Assessment: Assessment Plan

# Department: Recruitment



**GBC Mission:** Transforming Lives Through Education

**Vision:** Great Basin College prepares students for lifelong learning in an evolving global

workplace.

**What are your department goals with the GBC mission?**

**Please provide a department goal.**

## Theme: Student Experience and IDEAS (Access)

**Outcome #1 statement:** Provide virtual student tours for prospective students who would otherwise not have the ability to travel to a GBC campus for a guided campus tour.

**Outcome Status:** Active **Assessment Year:** 2022-2023

**Assessment Measures**

**Measurement:**

* Measure views of virtual tours, using current student tour attendance as a benchmark.

**Criterion:**

* 15% increase in individuals participating in a virtual tour from 2021-2022.

## Theme: IDEAS (Access)

**Outcome #2 statement:** Increase recognition from International and Local prospective students through social media outreach.

Increase GBC’s presence within the state, nationally, and internationally through social media outreach.

**Outcome Status:** Active **Assessment Year:** 2022-2023

**Assessment Measures**

**Measurement:**

* Measure social media engagement by documenting the number of clicks, views, and likes.

**Criterion:**

* 10% increase in social media engagement from 2021-2022.