



**Internal Program Review
Self-Study Report**

Program Name

Marketing & Recruitment

Credentials Offered

N/A

Self-Study Completed by:

Barbara McAlmond

Date Completed:

2015-16

A. Introduction

Marketing & Recruitment recruits prospective students to develop the college's enrollment and employs marketing strategies designed to inform the public on the college's mission, programs and services.

B. Alignment with Mission, Strategic Goals and Core Themes

Helena College University of Montana, a comprehensive two-year college, provides access to and support of lifelong educational opportunities to our diverse community.

Through strategic implementation, the Marketing & Recruitment department has informed the community on how to access Helena College and its offerings through advertising campaigns, on-campus events and off campus outreach. In doing so, we have provided a gateway for students to obtain higher education.

Partner for Student Success

Marketing & Recruitment has worked to build and strengthen partnerships with community agencies such as the Helena Job Service, Career Training Institute, Adult Learning Center and Youth Build. We also work to ensure students in the diploma completion program housed at Helena College have access to shadow opportunities in our academic programs. Through these partnerships, individuals realize an access portal to Helena College. If students are not yet college ready, we are then able to direct the student based on their specific needs to campus or community resources that will assist in his or her academic career.

Integrate Planning & Assessment

In an effort to make evidence based decisions, we have implemented a tracking system within the recruitment area of BANNER that allows the department to determine which recruitment methods are most effective. This also allows us to efficiently contact multiple students on a consistent basis in an effort to provide the support students to complete the application process.

Attain Excellence

By designing and utilizing the aforementioned recruitment tracking system, Helena College has been able to close the gap between prospective student tracking and new student registration. We are now able to track student contact yield rates from first contact to graduation.

Through a high level of marketing publication standards, the college's image in printed and online materials has been elevated. Along with publication standards, marketing controls have been established to ensure public materials provided by Helena College are consistent, professional and veracious.

Support the Community

In addition to the relationships developed with community agencies previously mentioned, the admissions counselor within the recruitment department has served on community education panels, veteran community integration events, as well as spoken to youth in group homes. The marketing director has served as a board member on a local youth organization that focuses on preventing and reducing substance abuse and violence, while enhancing social, emotional and mental health support for Helena's youth.

Advance the Institution

The department has worked to build and maintain positive internal and external relationships. A newsletter is distributed electronically on a regular basis to students and staff. A social media plan and calendar have been implemented in an effort to keep constituents informed of events, deadlines, scholarship offerings and academic success tips. The department utilizes contests to engage both Helena College and community members within the institution. The admissions counselor regularly attends local events as a representative of the institution to promote the college and its offerings.

Develop Resources

In 2012, the college underwent a name change. The visibility and recognition of the college has increased within the community through the development of a new logo, website redesign as well as a “We Are Helena College” marketing campaign. The community feedback on the new look has been overwhelmingly positive. This new recognition for the college has served to advance the institution within our community.

Core Themes

- Provide access and support;
- Demonstrate academic excellence;
- Strengthen the community

Whether marketing Helena College to the community or informing a prospective student of the academic programs available at the college, the Marketing & Recruitment team keeps the institution’s core values at the forefront of each message. Our advertising campaigns strive to promote the standard of academic excellence that the college has worked to achieve, as well as ensure our community recognizes how accessible higher education can be at Helena College.

C. Alignment with Community Needs

N/A

D. Student Participation and Success

The aforementioned BANNER tracking system has been in place for less than one year. At this time, the data demonstrates students who engage with the recruitment admission counselor, at least 25% enroll. Going forward, we will use data provided by demographic, first point of contact and enrollment reports to more efficiently engage with prospective students.

E. Student Learning and/or Program Outcomes

Over the past five years, the goals of the Marketing & Recruitment department have centered on engaging with community partners and agencies, increasing and improving our online presence, and hosting on-campus events in an effort to inform the community and surrounding rural areas about the college.

- Our website is more interactive, however, it requires daily attention and maintenance. This can prove difficult for a two person team. It has become apparent that the college needs a webmaster. This position will be requested in the next budget cycle.
- We have increased engagement with community agencies and will continue to nurture and build those relationships.



- We will look to increase our on-campus community events with an emphasis on middle school students to promote early awareness.

F. Curriculum and Instruction (Academic Programs Only)

G. Faculty/Staff Profile

Barbara McAlmond has served as the college's marketing director since 2008. Her background includes over 20 years in marketing, communications and public relations.

Institutional Committee/Council participation

Behavioral Assessment Team
Institutional Advancement Committee
Campus Safety Committee
College Council
Recruitment Committee
Strategic Planning & Assessment

Past Board Member – Helena Youth Connections

Past Advisor – Helena College Student Government Association

Ryan Loomis has served as the recruitment admissions counselor since 2012. Ryan has a Bachelor of Science in Marketing & Management from the University of Montana.

Institutional Committee/Council participation

Institutional Advancement Committee
New Student Orientation
Recruitment Committee
Staff Senate

H. Fiscal and Physical Resources

The physical resources allotted to the department are sufficient.

The fiscal resources are examined each year. The zero based budgeting system is employed and each budget must determine needs and those needs must sync with the Helena College strategic plan.

I. Recommendations and Preliminary Implementation Plan

As previously mentioned, another full-time employee to perform web maintenance and graphic design services for the institution will be requested in the next budget cycle. As the institution's primary recruitment tool, the Helena College website requires more attention than it is currently receiving. This web & graphic designer would provide technical, artistic and graphic work in the development of publicity, informational and marketing materials and be proficient in web design in order to transfer those materials to the Helena College website.

In the event the request for additional personnel is not approved, the Marketing & Recruitment team will continue to maintain the website in the current fashion. The college will also need to continue to contract for outside services as it relates to graphic design.

K. Appendix (Additional data or exhibits)