PURPOSE
In support of the institutional strategic plan and the enrollment master plan, this two year recruitment plan shows an approach to recruitment strategies that should be employed by the college wide community for all three locations. The plan cannot be achieved without the support of all faculty, staff, and administration. Student recruitment is an institutional wide initiative which all must hold as a priority.

This plan is designed to lead to sustained enrollment growth. We have listed strategic initiatives that can be readily accomplished but there are many multidimensional long term initiatives that need to be built from the ground up.

All recruitment strategies were designed and implemented with the intention to build long-range relationships and outcomes with high school counselors, parents, community and civic organizations and prospective students. In our highly competitive tri-state educational market enrollment opportunities cannot be overlooked. The plan should be used as a fundamental guide that leads recruitment activity.

The recruitment strategies are designed to establish enrollment pipelines that will continue to feed the College not just with more applicants, but also with better-prepared students with the tools needed to succeed at Bergen Community College.

Conclusion
This new student strategic plan fully supports the strategic enrollment management plan and the strategic plan of the institution. This plan highlights key major areas for new student recruitment. In order for plan to be successful there must be significant institutional support in terms of shared mission and budget. Recognition of the importance of student recruitment and a sense of shared responsibility for this work extends across the institution. The overall goal of this plan is to develop a successful outreach model that will result in a diverse and academically balanced new student class each term.

This plan is designed to be a point of reference for the success of our continuous outreach efforts. It focuses on strategic growth areas, plans for new recruitment publications, software, and an introduction of new programs. The strategy defines various external and internal sources of recruitment. The purpose of the recruitment strategy is to provide a coherent focus for objectives and actions in relation to Bergen Community College’s planned growth and development.
Key Strategic Recruitment Priorities

**Goal 1**
Continuous and larger recruitment outreach in Bergen, Hudson, and Passaic Counties

**Objectives:**
1.1 Grow present enrollment of traditional, adult and visiting students
1.2 Conduct new individual visits separate from college fairs to all high schools
1.3 Begin outreach to selected middle school populations to increase awareness and early branding
1.4 Involve more staff throughout campus to participate in civic and community outreach events
1.5 Host Bergen, Hudson, and Passaic guidance counselor events on campus once per academic year to bring awareness to our campus
1.6 Maintain and increase recruitment staff by one enrollment specialist to keep up with current enrollment outreach needs

**Goal 2**
Fast Start Program

**Objectives:**
2.1 Establish a program designed for new high school graduates to help them test and register early (April/May) for Fall terms at Bergen Community College.
2.2 Receive their Basic Skills test scores (taken while in HS)
2.3 Apply for Financial Aid
2.4 Meet with their academic counselor/advisor
2.5 Register for classes

**Goal 3**
Technological improvements and efficiencies

**Objectives:**
3.1 Conversion to a Customer Relationship Management (CRM) database for prospect management and new more user friendly online application
3.2 Identify and enroll best fit students
3.3 Increase inquires and applicants
3.4 Provide early visibility Bergen applicant pool
3.5 Reduce the cost of recruiting with more focused efforts
3.6 Handle a high volume of prospects and applicants without additional resources
3.7 Personalize communications to build early connections as early as junior high school
3.8 Follow applicants through entire enrollment cycle

**Goal 4**
Cultural, Community and Civic Diversity in Student Recruitment

**Objectives:**
4.1 Grow special recruitment activities with focus on expanding the diversity of the student body. Increase participation in community, civic, and cultural events
4.2 Involve coordinators of multi-cultural affairs in recruiting activities such as the International and EOF Student Center (ie., street fairs and faith-based)
4.3 Network through minority centers of influence
4.4 Market in Hispanic/African American publications
4.5 Strengthen ties with civic networks for recruiting minority students and provide them with successful tools such as financial aid and EOF
4.6 Train and utilize part-time staff in off campus recruitment
4.7 Create appropriate flyers in second languages

**Goal 5**
Development of a targeted communication outreach series

**Objectives:**
5.1 Direct mail campaign and start of a new publication series
5.2 Continued creation of high-end publications (e.g., the general college viewbook, academic divisional brochures, department brochures)
5.3 Purchase selected student contact lists through vendors such as College Board, Kaplan, Naviance
5.4 A series of mail and electronic postcards reminding students of important upcoming enrollment events (e.g., Open House; Registration)
5.5 Use of Blackboard Connect or another vendor to communicate with students regarding Admissions, Registration, Bursar and Financial Aid

**Goal 6**
Social Media and Mobile Applications

**Objectives:**
6.1 Enable prospects to have options of using mobile applications and using QR codes
6.2 College will move forward to create mobile information access points for new and current students
6.3 Grow college identity and presence on social networking sites. Utilize sites for event promotion

**Goal 7**
Implementation of new college Admissions web site

**Objectives:**
7.1 Create special emphasis on improving online communication with all visitors to college site
7.2 A more robust user friendly site must be created
7.3 Personal live chat connections and student testimonials will be used
7.4 Work with web re-design team and professional designer, implement suggestions from student affairs to revise the look and site usability

**Goal 8**
Marketing and Advertising-focus on county-wide marketing. Focus on targeted marketing (for Meadowlands and Ciarco Locations)

**Objectives:**
8.1 Emphasize our award-winning faculty and staff in advertisements
8.2 Show students earning a high quality education at the fraction of the price of other colleges
8.3 Revitalize the alumni relations association to build Bergen connection
8.4 Showcase “Inside Bergen”, social networking, advertisements
8.5 Promote college video for use on website, and in recruiting venues
8.6 Put Bergen advertisements the start of each Spring term in outside college student newspapers promoting summer classes
8.7 Produce new television and radio commercials highlighting current students and alumni