GBC Mission: Great Basin College enriches people's lives by providing student-centered, post-secondary education to rural Nevada. Educational, cultural, and related economic needs of the multicounty service area are met through programs of university transfer, applied science and technology, business and industry partnerships, developmental education, community service, and student support services in conjunction with certificates and associate and select baccalaureate degrees.

Unit Mission: The Recruitment Department’s mission is to recruit prospective students by providing information about Great Basin College and informing them of the academic and personal opportunities attributed to a higher education.

Outcome: Increase Contacts

Increase the program's impact on recruiting and enrollment by increasing the number of prospective student contacts.

Assessment Year: 2011-2012
Start Date: 06/01/2011
Outcome Status: Active

Means of Assessment

<table>
<thead>
<tr>
<th>Assessment Measure</th>
<th>Criterion</th>
<th>Notes</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is measured by the number of contact cards/recruitment inquiries the Recruitment Department receives throughout the academic school year. The numbers are then compared from the previous academic school year to the current year to verify if there has been a change in the total number of student contacts.</td>
<td>The number of prospective student contacts will increase each year.</td>
<td>Every student contact is individually entered into a homegrown database that the Recruitment Department uses. (The Recruitment Department is hoping to begin utilizing PeopleSoft for data entry for the up-coming 2012-2013 academic school year.) At the end of each academic school year the total number of student contacts is generated by filtering the database from July to June. Then we compare the numbers from the previous year to determine if there has been an increase, decrease or no change. This will be measured again for this current academic year at the end of June 2012.</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Assessment Measure Category: Internal Tracking

Related Items

NWCCU - Core Themes
* 3.2 Serve Rural Nevada - Provide resources to meet needs of service area

VP - Student Services
* 2012-2017 Priority 1: Increase the number of student recruitments, increase the number of applications for admission, increase the numbers of those that enroll, and increase the number of graduates.

Outcome: Efficient and Effective

Student Recruiting is efficient and effective in managing and scheduling recruiting events and the personnel and information resources needed to ensure their success.

Assessment Year: 2012-2013
Start Date: 04/10/2013
Outcome Status: Active

Means of Assessment
### Means of Assessment

<table>
<thead>
<tr>
<th>Assessment Measure</th>
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<th>Notes</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Recruiting efforts from Clark and Washoe counties is easily coordinated with all currently scheduled recruiting fairs.</td>
<td>All information on recruiting fairs in Clark and Washoe counties includes a notification to GBC.</td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>

**Assessment Measure Category:**
Internal Tracking

**Related Items**

**College - Strategic Plan**
* Goal 2: Enhance quality services supporting student success.

**NWCCU - Core Themes**
* 2.3 Build Bridges - Support community needs
* 3.2 Serve Rural Nevada - Provide resources to meet needs of service area

**VP - Student Services**
* 2012-2017 Priority 1: Increase the number of student recruitments, increase the number of applications for admission, increase the numbers of those that enroll, and increase the number of graduates.