruitment territory data and assist with future recruitment planning and enrollment strategies.
vi. Continue to build our transfer population, including lower-level transfers. Strive to educate the lower-level prospects about high school and standardized test score requirements per State University System (SUS) and Board of Governors (BOG) minimums.
vii. Enhance our community outreach efforts to strengthen relationships and awareness of USFSM in the local service area specifically as it relates to enrollment at USFSM.
**Funnel Projections**

The USFSM Office of Admissions sets application and enrollment goals for each term (Fall, Spring, & Summer). The fall term is our largest for new incoming students and enrollment and the following admission funnels show our goals for each stage of the funnel for the Fall 2015 freshman and transfer classes:

**Fall 2015 FTIC Freshman Class Funnel**

1,480 Prospects

586 APPS

210 ADMIT

143 ENROLL

**Fall 2015 Transfer Class Funnel**

1,250 Prospects

823 APPS

553 ADMIT

398 ENROLL
### TOP USFSM Feeder High Schools – Fall 2014 Enrolled FTIC

<table>
<thead>
<tr>
<th>High School</th>
<th>County</th>
<th># of Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sarasota HS</td>
<td>Sarasota</td>
<td>13</td>
</tr>
<tr>
<td>Lakewood Ranch HS</td>
<td>Manatee</td>
<td>10</td>
</tr>
<tr>
<td>Riverview HS</td>
<td>Sarasota</td>
<td>8</td>
</tr>
<tr>
<td>Manatee HS</td>
<td>Manatee</td>
<td>6</td>
</tr>
<tr>
<td>North Port HS</td>
<td>Sarasota</td>
<td>5</td>
</tr>
<tr>
<td>Southeast HS</td>
<td>Manatee</td>
<td>5</td>
</tr>
<tr>
<td>Suncoast Polytechnical HS</td>
<td>Sarasota</td>
<td>5</td>
</tr>
<tr>
<td>Sarasota Military Academy</td>
<td>Sarasota</td>
<td>4</td>
</tr>
<tr>
<td>Venice HS</td>
<td>Sarasota</td>
<td>4</td>
</tr>
<tr>
<td>Cardinal Mooney HS</td>
<td>Sarasota</td>
<td>3</td>
</tr>
<tr>
<td>Manatee School for Arts</td>
<td>Manatee</td>
<td>3</td>
</tr>
<tr>
<td>Palmetto HS</td>
<td>Manatee</td>
<td>3</td>
</tr>
</tbody>
</table>

### TOP USFSM Feeder High Schools – Fall 2013 Enrolled FTIC

<table>
<thead>
<tr>
<th>High School</th>
<th>County</th>
<th># of Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lakewood Ranch HS</td>
<td>Manatee</td>
<td>11</td>
</tr>
<tr>
<td>Braden River HS</td>
<td>Manatee</td>
<td>9</td>
</tr>
<tr>
<td>Sarasota HS</td>
<td>Sarasota</td>
<td>9</td>
</tr>
<tr>
<td>Riverview HS</td>
<td>Sarasota</td>
<td>8</td>
</tr>
<tr>
<td>Manatee HS</td>
<td>Manatee</td>
<td>5</td>
</tr>
<tr>
<td>Sarasota Military Academy</td>
<td>Sarasota</td>
<td>5</td>
</tr>
<tr>
<td>Southeast HS</td>
<td>Manatee</td>
<td>3</td>
</tr>
<tr>
<td>Suncoast Polytechnical HS</td>
<td>Sarasota</td>
<td>3</td>
</tr>
<tr>
<td>North Port HS</td>
<td>Sarasota</td>
<td>3</td>
</tr>
</tbody>
</table>
Florida State College Enrollment Trends at USFSM

<table>
<thead>
<tr>
<th>State College / Community College</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>State College of Florida</td>
<td>296</td>
<td>264</td>
<td>282</td>
</tr>
<tr>
<td>Hillsborough Community College</td>
<td>8</td>
<td>31</td>
<td>24</td>
</tr>
<tr>
<td>Florida Southwestern State College (Formerly Edison State College)</td>
<td>11</td>
<td>20</td>
<td>11</td>
</tr>
<tr>
<td>St. Petersburg College</td>
<td>4</td>
<td>17</td>
<td>5</td>
</tr>
<tr>
<td>Valencia College</td>
<td>4</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>Polk State College</td>
<td>1</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>South Florida State College</td>
<td>0</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Pasco Hernando State College</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

The above chart shows the number of enrolled students for the past three fall semesters from some of the state colleges that are closest in proximity to USFSM.
Strategies to Support Recruitment Goals

Defining Recruitment Territories

**Florida Territories:** The USFM Office of Admissions divides the state of Florida into 4 territories in order to develop contact with particular counties and to process inquiries, applicants, and enrolled students from each area. Territories are primarily based on enrollment numbers and geography for cost effective recruitment travel. Each outreach staff member is assigned a territory for which they will develop a communication and management plan to increase prospective student inquiries, applications, enrollment, and retention.

**Out-of-State Territories:** The USFSM Office of Undergraduate Admissions also divides the US out-of-state territories into 4 regions; West, Midwest, Central/Southeast, and Northeast. Each outreach staff member is also assigned one of these territories in addition to their assigned Florida territory. Because USFSM currently does not offer campus housing we are not be traveling to these territories, but have implemented these territories to provide better customer service to students who inquire and enroll from these areas and to better manage our applicants through the recruitment and admissions funnel.

The Outreach staff are assigned territories to begin to monitor throughout the 2014-2015 academic year and to evaluate funnel progression for recommendations for Fall 2016. Our territories have been established based off our current service area and enrollment numbers; however, we have also considered our potential for growth and on-campus housing in setting territories that can be maintained as the university grows and our enrollment numbers from outside our service area start to increase. This would allow us to maintain our territory data history for research and future planning. The following pages show the breakdown of each of our recruitment territories along with the some of the goals for each of these territories for the Fall 2015 term.
USFSM Out of State Recruitment Territories

Source: digmaps.net (c)
**Fall FTIC Goals**

### Fall 2015 FTIC Territory Goals

<table>
<thead>
<tr>
<th>Territory (In-State + Out-of-State)</th>
<th>Applications</th>
<th>Admitted</th>
<th>Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Territory 1</td>
<td>211</td>
<td>92</td>
<td>73</td>
</tr>
<tr>
<td>Territory 2</td>
<td>199</td>
<td>82</td>
<td>60</td>
</tr>
<tr>
<td>Territory 3</td>
<td>135</td>
<td>28</td>
<td>6</td>
</tr>
<tr>
<td>Territory 4</td>
<td>41</td>
<td>8</td>
<td>4</td>
</tr>
</tbody>
</table>

### Fall 2015 Transfer Goals

### Fall 2015 Transfer Student Territory Goals

<table>
<thead>
<tr>
<th>Territory (In-State + Out-of-State)</th>
<th>Applications</th>
<th>Admitted</th>
<th>Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Territory 1</td>
<td>346</td>
<td>232</td>
<td>175</td>
</tr>
<tr>
<td>Territory 2</td>
<td>347</td>
<td>243</td>
<td>179</td>
</tr>
<tr>
<td>Territory 3</td>
<td>99</td>
<td>61</td>
<td>36</td>
</tr>
<tr>
<td>Territory 4</td>
<td>33</td>
<td>17</td>
<td>8</td>
</tr>
</tbody>
</table>

### Fall 2015 Florida State College Market Goals

<table>
<thead>
<tr>
<th>State College/Community College</th>
<th>Enrolled Goal Fall 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>State College of Florida</td>
<td>283</td>
</tr>
<tr>
<td>Hillsborough Community College</td>
<td>26</td>
</tr>
<tr>
<td>Florida Southwestern State College (Formerly Edison State College)</td>
<td>15</td>
</tr>
<tr>
<td>St. Petersburg College</td>
<td>11</td>
</tr>
<tr>
<td>Valencia College</td>
<td>7</td>
</tr>
<tr>
<td>South Florida State College</td>
<td>6</td>
</tr>
<tr>
<td>Polk State College</td>
<td>4</td>
</tr>
<tr>
<td>Santa Fe College</td>
<td>4</td>
</tr>
<tr>
<td>Tallahassee Community College</td>
<td>4</td>
</tr>
<tr>
<td>Pasco Hernando State College</td>
<td>3</td>
</tr>
<tr>
<td>Miami Dade College</td>
<td>3</td>
</tr>
<tr>
<td>Daytona State College</td>
<td>2</td>
</tr>
<tr>
<td>Florida State College at Jacksonville</td>
<td>2</td>
</tr>
<tr>
<td>Saint Johns River State College</td>
<td>2</td>
</tr>
<tr>
<td>College of Central Florida</td>
<td>2</td>
</tr>
<tr>
<td>Broward College</td>
<td>2</td>
</tr>
<tr>
<td>Pensacola State College</td>
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</tr>
<tr>
<td>Eastern Florida State College</td>
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<tr>
<td>Palm Beach State College</td>
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<tr>
<td>Seminole State College</td>
<td>1</td>
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<tr>
<td>Gulf Coast State College</td>
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<tr>
<td>College</td>
<td>Code</td>
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<tr>
<td>----------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Indian River State College</td>
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</tr>
<tr>
<td>Lake Sumter State College</td>
<td>1</td>
</tr>
<tr>
<td>Chipola College</td>
<td>1</td>
</tr>
<tr>
<td>Florida Gateway College</td>
<td>1</td>
</tr>
<tr>
<td>Florida Keys Community College</td>
<td>1</td>
</tr>
<tr>
<td>Northwest Florida State College</td>
<td>1</td>
</tr>
<tr>
<td>North Florida Community College</td>
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</tbody>
</table>

**Fall 2015 Graduate Goals**

**Fall 2015 Graduate Territory Goals**

<table>
<thead>
<tr>
<th>Territory (In-State + Out-of-State)</th>
<th>Applications</th>
<th>Admitted</th>
<th>Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Territory 1</td>
<td>57</td>
<td>41</td>
<td>22</td>
</tr>
<tr>
<td>Territory 2</td>
<td>48</td>
<td>30</td>
<td>18</td>
</tr>
<tr>
<td>Territory 3</td>
<td>39</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>Territory 4</td>
<td>9</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>
Our Efforts

July Action Plans

**Activity**

- Initial communication (email to suspects and prospects) creating awareness of USFSM Freshman application availability and invitation to the campus for a tour.
- Will be in the planning stages of coordinating a fall high school visits and college fair calendar (this will include a spreadsheet of targeted “hot” high schools as well as contact points and benchmarks). Plans will be developed to work with community and non-profit organizations.
- Yield-the-Bulls team reviews Campus Tour numbers from previous year and makes adjustments as needed.

August Action Plans

**Activity**

- Plan a meeting with returning teachers, where accessible, to promote College of Education programs with faculty and staff as well as college visits and classroom programs throughout the school year.
- Mailer/email sent last week of August to promote October Freshman open house events at USFSM
- Coordinate with Marketing & Communications with Graphic Design Request Forms with advertising, postcards, and other communication pieces.
- Present to Yield-the-Bulls Team on High school visitation schedule to collaborate and make adjustments as needed.

September Action Plans

**USFM Masters Information Session**

- **Month:** September 20
- **Event Type:** USFSM information geared at prospective graduate students
- **Audience:** Prospective graduate students
- **Details:** The event includes a welcome, alumni panel, academic breakout sessions, campus tour, and complimentary continental breakfast.

**Fall 2015 FTIC Application Campaign Launch**

- **Month:** Recruitment cycle
- **Event:** Email campaign
- **Type of Event:** Email campaign
- **Audience:** Purchased high school senior names and inquires generated from previous marketing campaigns and events
- **Purpose:** To increase FTIC applications
• Details: Purchased names from ACT, College Board, and NRCCUA will receive a series of email encouraging them to apply for admission

High School Counselor Fall Visits
• Month: August/September
• Audience: High School Guidance Counselors
• Purpose: To promote USFSM, encourage high school counselors to recommend USFSM to their students, and start the process of setting up a fall high school visit/presentation

Admitted Student Calling Campaign Launch
• Month: Throughout FTIC admit cycle
• Event: Calling campaign
• Event Type: Telecounseling
• Audience: Freshman admits
• Purpose: To call and congratulate freshman recently admitted, ask if they have questions about next steps, etc. Encourage them to confirm and register for orientation.
• Details: Calls will be made on a daily basis by the Student Admission Assistants

Additional Activity
• Florida SUS Directors Tour Stop in Tampa
• Florida College Tour and individual high school visits
• Campus Tours
• Florida State College Visits
• Start of HS college fairs
• Sean: Non-public HS Guidance Counselor/Admin meetings on campus
• Plan SAT/ACT list mailer targeted Fall 2015
• Start of Classroom visits
• Community group collaboration
• Coordinate with Marketing & Communications with Graphic Design Request form for Yield item when FTIC admit pays their deposit.
• Take Stock in Children college readiness workshop on-campus.

October Action Plans

USFSM North Port Open House
• Month: October 2
• Event: North Port Open House
• Event Type: Open House geared at transfer students from North Port area
• Audience: Prospective transfer students
• Purpose: To provide prospective transfer students with a glimpse of our North Port Instructional Site.
• Details: The event includes an information fair with Admissions, Financial Aid, Advising, and Career Services along with a tour of the North Port facility.
USFM Open House Event
- **Month:** October 18
- **Event:** Open House
- **Event Type:** Open House
- **Audience:** Prospective students and their families
- **Purpose:** To provide prospective students and families with a glimpse of what life is like as a USFSM student.
- **Details:** The event includes an academic and student services fairs, breakout sessions, campus tours, FTIC instant admission decisions, and a complimentary continental breakfast.

1st Round of Instant Decisions
- **Month:** October/November
- **Event:** Instant Decision
- **Event Type:** Instant Decision
- **Audience:** Prospective high school seniors attending school in Sarasota and Manatee counties
- **Purpose:** The 1st round of instant decisions take place in fall in order to admit optimal number of students before all priority admissions deadlines. To give local high school student the opportunity to receive an admissions decision instantly at their high school. Provides an opportunity for admissions counselors to meet one-on-one with prospective students and discuss opportunities at USFSM. For students that may not be admissible at the time, the instant decision provides the opportunity for the admissions counselors to discuss ways in which the student can improve their chances at being admitted to USFSM at a later date.
- **Details:** Local admissions counselor will contact high school guidance counselors to set up dates for the USFSM Outreach team to come to their high school and evaluate student’s application, transcript and ACT/SAT scores for admittance. Students eligible for admission will be accepted on the spot, those that do not qualify for admission will be counseled on steps they can take to strengthen their application.

Additional Activity
- Florida College Tour and individual high school visits
- Campus Tours
- Telecounseling – Admitted FTIC
- Florida State College Visits
- Hunsader Farms promotion tentative (last three weekends in October)

November Action Plans

USFM Open House Event
- **Month:** November 13
- **Event:** Open House
- **Event Type:** Open House
- **Audience:** Prospective students and their families
- **Purpose:** To provide prospective students and families with a glimpse of what life is like as a USFSM student.
• **Details:** The event includes an academic and student services fairs, breakout sessions, campus tours, instant admission decisions, and a complimentary continental breakfast.

1st Round of Instant Decisions

• **Month:** October/November  
• **Event:** Instant Decision  
• **Event Type:** Instant Decision  
• **Audience:** Prospective high school seniors attending school in Sarasota and Manatee counties  
• **Purpose:** The 1st round of instant decisions take place in fall in order to admit optimal number of students before all priority admissions deadlines. To give local high school student the opportunity to receive an admissions decision instantly at their high school. Provides an opportunity for admissions counselors to meet one-on-one with prospective students and discuss opportunities at USFSM. For students that may not be admissible at the time, the instant decision provides the opportunity for the admissions counselors to discuss ways in which the student can improve their chances at being admitted to USFSM at a later date.  
• **Details:** Local admissions counselor will contact high school guidance counselors to set up dates for the USFSM Outreach team to come to their high school and evaluate student’s application, transcript and ACT/SAT scores for admittance. Students eligible for admission will be accepted on the spot, those that do not qualify for admission will be counseled on steps they can take to strengthen their application.

Additional Activity

• Campus Tours  
• Telecounseling – admitted FTIC  
• File review  
• Florida State College Visits  
• “Brunch on the Bay” event- USFSM  
• November 12 – Communication regarding priority FTIC application deadline  
• Host Manatee & Sarasota County Guidance Counselor for National Training for Counselors and Mentors (NT4CM) with the Florida Department of Education Office of Student Financial Assistance  
• Plan SAT/ACT list mailer targeted Fall 2015  
• Completion of fall high school visits/college fairs

December Action Plans

Home School Event

• **Month:** December 12  
• **Event:** Information Session  
• **Event Type:** Recruitment Event  
• **Audience:** Prospective high school seniors participating in a homeschool program located in Sarasota and Manatee counties  
• **Purpose:** To connect with homeschool prospective students and families and provide information about USFSM academic programs, student services, etc. Help prospective homeschool student and families understand the required admissions documents for evaluation.
Details: Invite local homeschool students and families to campus. The event will include an information session and campus tour.

Holiday Postcards - High School Counselors
- **Month:** Early December
- **Event:** Postcard
- **Event Type:** Re-connect with high school counselors
- **Audience:** High School counselors
- **Purpose:** To re-connect with high school counselors and let them know we care about them and their students.
- **Details:** Admissions Counselors will be responsible for signing each postcard for the high school counselors in their territory.

Additional Activity
- Campus Tours
- Telecounseling – Admitted FTIC
- File Review
- Florida State College Visits
- Focused efforts on spring enrollment (phone calls, missing items, orientation sign-up, and other Banner related items)
- December 12 – Communication regarding priority FTIC application deadline
- Tentative community group tours (early December)
- Form committees and determine dates, places, and names for events held in March or April

January Action Plans

USFSM Masters Information Session
- **Month:** January 24
- **Event Type:** Information geared at prospective graduate students
- **Audience:** Prospective graduate students
- **Details:** The event includes a welcome, alumni panel, academic breakout sessions, campus tour, and complimentary continental breakfast

USFM Biology Open House Event
- **Month:** January 31
- **Event:** Biology Open House at Mote
- **Event Type:** Open House
- **Audience:** Prospective Biology students and their families
- **Purpose:** To provide prospective Biology students and families with a glimpse of our facility at Mote
- **Details:** The event includes tours of our facility at Mote.

Additional Activity
- Campus Tours
- Telecounseling – Admitted FTIC
• Florida State College Visits
• File Review
• January 2 - Priority admission and scholarship deadline
• Financial Aid workshop (date TBA)
• “Welcome Back” letter to HS contacts with updates
• Plan HS visits for Spring 2014
• Coordinate with Marketing & Communications with Graphic Design Request Forms with advertising, postcards, and other communication pieces

February Action Plans

High School Guidance Counselor Workshop
• **Month:** February 6
• **Event:** Information Session
• **Event Type:** High School Counselor event
• **Audience:** High school counselors from Sarasota and Manatee counties
• **Purpose:** To connect with high school counselors in the surrounding area. Provide then with updates on USFSM’s academic programs and student services
• **Details:** Event will take place on USFSM’s campus and will include information sessions, campus tour, continental breakfast and lunch. Counselor giveaways will also be distributed at the event.

SCF/USFSM Advisor Breakfast
• **Month:** February 13
• **Audience:** Academic advisors from both SCF and USFSM
• **Purpose:** To provide a connection between the academic advisors on both campuses. Provide updates on USFSM’s and SCF’s academic programs and student services
• **Details:** Event will take place on SCF’s campus and will include a continental breakfast and lunch.

USFM Open House Event
• **Month:** February 19
• **Event:** Open House
• **Event Type:** Open House
• **Audience:** Prospective students and their families
• **Purpose:** To provide prospective students and families with a glimpse of what life is like as a USFSM student.
• **Details:** The event includes an academic and student services fairs, breakout sessions, campus tours, and a complimentary continental breakfast.

USFM North Port Open House
• **Month:** February 26
• **Event:** Open House
• **Event Type:** Open House geared at transfer students from North Port area
• **Audience:** Prospective transfer students
• **Purpose:** To provide prospective transfer students with a glimpse of our North Port Instructional Site.
• **Details:** The event includes an information fair with Admissions, Financial Aid, Advising, and Career Services along with a tour of the North Port facility.

2nd Round of Instant Decisions

• **Month:** February/March  
• **Event:** Instant Decision  
• **Event Type:** Instant Decision  
• **Audience:** Prospective high school seniors in Sarasota and Manatee counties  
• **Purpose:** The 2nd round instant decisions are strategically scheduled after the large SUS schools admit their final students. To give local high school student the opportunity to receive an admissions decision instantly at their high school. Provides an opportunity for admissions counselors to meet one-on-one with prospective students and discuss opportunities at USFSM. For students that may not be admissible at the time, the instant decision provides the opportunity for the admissions counselors to discuss ways in which the student can improve their chances at being admitted to USFSM at a later date.  
• **Details:** admissions counselor will contact high school guidance counselors to set up dates for the USFSM recruitment team to come to their high school and evaluate student’s application, transcript and ACT/SAT scores for admittance. Students eligible for admission will be accepted on the spot, those that do not qualify for admission will be counseled on steps they can take to strengthen their application.

Additional Activity

• College fairs and high school visits (focus on Juniors)  
• Campus Tours  
• Telecounseling – Admitted FTIC  
• Florida State College Visits  
• File review  
• Email communication of March enrollment events  
• Plan SAT/ACT list mailer targeted Fall 2015

March Action Plans

Admitted Student Reception

• **Month:** late March  
• **Event:** Next Steps Information Session  
• **Event Type:** Admitted student recruitment event - yield  
• **Audience:** Admitted freshman for summer 2015 and fall 2015 and their families  
• **Purpose:** Provide a venue for admitted students to meet other students. Encourage students to commit for fall. Provides a venue for parents and students to ask any last minute questions about transitioning to USFSM.  
• **Details:** Events will include light appetizers and beverages.

2nd Round of Instant Decisions

• **Month:** February/March  
• **Event:** Instant Decision  
• **Event Type:** Instant Decision
• **Audience:** Prospective high school seniors in Sarasota and Manatee counties

• **Purpose:** The 2nd round instant decisions are strategically scheduled after the large SUS schools admit their final students. To give local high school student the opportunity to receive an admissions decision instantly at their high school. Provides an opportunity for admissions counselors to meet one-on-one with prospective students and discuss opportunities at USFSM. For students that may not be admissible at the time, the instant decision provides the opportunity for the admissions counselors to discuss ways in which the student can improve their chances at being admitted to USFSM at a later date.

• **Details:** admissions counselor will contact high school guidance counselors to set up dates for the USFSM recruitment team to come to their high school and evaluate student’s application, transcript and ACT/SAT scores for admittance. Students eligible for admission will be accepted on the spot, those that do not qualify for admission will be counseled on steps they can take to strengthen their application.

**Additional Activity**

- College fairs and high school visits (focus on Juniors),
- Campus Tours
- Telecounseling – Admitted FTIC
- Florida State College Visits
- File review
- March 1st Financial Aid priority deadline – admitted by this date and applied for financial aid to receive full financial aid consideration.
- Communication (email/mail) promoting May 1 freshman application deadline

**April Action Plans**

**USFM Open House Event**

- **Month:** April 11
- **Event:** Open House
- **Event Type:** Open House
- **Audience:** Prospective students and their families
- **Purpose:** To provide prospective students and families with a glimpse of what life is like as a USFSM student.
- **Details:** The event includes an academic and student services fairs, breakout sessions, campus tours, and a complimentary continental breakfast.

**Additional Activity**

- Campus Tours
- Telecounseling – Admitted FTIC
- Florida State College Visits
- File Review
- Week of April 6 – purchase SAT/ACT list for Fall 2016 campaign
- Week of April 27 – Send Fall 2015 postcard
May Action Plans

Local High School Senior Award Events
- **Month:** May
- **Event:** Award events at local high schools
- **Event Type:** Congratulate scholars awardees
- **Audience:** Prospective students and families
- **Purpose:** To congratulate local high school scholarship awardees, as well as, promote USFSM in the local community and show USFSM has a vested interest in our local students.
- **Details:** The Admissions Counselor assigned to the county/high school will coordinate the senior award events at high schools in Sarasota and Manatee counties.
- **Giveaways:** Scholarship Cover, scholarship certificate

Additional Activity
- Campus Tours
- Telecounseling – Admitted FTIC
- File Review
- May 1 - Freshman App deadline and Deposit deadline
- Start of sending yield item to students with paid or waived Deposits for Fall 2015
- Focused effort on Summer enrollment (phone calls, missing items, orientation sign-up, and other Banner related items)
- Outreach to non-profit and community organizations to schedule dates for on-campus and off-campus presentations in June, July, and August such as Girls, Inc., Take Stock in Children, YMCA, Boys and Girls Club, etc.

June/July Action Plans

Activity
- Campus Tours
- Telecounseling – Admitted FTIC
- File Review
- Summer planning season & staff retreat
- Focused effort on Summer B or Fall 2014 enrollment (phone calls, missing items, orientation sign-up, and other Banner related items)
- Re-cap and evaluation of FTIC applied and admitted cycle
- Review Enrollment plan changes and updates
USFSM Open House Program Outline and Goals

Description: Open House Programs are designed for prospective students and their families. The events geared at high school juniors and seniors, transfer students as well as graduate students. As we implement new ideas into these programs over the upcoming year we will have the additional goals for these events:

**GOAL 1: Attract high achieving students early**
Supporting Key Strategies:
- Implement FTIC instant decisions at event
- Increase attendance of high achievers
- Increase enrollment of yield of students who attend
- Track application and enrollment yields from those that attend
- Develop post-event follow up

Assessment Criteria
- Attendance numbers and application/enrollment numbers for those that attend
- Event evaluations

**GOAL 2: Attract minority students**
Supporting Key Strategies:
- Increase number of minority students that attend
- Identify method to attract minority attendees
- Use current USFSM students to contact minority students encouraging them to attend

Assessment Criteria
- Increase in attendance, application, and enrollment numbers of minority students that attend
- Event evaluations reflect positive experience

**GOAL 3: Enhance showcasing of student services and USFSM distinctive during the event**
Supporting Key Strategies:
- Provide engaging breakout sessions
- Work with Marketing to update PowerPoint presentation

Assessment Criteria:
- Event evaluations reflect positive feedback regarding

**GOAL 3: Create a more “School Spirited” atmosphere**
Supporting Key Strategies
- Have Rocky attend the event

Assessment Criteria:
- Event evaluations reflect positive experience
Homeschool Event

This will be a new event for USFSM that will be designed to connect with homeschool prospective students and families and provide information about USFSM’s academic programs, student services, etc.

GOAL 1: Help prospective homeschool student and families understand the required admissions documents for evaluation

Supporting Key Strategies
- Provide examples of what a homeschool transcript needs to include
- Discuss documentation needed to prove high school diploma equivalency
- Showcase to students and families USFSM’s “sense of community.”

Assessment Criteria:
- Event evaluations
- Increase enrollment of home school students

Special Target Markets

Target markets include prospective student population in which recruitment efforts are needed to increase diversity and reach academic goals in line with the university’s mission. Target markets will be assigned to Admissions Counselors for communication and management planning, however, target market recruitment efforts will be shared by all USFSM recruitment staff. The following are the target markets that we will be focusing on over the upcoming academic year:

Minority Student Target Market

Target
- Develop and cultivate relationships with students interested in USFSM who are from diverse backgrounds.

Goal
- Increase the enrollment of full-time degree-seeking minority students.

Action Plans
- Provide information on location of USFSM, low cost of living, and safe environment.
- Develop messaging for various minority populations.
- Contact high school counselors in territories to host minority student workshops.

Assessment Criteria
- Increase in inquiries, applicants, admits and enrolled minority students
**STEM Target Market**

**Target**

- Develop and cultivate relationships with students interested in STEM related majors

**Goal**

- Increase the enrollment of full-time degree-seeking STEM students.

**Action Plans**

- Share our academic offerings in STEM majors.
- Stress employment and internship opportunities.
- Develop communication messaging for this special market.
- Share information about awards and achievements of Stem Program
- Partner with STEM programs to develop a recruitment event geared at these students.
- Work with STEM faculty to visit local high schools and present to science and math classrooms.

**Assessment Criteria**

- Increase in inquiries, applicants, admits and enrolled STEM students

**Homeschool Target Market**

**Target**

- Develop and cultivate relationships with students interested in USFSM that are in a non-traditional education environment with a focus on homeschool students.
- Primary focus will be student in the Florida counties surrounding USFSM.

**Goal**

- Increase the enrollment of homes school students.
- Increase visibility of USFSM as a great option for student from home school environments.
- Increase student applications from Sarasota and Manatee counties specifically.

**Action Plans**

- Coordinate a Home School event in December.
- Showcase to students and families USFSM’s “sense of community.”
- Conduct an Instant Decision for Home School population.
- Develop a communication plan for this population.
- Identify and strengthen communication with parents and students in this specialized market.
Assessment Criteria

- Increase in inquiries, applicants, admits and enrolled home school.

**High Achieving Student Target Market**

**Target**

- High Ability students and students that attend magnet high schools

**Goal**

- Increase enrollment of high ability students.
- Increase the conversion rate of students that are offered scholarships to enrollment.

**III. Action Plans**

- Strengthen communication with this market by developing a strong communication plan.
- Implement an annual scholarship competition that will take place every January.
- Identify ways to incorporate current USFSM students and USFSM alumni with high ability recruitment efforts.

**IV. Assessment Criteria**

- Number of inquiries, applicants, and enrolled students with an SAT of 1140 or higher or ACT 26 or higher and a weighted academic core GPA of 3.8 or higher.
- Number of high ability students at attend recruitment events and campus visits.
- Yield of students offered scholarships to enrollment of students that are offered scholarships.

**International Student Target Market**

**Target**

- Develop and cultivate relationships with students interested in USFSM who live outside of the United State of America.

**Goal**

- Increase the enrollment of full-time degree-seeking international students.

**Action Plans**

- Stress employment and internship opportunities.
- Give information on location of USFSM, low cost of living and safe environment.
- Create an international student communication plan.
- Use email communication to target this market.
- Current international student testimonials, blogs.
- Implement virtual tour.
- Virtual open house experience.
- Faculty recruitment while they are abroad.
- Student representatives who are abroad

Assessment Criteria

- Increase in inquiries, applicants, admits and enrolled international students

State and Community College Outreach

State/Community College outreach is vital to maintain our key transfer population. We will continue to staff advising offices and collaborate with State College of Florida (SCF) Bradenton and Venice. We have recently developed further relationships with Hillsborough Community College (HCC) SouthShore, St. Petersburg College (SPC), and Edison State College (ESC) Charlotte. Advising offices are being manned by USFSM staff at all five locations. We will continue to look at opportunities, where appropriate, at other locations both in-state and out-of-state keeping in mind our signature programs.

Our outreach plan for this population will be implemented in the following 4 phases:

**Phase 1 (June, July)**

During the *discovery/planning phase*, Outreach will continue to implement a cohesive communication and procedures plan across the various advising offices to ensure consistency of data collection and assessment of success. The recruiter will contact the top 5 transfer institutions to set up an appointment with the appropriate individual to discuss past successes and future opportunities plus share institutional updates. Discussion with the Yield-the-Bulls team will take place in conjunction with the dean and coordinator. In addition, the Admissions Counselor will research areas for expansion in the enrollment outreach plan.

**Phase 2 (year-round)**

During the *visitation phase*, Outreach will continue to determine the best ways to engage prospective students and implement those strategies. Examples may be, but are not limited to, open houses, college fairs, community organizations, classroom presentations, club rush, and student-centered events. Dates will be set up for these events, as well as planning the appropriate coverage. Emphasis will be put on events and procedures that will position us to have one-on-one contact with prospective students for guidance and advising.
Phase 3 (year-round)

In the assessment phase, data will be measured for success of Outreach events and individual efforts. Success will be assessed by the enrollment continuum including the conversion and yield of prospects to enrolled students. After the Outreach event cycle, the team will review the outcomes by using the template (see appendix). On a continued basis, outreach efforts will be tracked in regards to enrollment production and whether the event was productive to determine if it will be continued in the future.

Phase 4 (Evaluation after drop/add each semester)

After each drop/add week, the enrollment cycle of applications, admits, and enrolled will be reviewed and evaluated for success and improvements. In the evaluation phase, strategic outreach to state/community colleges outside of 75 mile radius based on enrollment trends will be determined.

Business/Professional visits

Our outreach efforts for business and professional visits are outlined in the following 4 phases:

Phase 1 (ongoing)

The intent of the discovery/planning phase is to update the list of gatekeepers who will provide the best access to initiate one-on-one meetings with employees who may be prospective students. Focus will initially be on companies or organizations who provide tuition reimbursement per Institutional Research survey given to new students at Orientation. Collaboration will be ongoing with Advancement, Career Services and Alumni Relations to work together on visits to local companies and organizations to meet the mission and goals of the university.

Phase 2 (ongoing)

The visitation phase will include personal contact with companies and organizations to investigate, explore, and make professional connections to lead to future company education fairs, employee presentations, or one-on-one advising sessions for interested employees and leaving appropriate materials for further reference. Phases 1 and 2 include collaboration not only across the admissions staff, but also across campus with academic deans, faculty, and advisors to address specific enrollment needs and trends. Developing contacts and partnerships in conjunction with Career Services is instrumental to fostering the relationships across our service area. This could be an external or on-campus visit depending on the needs and schedules of the company or organization.

Phase 3 (ongoing)

The implementation phase begins with HR managers/gatekeepers solidifying dates for events and disseminating the information to employees of the respective companies/organizations. Sean will visit
and distribute marketing materials to area Chambers of Commerce, Visitor Bureaus, Tourist Centers, and staffing/career placement offices. The Outreach Team will attend networking events on a strategic basis through professional organizations, including, but not limited to, Manatee and Sarasota Young Professionals Groups, Lakewood Ranch Business Alliance, and Latin Chamber of Commerce. Continue to collaborate with Community Leadership Council on ongoing basis.

**Phase 4 (ongoing through the year)**

In the *assessment phase*, data will be measured against the enrollment continuum to determine success of outreach efforts. Some success factors to consider, but not all, are the ability to make appointments with HR manager, willingness of the organization to disseminate USFSM information to employees, willingness to host an event or individualized appointments with prospects on-site, and reports of hiring USFSM students, etc. On a continual basis, outreach efforts will be tracked in regards to enrollment and productivity. Continued collaboration with organizations such as the CLC will be ongoing.

**Graduate Program Initiatives**

**College of Business (MBA)**

- Meetings, as needed, with Dean Anderson to discuss specific strategies and enrollment targets.
- GMAT and GRE suspect lists (electronic and written communications)
- Assistance from faculty to help promote upcoming events and graduate information sessions to current undergraduate students (distribution of fliers and classroom presentations as necessary)
- Faculty assistance, as needed, with MBA information sessions at targeted companies
- Ongoing collaboration as a cross-functional team with outreach staff, graduate admissions, and graduate advisor to review trends and potential barriers to admissions to promote MBA program. Document review of the Graduate Admissions Tracking Spreadsheet will guide the discussions (Aaron).
- Assist with MBA walk-ins as needed
- Personal phone calls to prospects and applicants (graduate admissions, graduate advisor, and Outreach admissions counselors)

**College of Hospitality Technology & Leadership (HMA)**

- Bi-weekly meetings with Dean Cobanoglu to discuss strategies and enrollment targets
- GRE suspect list (electronic and written communications)
- Assistance from faculty to help promote upcoming graduate events and information sessions to current undergraduate students (distribution of fliers and classroom presentations as necessary)
- Meetings with Dean Cobanoglu and CHTL advisory council including local hospitality industry General Managers to discuss outreach to employees (as needed)
- Ongoing collaboration as a cross-functional team with academic administrator, graduate admissions program specialist and graduate advisor to review trends, potential barriers to admission, and promotion of Hospitality Management.
- Assist with Hospitality Management walk-ins as needed
- Personal phone calls to prospects and applicants on an individual basis and phone campaigns.

**College of Education Programs**
- Meetings with Dean Wilson (Outreach, Admissions, Advising and a representative from Marketing) to discuss specific strategies and enrollment targets
- GRE suspect list (electronic and written communications)
- Assistance from faculty, as needed, to help promote upcoming graduate information sessions to current students (distribution of fliers and classroom presentations as necessary)
- Coordinate COE graduate program information sessions at targeted district and school sites with faculty assistance as needed.
- Ongoing collaboration with graduate advisor to review trends, potential barriers to admission, and promotion of COE graduate programs
- Assist with COE graduate program walk-ins as needed.
- Personal phone calls to prospects and applicants on an individual basis and phone campaigns.

**College of Arts & Sciences (CJA)**
- Meetings with CJA faculty and Dean Rose to pursue faculty feedback and partnership opportunities to discuss specific strategies and enrollment targets. Identify possible speaking opportunities.
- Semester visits, emails and phone calls to local area public agencies, organizations, and related companies to promote awareness of our institution, program and upcoming information sessions
- Personal phone calls to CJA prospects and applicants
- Assist with CJA prospective student walk-ins as needed
- Ongoing collaboration as a cross-functional team to review trends, potential barriers to admissions, retention, and promotion of CJA program.
- Facilitate assistance from CJA faculty and graduate advisor to help promote to current USFSM CCJ/ISS students (distribution of flyers and classroom presentations).
- Facilitate ongoing collaboration with student clubs and organization to promote graduate program and upcoming information sessions
- Collaborate with Career Services to partner with local organizations/companies.
On-Campus Event Communications

Letter to UG graduation list with 3.0 GPA
Personalized Informational letters are sent to undergraduates who have applied to graduate each semester and have at least a 3.0 GPA. The purpose of the letter is to congratulate the student on their success in their undergraduate career and to provide information on the masters programs available at USFSM.

Campus Tours
Group tours are available Mondays and Wednesdays. Prospective students and their families may sign up for campus tours online. Admissions/Advising Clerk confirms tour requests via email and phone calls. As an ongoing initiative, thank you emails through Hobsons will be sent to prospective students by Admissions/Advising Clerk after the tour has concluded.

Open Houses
Open Houses are coordinated through the Admissions Outreach Office and are scheduled for at least once a semester at both USFSM and USFSM at North Port. Open Houses seek to engage prospective freshman, transfer, and graduate students through a presentation of programs, campus tours, and faculty/staff breakout sessions. Admissions Counselors promote upcoming Open House dates to prospects through phone calls, email blasts, direct mailings, fliers, and presentations. Attendees receive a thank you postcard with a reminder to apply as well as important admissions dates and procedures. These attendees are also included in phone communications. Anticipated Open House dates are as follows: 10/18/14 (Sarasota), 10/2/14 (North Port), 11/14/14 (Sarasota), 2/19/15 (Sarasota), 2/26/15 (North Port), 4/11/15 (Sarasota).

Master’s Degree Information Sessions
Master’s Degree Info Sessions are coordinated through the Admissions Outreach Office and typically scheduled once a semester at USFSM on a Saturday. Master’s Degree Info Sessions seek to engage prospective Master’s degree students through faculty/staff breakout sessions, an alumni panel and campus tours along with a presentation of graduate programs, admissions procedures, and financial aid. Admissions Counselors promote upcoming dates to prospects through phone calls, email blasts, direct mailings, fliers, and presentations. Attendees receive a thank you email and note with a reminder to apply as well as important admissions dates and procedures. These attendees are included in phone communications as well. Anticipated Master’s Degree Info Sessions dates are as follows: 9/20/2014, and 1/24/2015.

Classroom Presentations
Classroom presentations provide a venue for Admissions Counselors and Academic Advisors to promote Master’s programs as well as upcoming information sessions to current USFSM students including USFSM at North Port. These ongoing efforts are coordinated through Admissions Counselors working in collaboration with USFSM faculty and graduates of our master’s programs.
**Assessment Plan**

As a department, it is important that we evaluate the success of the efforts outlined above by determining yield rates. These efforts could include registering for an event, applying for admission, enrolling in classes, etc. from the target audience. We will stay involved with students throughout the USFSM enrollment continuum to maximize our efforts. Using Hobsons Connect, we are able to track when and how our individual targets have been contacted by Outreach and Admissions. To most effectively evaluate our efforts, we will analyze the data across the semesters and annually. Each admissions counselor will have specific targets assigned to them, usually by major of interest. Using Hobsons Connect and Retain, we will periodically export the targets’ information (including events attended, application status, etc.) to allow the counselor to tailor their contact with the target. Our student continuum is a cycle, with our current student population feeding back into suspects as they approach graduation.

![Student Continuum Diagram]

The following outlines how we intend to measure our success in moving our points of contact along the continuum.

**Suspects – Prospects**

In Hobsons Connect, suspects are defined as contacts acquired through purchased lists, employee lists, third-party referrals, etc. Suspects become prospects by initiating contact with or inquiring about USFSM. Using Connect, exports will be scheduled indicating what suspects became prospects within two weeks of specific communications (i.e. phone campaign, open house invitation) or events (i.e. open house, high school visit).

**Prospects – Applicants**

Using similar methods to those outlined above, we will track how many applications are generated by our efforts. Exports will be scheduled indicating how many prospects or suspects have applied to USFSM within two weeks of a “call to action” communication or event.
Applicants – Admits

Currently, we have a set communication plan that informs our applicants need to become admits at particular times. Using Connect, we will target applicants who have not viewed their emails (or who do not respond to the “call to action” by following a link or remitting documents – a sample of how results can be viewed is pictured below), and intervene by personally contacting them through scheduled phone campaigns. Exports will be scheduled showing how many applicants contacted through these calls become admits in the two weeks following the effort to determine effectiveness.

Admits – Students

We will continue to include information such as immunization and Orientation requirements in our communications with admits to expedite and encourage registration. Using Connect, we will evaluate the delivery methods effectiveness by tracking the response (following a link, remitting documents) and implement changes as necessary.

Students – Graduates – Suspects

Our current students and alumni should be considered as suspects for our graduate programs, certificates, and even continued undergraduate pursuits. Although they will not be designated as suspects in Hobsons
Connect until they have applied to graduate, we will be present at USFSM current student events, such as Week of Welcome and the Grad Stampede to promote our program offerings. We will also invite our current students to Outreach Events such as the Master’s Degree Information Session and Open House, and track responses using Connect and the current student management system, Hobsons Retain. The UG letter to 3.0 GPA and above will be sent to each student to inform them of the graduate programs that we offer at USFSM.

Future Goals
Develop a Dashboard with the data from Hobsons and the continuum of applications, admits, and enrolled by Freshman, Transfer, and Graduate.

Plan for residential program on-campus will require specialized publications, Outreach, and marketing outside of current service area.

Continue development of intentional strategies to increase enrollment and awareness of this institution.

Implement social media initiatives to include hash tags, QR codes, etc. to increase efficiency and online presence and to connect digitally with prospects.

Plan to attend School District meetings and in-services to represent USFSM and programs offered at the university.

Build a summer program for community groups to participate in on-campus activities.

Develop a month-by-month outreach plan for transfer and business areas of recruitment.

Compile a list with contact information on community groups.

Develop and Implement an enrollment funnel (see Appendix F).

Collaborate with SGA and student clubs or organizations to provide opportunities for prospective students from transfer institutions to participate at selected events at USFSM and visa versa.

Provide opportunities for round table discussions on K-20 initiatives with faculty from USFSM, transfer institutions and high schools for the purpose of collaboration and helping students meet success for postsecondary education.
Appendix A  Contact Lists

Employers offering tuition assistance as reported by students on Orientation Surveys (updated as of Fall 2014).

1) AAA South *
2) ABC Fine Wines and Spirits
3) Achieva Credit Union
4) Ajax Paving Industries of FL
5) AMC Theater
6) AMF Bowling Center
7) Amick Roofing
8) Apollo Capital Management
9) ARINC
10) ASO LLC *
11) AT&T
12) Bank of America
13) Bayfront Medical Center
14) Bealls Inc. * +
15) Best Buy
16) Beth-El Farmworker Ministry
17) Better Insurance Processing Technology
18) Blake Medical Center * +
19) BMO Harris Bank
20) Boar’s Head Provision *
21) Bright House Networks +
22) Buffalo Wild Wings
23) Building Engineering Consultants, Inc.
24) Busch Gardens
25) Champ’s Sports Corporate * +
26) Charlene Neal: Purestyle
27) Charlotte County Government *
28) Charlotte County Public Schools * +
29) Charlotte County Sheriff’s Office * +
30) Charlotte Harbor Center
31) Chase Bank
32) Chik-fil-A
33) Children First *
34) Chili’s
35) Circle K
36) City of Largo
37) City of North Port * +
38) City of Ocala
39) City of St. Petersburg
40) Clockwork Home Services
41) Coca-Cola Bottling Facility
42) Coldwell Banker
43) Columbia Sportswear
44) Comcast *
45) CPM
46) Culver’s
47) Davidson Insulation
48) Davita Dialysis
49) Dental Care Alliance
50) Department of Juvenile Justice *
51) Doctor’s Hospital * +
52) Eastern Florida State College
53) Eaton Corp * +
54) Eaton, Honick, Pellegrino & McFarland PA
55) EMC²
56) Englewood Community Hospital *
57) Eye Specialists
58) Farm Credit of Southwest Florida
59) Fawcett Memorial Hospital *
60) FED EX
61) Financial Insurance Management Co.
62) FINR
63) First Watch *
64) FL. Dept. of Revenue *
65) FL. Dept. Of Health *
66) FL. Workers Compensation Joint Underwriting Association
67) Foot Locker Co.
68) Freedom Village *
69) Gasparilla Island Bridge Authority
70) Geek Squad
71) General Propeller
72) Genuine Parts Company
73) Graham Packaging Co.
74) Granite Forever
75) Guardian Ad Litem Office
76) Hard Rock Café
77) HCA
78) Health Management Associates
79) HealthSouth Rehabilitation Hospital
122) Park South Imaging
123) PBOA (SRQ)
124) Pepsi Bottling Group
125) Peek Traffic, Inc.
126) PGT *
127) Pierce Manufacturing *
128) Progressive Insurance *
129) Publix *
130) Quota, Inc.
131) Raymond James Financial *
132) Regions Bank *
133) Resource Conservation Technologies Inc.
134) Ritz-Carlton *
135) RPIS
136) RTI Surgical
137) Saddle Creek Logistics Services
138) Sam’s Club
139) Sarasota County Clerk of Court *
140) Sarasota County Government *
141) Sarasota County Public Defender’s Office
142) Sarasota County School Board * +
143) Sarasota County Sheriff’s Office * +
144) Sarasota-Manatee Airport Authority * +
145) Sarasota Memorial Hospital * +
146) Sarasota School of Arts & Sciences * +
147) Scott’s Paint
148) Siemens Healthcare
149) Signature Solutions Corp
150) Skanska Building
151) Spencer Gifts
152) Sprint
153) St. Anthony’s Hospital
154) Staples
155) Starbucks
156) State College of Florida * +
157) State of Florida
158) State of Florida DOC *
159) Suncoast Schools Federal Credit Union
160) Sun Coast Media Group
161) Sun Hydraulics * +
162) Sun Orchard of Florida
163) Sunset Lake
164) SunTrust Bank *
165) Sysco Food Service *
166) T & H Comptrollers
167) Tampa General Hospital
168) Target *
169) Taylor Woodrow Homes
170) Taylor Morrison
171) Tervis * +
172) The Glenridge
173) The Loveland Center
174) The Rehfeldt Group
175) Tidewell Hospital *
176) Transitions Optical, Inc.
177) TriEst Ag Group
178) TriNet *
179) Tropicana * +
180) Under Armour
181) UF/IFAS Sarasota County Extension
182) UNIF
183) United Parcel Services
184) U.S. Air Force
185) United States Army
186) United States Coast Guard
187) United Technologies Corporation
188) Universal Insurances
189) USF * +
190) Valpak of the Suncoast
191) Venice Regional Medical Center *
192) Verizon
193) Vertex Inc. *
194) Village on the Isle
195) Vitamin World
196) Wal-Mart
197) Waste Management
198) Wells Fargo
199) Western Reserve Life
200) Westside Medical Care
201) Zenith Insurance *
202) Zirkelbach Construction
203) ZNS Engineering
Important notes:

Of the 203 companies identified by students as companies that offer tuition reimbursement, 68 companies are on the “Gatekeeper” contact list

Of the 203 companies identified by students as companies that offer tuition reimbursement, 30 companies received personal visits within year 13-14

**Community/State Colleges for Transfer Recruitment (updated Aug 2014)**

**Community/State Colleges and Contacts within 75 miles**
Central Florida College: June Hall, 352-873-5800 ext. 6104, hallj@cf.edu
Charlotte Technical Center: Dr. Karyn Gary, 941-255-7500 ext. 102, karyn_gary@ccps.k12.fl.us
Florida SouthWestern State College (Formerly Edison State College) Lee: Jeanette Fritz, 239-489-9005, jdowney@edison.edu
Hillsborough CC Dale Mabry: Fred Jaeger, 813-253-7316, fjaeger@hccfl.edu
Hillsborough CC SouthShore: Dr. Craig Hardesty, 813-259-6151, chardesty@hccfl.edu
Hillsborough CC SouthShore: Yaima Serrano, 813-259-6112, yserrano7@hccfl.edu
Hillsborough CC Brandon: Landon Shepard, lshepard2@hccfl.edu
Manatee Technical Institute: Maria Parrish, parrishm@manateeschools.net
Pasco Hernando CC West: Jessica White, 727-816-3764, whitej@phcc.edu
Polk State College: Oscar Ramer, 863-297-1010, oramer@polk.edu
South Florida SC Bowling Green: Teresa Crawford, 863-773-3081, teresa.crawford@southflorida.edu
South Florida State College Avon Park: Laura White, 863-453-6661 ext. 7154, whitel@southflorida.edu
South Florida State College Avon Park: Sandi Urmann, 863-784-7291, urmanns@southflorida.edu
South Florida State College Avon Park: Ricardo Pantoja, 863-784-7292, pantojar@southflorida.edu
South Florida State College DeSoto: Suzanne Demers, 863-993-1757,
State College of Florida Bradenton: Nicole Stablein, 941-752-5498, stablen@scf.edu
State College of Florida Bradenton: Heather Shehorn, shehorh@scf.edu
State College of Florida Bradenton: Jammie Jordan, 941-752-5120, jordanj@scf.edu
State College of Florida Venice: Darlene Wedler-Johnson, 941-408-1404, wedlerd@scf.edu
St. Petersburg College Clearwater: Kathleen Griffin, 727-791-2638, griffin.kathleen@sptcollege.edu
St. Petersburg College Seminole: Joe Dvoracsek, 727-394-6108, dvoracsek.joe@sptcollege.edu
St. Petersburg College Seminole UPC: Wendy Berry, 727-394-6200, berry.wendy@sptcollege.edu
St. Petersburg College Seminole UPC: Catherine Kennedy, 727-394-6202, kennedy.catherine@sptcollege.edu
St. Petersburg College Seminole UPC: Maria Greene, 727-394-6206, greenemaria@sptcollege.edu
Valencia Community College Osceola Campus: Kathleen Plinske, 407-582-4975, kplinske@valenciacc.edu
Valencia Community College West Campus: Patricia Terrill, phale2@valenciacc.edu
Contacts for Classroom Presentations for Community/State Colleges within 75 miles
Florida SouthWestern State College (Formerly Edison State College) Charlotte: Tom Carr, 941-637-5622, tcarr@edison.edu
Manatee Technical Institute: Dana Johnson, 941-751-7900 ext. 2112, johnson2d@manateeschools.net
State College of Florida Venice: Michele Groves, 941-408-1536, grovesm@scf.edu
State College of Florida Bradenton: Gladys Green, greeng@scf.edu
State College of Florida Bradenton: George Barthalow, barthag@scf.edu
State College of Florida Bradenton: David Eisner, eisnerd@scf.edu
State College of Florida Bradenton: Floyd Winters, winterf@scf.edu
State College of Florida Bradenton: Anna Vigliotti, viglioa@scf.edu
State College of Florida Bradenton: Susan Sheffiel, sheffis@scf.edu
State College of Florida Bradenton: Greg Arnold, arnoldg@scf.edu
State College of Florida Bradenton: Kenneth Pearson, pearsok@scf.edu
State College of Florida Bradenton: Douglas Scott, scottd@scf.edu
State College of Florida Bradenton: Steve Floyd, floydh@scf.edu
State College of Florida Bradenton: Amy Santos, santosa@scf.edu
St. Petersburg College Seminole: Sandy DeCarlo, 727-394-6130, Decarlo.Sandra@spcollege.edu
St. Petersburg College Seminole: Michael Poliquin, 727-365-2129, poliquin.mike@spcollege.edu

Community/State Colleges beyond 75 miles
College of Central Florida: Randolph Bellamy, 352-854-2322 x1543, bellamyr@cf.edu
Florida SouthWestern State College (Formerly Edison State College) Collier: G. Gary Rhine, 239-732-3709, grhine@edison.edu
Lake Sumter CC: Claire Brady, 352-435-6308, brady@lscc.edu
Santa Fe College: Stacey Ledvina, 352-395-5611, Stacey.ledvina@sfcollege.edu
Santa Fe College: Gayle Jones, 352-395-5226, gayle.jones@sfcollege.edu
Seminole State College: Charity Lo-Giudice, 407-708-2440, logiudicec@seminolestate.edu

Community/State Colleges beyond 75 miles
Broward College
Chipola College
Daytona State College
Eastern Florida State College
Florida Gateway College
Florida Keys Community College
Florida State College at Jacksonville
Gulf Coast State College
Indian River State College
Miami Dade College
North Florida Community College
Northwest Florida State College
Palm Beach State College
Pensacola State College
St. Johns River State College
Tallahassee Community College
High School Contacts for Freshman Recruitment

*High schools with which outreach has strong relationships for presentations and visits (Note that there is contact information for some high schools that need further development)

Manatee County

Public High Schools (7):
*Bayshore: Laura Roberts, 941-751-7004 ext. 2010, robertsl@manateeschools.net
*Braden River: Eric Sanders, 941-751-8230 ext. 2085, sanderse@manateeschools.net
*Lakewood Ranch: Michelle Todoroff, 941-727-6100 ext. 2021, todoroffm@manateeschools.net
*Manatee: Linda Norris, 941-714-7300 ext. 2074, norrisl@manateeschools.net
*Palmetto: Reggie Bellamy, 941-723-4848 ext. 2090, bellamyr@manateeschools.net
*Southeast: David Soles, 941-714-7366, solesd@manateeschools.net

Charter High Schools (2):
Manatee School for the Arts: Joy Fitzpatrick, 941-721-6800 ext.1124, jfitzpatrick@msfta.org
State College of Florida Collegiate School: Angela Almeyda, 941-752-5494, almeyda@scf.edu

Sarasota County

Public High Schools (9):
*Booker: Lem Andrews, 941-355-2967 ext. 65051, Lem_Andrews@sarasota.k12.fl.us
*North Port: Matt Mitchell, 941-423-8558, Matthew.Mitchell@sarasotacountyschools.net
*Riverview: Alix Giannini, 941-923-1484 ext. 64016, ali_giannini@sarasota.k12.fl.us
*Sarasota: Buff Betz, 941-955-0181 ext. 64661, Buff_Betz@sarasota.k12.fl.us
*Suncoast Polytechnical: Michael Cellamare, 941-921-3981 ext. 20225, Michael.Cellamare@sarasotacountyschools.net
*Venice: Kim Kindell, 941-480-3178, Kim.Kindell@sarasota.k12.fl.us
*Pine View: Lance Bergman, 941-486-2001, Lance.Bergman@sarasotacountyschools.net
Oak Park:
Phoenix Academy:

Charter High Schools (2):
Sarasota Military Academy: Major Trina Waldhalm, (941) 926-1700 ext 226, trina_waldhalm@sarasota.k12.fl.us
Imagine High School (North Port): Kim Bailey, 941-426-2050, ext 210, kim.bailey@imagineschools.com

Sarasota/Manatee County Private High Schools (12):
Bradenton Academy:
*Bradenton Christian: Julie Cunard, 941-792-5454, jcunard@bcspanthers.org
*Cardinal Mooney: Maureen Sullivan, 941-371-4917, msullivan@cmhs-sarasota.org
Fielding Academy of Sarasota 6-12:
Heritage Christian Academy K-12:
Out of Door Academy: Jacob Harding, 941-554-5996, jharding@oda.edu
Prew Academy:
Sunnyside Mennonite School K-12:
*St. Stephen's: Kim Lord, 941-746-2121, KLord@saintstephens.org
*Sarasota Christian School PK-12: Dawn Graber, 941-371-6481 ext. 262,
*Venice Christian: Ida Kiss, 941-496-4411, idakiss@venicechristian.org
West Florida Christian School:

**Charlotte County**
**Public High Schools (3):**
*Charlotte: Denise Jordan-Sansone, 941-575-5450 ext.1422, Denise.L_Jordan-Sansone@ccps.k12.fl.us
*Lemon Bay: MaryJo Holleran, 941-474-7702, maryjo_holleran@ccps.k12.fl.us
*Port Charlotte: Debra Tate, 941-255-7485 ext.3118, Debra_Tate@ccps.k12.fl.us

**Charter High Schools (1):**
Edison Collegiate School:

**Private High Schools (5):**
Charlotte Regional Christian Academy:
Community Christian School:
Florida Preparatory Academy:
Heritage Christian Academy:
Port Charlotte Christian:

**DeSoto County**
**Public High Schools (1):**
*Desoto: Lisa VonDach, 863-494-3434 ext. 211, lisa.vandach@desota.k12.fl.us

**Private High Schools (3):**
Arcadia Girls Academy (alternative):
Arcadia Life Christian Academy:
Arcadia Peace River Valley Church Academy:
Appendix B  Communication Plans (Subject to Change)

Suspect Communication Plan

Delete Contact

Opt Out?

Yes

No

Interaction?

Yes

No

1 month email (Verify info, Imagine-a-bull)

2 month email (Last attempt, include opt-in survey, Imagine-a-bull)

FTIC: Fl. Trends, SAT/ACT Lists
Grad: GRE/GMAT Lists

ASAP Email (how we got name, events, campus tour, Imagine-a-bull)
For simplification, the UG and GR applicant plans are currently being merged. See UG plan for basic communication plan shell.
Appendix C  Imagine-a-bull “VIP” Dynamic Microsite (Hobsons)

The goal of any prospect or suspect communication plan, as well as many applicant and newly admitted communication plans, is to lead students to the newly created Imagine-a-bull Dynamic Microsite hosted through Hobsons. To enter the site, students must fill out a short form with their personal information. They can then register for campus tours, see updated information on the university (including application deadlines, etc.), and view various social media posts via widgets placed within the microsite. The site is dynamic based on the student’s selections.
## Appendix E  Admissions & Outreach Calendar (Subject to change and edits)

The following are recruitment events that are currently on the Outreach Calendar as of 09/02/2014:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/2/2014</td>
<td>Booker HS Visit</td>
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<tr>
<td>9/2/2014</td>
<td>SCF Venice UAO</td>
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<tr>
<td>9/2/2014</td>
<td>SCF Bradenton UAC</td>
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<tr>
<td>9/2/2014</td>
<td>Polk District College Fair</td>
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<td>SCF Bradenton UAC</td>
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<td>9/3/2014</td>
<td>HCC Seminole UAC</td>
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<td>Florida Southwestern State College UAO</td>
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<td>SCF Bradenton UAC</td>
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<td>9/4/2014</td>
<td>Take Stock in Children College Night Charlotte County</td>
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<td>9/8/2014</td>
<td>Imagine School HS Visit</td>
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<td>9/8/2014</td>
<td>SPC Seminole UPC</td>
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<tr>
<td>9/8/2014</td>
<td>College of Central Florida- Lecanto Fair</td>
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<tr>
<td>9/9/2014</td>
<td>Pasco HS Visit</td>
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<td>9/9/2014</td>
<td>Pasco County East College Fair</td>
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<td>9/10/2014</td>
<td>Business Resource Meeting &amp; Campus Tour with CareerSource Suncoast</td>
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<td>Sunlake HS College Fair</td>
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<td>9/10/2014</td>
<td>SCF Bradenton &amp; Venice Club Rush</td>
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<td>9/12/2014</td>
<td>Pine View HS Presentation</td>
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<td>9/12/2014</td>
<td>USFSM &amp; SPC Seminole Luncheon</td>
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<td>9/15/2014</td>
<td>PTK Meeting USFSM Visit @ SCF Venice</td>
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<td>9/16/2014</td>
<td>Prof Zaborski Economics Classroom Visit - SCF Venice</td>
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<td>9/16/2014</td>
<td>Sarasota Christian HS presentation</td>
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<tr>
<td>9/17/2014</td>
<td>Prof Zaborski Economics Classroom Visit - SCF Venice</td>
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<td>Sarasota HS Presentation</td>
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<td>Date</td>
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<tr>
<td>9/17/2014</td>
<td>College Night at Santa Fe College</td>
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<td>Cardinal Mooney Presentation</td>
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<td>9/20/2014</td>
<td>Masters Information Session</td>
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<td>9/22/2014</td>
<td>LaBelle HS College Fair</td>
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<td>Collier County College Fair</td>
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<td>Lee County College Fair</td>
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<td>Fort Meade High School College Fair</td>
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<td>Hardee High School College Fair</td>
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<td>9/25/2014</td>
<td>Highlands County College Fair</td>
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<td>9/28/2014</td>
<td>Pinellas County College Fair</td>
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<td>North Port High School Visit</td>
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<td>10/1/2014</td>
<td>Lemon Bay High School Visit</td>
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<td>10/2/2014</td>
<td>USFSM North Port Open House</td>
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<td>10/2/2014</td>
<td>Florida Southwestern State College UAO</td>
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<tr>
<td>10/3/2014</td>
<td>NT4CM Workshop (Manatee and Sarasota County Counselors)</td>
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<tr>
<td>10/4/2014</td>
<td>Tech Jam at Largo Medical Center</td>
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<tr>
<td>10/7/2014</td>
<td>Manatee HS College Fair</td>
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<td>10/7/2014</td>
<td>Valencia College (Osceola Campus) College Fair</td>
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<tr>
<td>10/7/2014</td>
<td>Manatee County College Fair</td>
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<tr>
<td>10/8/2014</td>
<td>Bayshore HS College Fair</td>
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<tr>
<td>10/8/2014</td>
<td>Sarasota County College Fair</td>
</tr>
<tr>
<td>10/9/2014</td>
<td>Valencia College (West Campus)</td>
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<tr>
<td>10/16/2014</td>
<td>Florida Southwestern State College UAO</td>
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<tr>
<td>10/16/2014</td>
<td>Cardinal Gibbons HS College Fair (Ft Lauderdale)</td>
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<tr>
<td>10/18/2014</td>
<td>USFSM Open House</td>
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<td>10/22/2014</td>
<td>Suncoast Polytechnic High School presentation</td>
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<tr>
<td>10/28/2014</td>
<td>Riverview HS Instant Decision Day</td>
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<td>Bayshore HS Instant Decision Day</td>
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<td>Venice HS Instant Decision Day</td>
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<td>10/31/2014</td>
<td>Manatee HS Instant Decision Day</td>
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<td>11/4/2014</td>
<td>Braden River HS Instant Decision Day</td>
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<td>11/5/2014</td>
<td>SCF Bradenton Fall Frolic Time</td>
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<td>11/6/2014</td>
<td>Southeast HS Instant Decision Day</td>
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<tr>
<td>11/7/2014</td>
<td>Sarasota HS Instant Decision Day</td>
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<td>11/12/2014</td>
<td>SCF Venice Fall Frolic</td>
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<tr>
<td>11/13/2014</td>
<td>Suncoast Polytech HS Instant Decision</td>
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<td>11/13/2014</td>
<td>USFSM Open House</td>
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<td>12/12/2014</td>
<td>Florida Southwestern State College UAO</td>
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<td>12/12/2014</td>
<td>Home School Information Session</td>
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<td>1/21/2015</td>
<td>SCF Bradenton &amp; Venice Spring Club Rush</td>
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<td>1/22/2015</td>
<td>SCF Bradenton &amp; Venice Spring Club Rush</td>
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<td>1/24/2015</td>
<td>Masters Information Session</td>
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<td>1/31/2015</td>
<td>Biology Open House at Mote</td>
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<td>2/6/2015</td>
<td>High School Guidance Counselor Workshop</td>
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<td>3/25/2015</td>
<td>SCF Venice Spring Fling</td>
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<tr>
<td>3/26/2015</td>
<td>SCF Bradenton Spring Fling</td>
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</tbody>
</table>
Appendix F  Amended Observations: Planning for Enrollment Funnel Tracking

After attendance of various conferences during the summer of 2012, we have a plan of action to lay the groundwork for a more sophisticated enrollment funnel to directly track and assess our outreach activities. The plan will be implemented over time, with the first steps taking place during the fall of 2012.

According to Noel-Levitz presenter Sarah Cohen at the National Conference on Student Recruitment, Marketing, and Retention (July 2012), the enrollment funnel, nationally, is changing with the recent trends indicating the following: there are an increase in applications, increase in conversion from inquiry to applicant, increase in stealth applications, decrease in admit and completion rates, and decrease in yield from admit to enroll. Some of these trends we have seen at USFSM, others we have not. It is also becoming more evident, per Cohen, that students are entering the enrollment funnel, more increasingly, at a time of their choosing. According to figures provided, more than thirty percent of applications are now the initial point of contact of the prospective student, with 35% for first year students and 46% for transfer students, respectively. This makes our website an even more important tool for providing information to this population and creates a greater sense of urgency to ensure that our collaboration with marketing and advancement continues to develop. The other important collaboration, especially for our FTIC initiatives is our admission counselor/HS guidance counselor relationship. According to Noel-Levitz, 74% of prospective FTIC students use their guidance counselors to help formulate their list of prospective schools. Our counselors have already built strong relationships with many area guidance counselors in a short period of time and continues to add to her relationships as each week of HS visits progresses. This is vital as, also according to Noel-Levitz, the US is currently in the middle of a slump in the projected number of 18-year-olds in the country that began in 2008 and is estimated to begin to rise again in 2016. With the stated top three factors, in the current economic climate, for college choice being cost, financial aid, and academic reputation, USFSM has a unique opportunity to capitalize on enrollment.

We have determined the following points to build upon while planning the actual implementation of the assessment plan for the enrollment funnel:

- Create a weekly funnel report to track progress of prospective students through Hobsons
  - Report will contain freshmen, transfer, and graduate students in suspect, prospect, applicant, final applicant (completed applications), admits, and enrolled statuses.
  - The history of funnel benchmarks will eventually lead to predictive modeling of the enrollment funnel.

- Creation of an initial source code report that will track how students enter and move through the funnel
  - This report will determine return on investment for outreach initiatives (Bull Room, open houses, college fairs, high school visits, web site inquiries, etc…). Report will also help determine the USFSM percentage of “stealth” applicants, and will help to build the sense of “connection” to USFSM for these stealth applicants due to entering the funnel so late.
• Implementation of an aggressive and effective student search campaign
  o Reporting will determine the effectiveness of SAT, ACT, GRE, and GMAT purchase lists.
• Creation of strong marketing messages (collaboration with Advancement/Marketing) to keep the funnel moving.
  o We intend to utilize internal and external data to better understand our market
  o We will investigate, determine, and utilize the appropriate social media to effectively reach the target audience (HS students).

**Implementation and Steps:**

Considering the scope of a fully functioning enrollment funnel, we have the necessary steps to implement the plan:

1. Migration of orientation data, communication plan, and online orientation from Hobsons Retain to Hobsons Connect
2. Creation of Contact Stages including, but not limited to, filter creation
3. Creation of dashboard to report on funnel effect