Recruitment—Key Performance Indicator

Fall 2012: Recruit 4,000 freshmen
Fall 2012: Recruit 1,500 transfers

Key Performance Indicator (KPI)

- selected metrics annually measured to evaluate progress

Strategy: Idea/concept based on research that impacts KPI in the desired direction
Tactic: Method to implement strategy
Action Plan: Specific, measurable steps with a timeframe
Assessment: Learning outcomes

Strategy
Generate at least 35,000 inquiries of the right type and mix to achieve recruitment goals. Seek the following numbers from the five main categories of inquiry sources: travel-initiated (TBD) referrals, student-initiated (TBD), campus events and programs (TBD), solicited (TBD)

Tactic
Purchase prospective student names from the College Board (PSAT and SAT), ACT (Plan and all EOS cycles), CBSS, and NRCCUA in Kansas and selected out-of-state markets in an attempt to fully canvass the university's primary geographic draw area. Once the lists are obtained, use a combination of electronic and direct mail contacts to generate inquiries from these lists

Action Plan
- Work with list brokers, DATA and OIRP to develop search parameters for in-state and OOS markets
- Develop creative, initial search and response path for responders (students and parents)
- Develop and test customized landing page with vendor
- Develop automated communication flow to non-responders (electronic only)
- Coordinate search load with IT Staff to ensure smooth and quick loading of names
- Assign individual codes for each student in search pool (vendor)
- Work with outside printer to utilize VDP in initial search mailing
- Drop initial search piece
- Load responders into inquiry pool and initiate appropriate comm flow (students and parents)
- Implement comm flow to non-responders at 30/60/90/120 day intervals
- Ensure non-responders are included in electronic calendar-driven pre-application flow and target search non-responders in senior search campaign

Responsibility
Primary: LPK
Secondary: OIRP, University Relations, DATA

Cost
TBD
| Assessment | Search Launch (How long did it take from receiving the names to getting the piece out the door?)  
Search Response Rates  
Coverage Rate (number of admits and enrolled student that were first contacted via search even if they did not respond through the established response channel)  
Cost Per Inquiry/Cost Per Admit/Cost Per Enrolled Student from search as first-source inquiry |