

Assessment: Assessment Plan



Operational (Student Services) - Student Recruiting

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: Relevancy to specific populations

Recruiting information is relevant to specific student populations, locations, and events.

Outcome Status: Active

Assessment Year: 2019-2020, 2022-2023, 2025-2026, 2028-2029

Start Date: 07/04/2016

Assessment Measures

Assignment - Project - Conduct a review of recruiting methods and materials to see if they are meeting the needs of student populations and locations. (Active)

Criterion: 100% of information is relevant and accurate

Notes: Work with Marketing, Dual Credit and Center Directors to develop materials as needed for specific populations.

Internal Tracking - Track the locations, types, and numbers of recruiting events over time to make sure that all student populations and locations are given ample opportunity to hear about GBC and request more information. (Active)

Criterion: The locations, types and numbers of recruiting events are equitable.

Internal Tracking - Compare events to prior year (Active)

Criterion: Events in current year rise in numbers from previous years.

Outcome: Social and Other Media

Recruiting information is available and accessible via multiple media and is effective in recruiting students.

Outcome Status: Active

Assessment Year: 2018-2019, 2021-2022, 2024-2025, 2027-2028

Start Date: 07/06/2015

Assessment Measures

Qualitative Review - Review all media for availability and accuracy of all recruiting information. (Active)

Criterion: Information is 100% accurate and available on multiple media.

Notes: List of all available media for GBC and what is listed on each media including pdf's for students to print. Could develop a point-of-contact survey to ask prospective students how they heard about GBC and whether or not the information was helpful. Were they looking for information that was not there?

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Outcome: Increase Applicants

Increase applications for admission through dynamic communications and giving prospective students multiple avenues to learn about the college.

Outcome Status: Active

Assessment Year: 2019-2020, 2020-2021, 2021-2022, 2022-2023, 2023-2024

Start Date: 06/01/2018

Assessment Measures

Internal Tracking - Compare the number of applications over time. (Active)

Criterion: The number of applications will go up or stays the same.

Notes: Develop an electronic form for prospective students to complete using Jot Form or Google Forms from FaceBook. Then compare these lists to lists of admissions applications to then contact prospects to see what additional information they need in order to decide whether or not to apply.

Outcome: Recruitment Information Sharing

Information on recruiting is shared across GBC offices and centers.

Outcome Status: Active

Assessment Year: 2020-2021, 2023-2024, 2026-2027

Start Date: 06/01/2018

Assessment Measures

Qualitative Review - Review all information currently shared and how well it is being shared. (Active)

Criterion: All appropriate information on recruiting is effectively shared with all interested parties.

Notes: Include contact information at event locations and an electronic form to collect information from prospective students so that it can be reported by location or degree/certificate of interest or information of interest (i.e. housing). Consider establishing a Recruiting Committee to oversee information sharing and use.

Internal Tracking - Review calendar sharing to see if it still meets the needs of GBC recruiters. (Active)

Criterion: Calendar sharing meets the needs of staff and potential students.

Notes: Share calendars with individuals in different departments and at the centers. Faculty may be willing to come to certain events if they knew about them.