

Assessment: Annual Report

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.

| <i>Outcomes</i> | <i>Assessment Measures</i> | <i>Results</i> | <i>Actions</i> |
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| <p>Social and Other Media - Recruiting information is available and accessible via multiple media and is effective in recruiting students.</p> <p>Outcome Status: Active</p> <p>Assessment Year: 2018-2019, 2021-2022, 2024-2025, 2027-2028</p> <p>Start Date: 07/06/2015</p> | <p>Qualitative Review - Review all media for availability and accuracy of all recruiting information.</p> <p>Criterion: Information is 100% accurate and available on multiple media.</p> <p>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?</p> | <p>Reporting Period: 2018-2019</p> <p>Criterion Met: Yes</p> <p>All of the information on the webpages that the Recruitment department is responsible for are up to date. The Recruitment Calendar is available to the public on our webpage. High School/ Dual Enrollment webpage is up to date, including the deadlines listed on the pages and the forms which students need to fill out. (07/10/2019)</p> | <p>Action: As webpages and programs are constantly changing, reviews of information must be constant. I will also be checking to assure that everyone involved in recruitment is making sure to have the event, visit, or presentation, put into the Recruitment Calendar that is available to the public. There is also a need for a survey still for students and faculty. Administration is aware of the need for a new website that is easier to navigate. A "Request Information" link is also going to be installed by fall 2019 on all pages, so that those on the webpages can directly ask questions from the Student Recruiter. (07/10/2019)</p> |