

DELAWARE COLLEGE OF ART AND DESIGN
600 NORTH MARKET STREET
WILMINGTON, DE

2011-2012 Admissions Recruitment Plan

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I. Goals

2011 Goal: 142 (reduced to 134 after 2010 goal of 134 not met)

Conversions:

Accepted Applicants

- Yield of accepted applicants to confirmed- enrolled = 47%
- 345 accepted students would result a class of 163 (typically 20 students forfeit their enrollment deposit and do not enroll at DCAD)

Applicants

- Yield of applicants to accepted students = 65%
- 576 applicants would result in 345 accepted students.
- (576 is 84 more than we have ever received, 114 more than 2010)

Prospects

- Yield of Prospects to applicants = 11% (1 in every 8.9 prospects)
- DCAD would need to realize 5,236 prospects to result in 576 applications.
- (595 more prospects than ever received, 1159 more than 2010)

2012 Goal: 142 (*remaining at 142 which is 6% higher than 134*)

See above numbers

Yield; percentages; projected numbers taken from Benchmarks report and based off of a four-year average from fall 2007 through fall 2010.

See 2012 Goal Addendum :

<S:\Recruitment Plan\2012 Goal.docx>

II. Action Plan (How To Achieve Goal)

DCAD Admissions uses a prospect-management approach to generating applications for the fall and spring semester start dates. Prospect-management focuses on qualifying student inquiries who have expressed an interest in receiving more information from DCAD through a variety of sources. Admissions staff tracks these sources to determine which contacts generate the most applicants and, in turn, future DCAD students. The more contacts the student has with the College, the more likely the chance they will apply.

After the student makes the first contact to request information, within a two - three week time frame, Admissions staff initiates a second contact, a Profile Card, which asks for detailed info regarding the student's specific interests. If the student responds to this contact in any way, they become a "hot-prospect" or a qualified prospect, which means they receive more detailed

and personalized contact from the Admissions Office including bi-weekly emails referring to their specific interests, personalized emails and telephone contact encouraging their application and to visit campus, and social networking info (invited to join Facebook, follow twitter, read the DCAD blog, etc).

This personalized contact allows staff to focus on those students who are more likely to enroll based on their continued interest and responses. Qualified prospects are more likely to apply to DCAD than non-qualified prospects as evidenced below:

- Non- Profile Card prospects: 9.7% apply
- Profile Card returners : 19.6% apply

A. Add Additional DCAD Admission Staff Member (\$11,000)

1. Hire a part-time recruiter immediately to visit schools in Philadelphia/ New Jersey area and attend National College Fairs and Visual College fairs.

Not-completed. *(DCAD on hiring-freeze after budget revision completed in Sept. 2010)*
Will re-visit for 2012 recruitment cycle.

6/27/11 UPDATE Revisited – secured a part-time recruiter from Sept 26 – Nov 23, 2011. (\$6,000)

2. Wish to visit 100 High Schools to attract more prospective student interest, on a national level. Select regions based on current prospect numbers
 - a. Use queries in Custom Grad Pro Reports
 - b. DCAD High School Search – Schools Linked to Applicants
(finds high schools linked to past applicants)
 - c. DCAD High School Search – Count Linked Accounts
(Provides a count of prospects or applicants received from each school)

See “f.” – High School Visits

B. Plan to attend two to three new National Portfolio Days (\$1,500)

Based on inquiry report by state after receiving prospect info from Nat’l searches (NRCCUA and College Board). Possibly considerations: Ohio, North Carolina, Georgia, Florida, Texas. (Submitted budget planning sheet 3/2/11 for NPD increase)

Based on our Source Report (How Students Heard about DCAD), DCAD attracts students on a personal level (face-to-face) to enroll rather than “cyber-recruiting” due to the small and personalized nature of the college.

Current NPD's attending:

- 1) Hartford CT
- 2) Boston MA
- 3) Purchase, NY
- 4) NYC, NY
- 5) Philadelphia, PA
- 6) Washington DC
- 7) Baltimore MD
- 8) Richmond, VA
- 9) Detroit / Grand Rapids MI
- 10) Chicago IL
- 11) Milwaukee WI

NPD Stats:

2009	54 Applicants	14 Deposits	26%
2010	31 Applicants	6 Deposits	19%
2011	61 Applicants	17 Deposits	28% (as of 5/11/11)

6/27/11 UPDATE – new NPDs for 2011-12 will be:

St Louis, MO

Kansas City, MO

Minneapolis, MN

In addition to NPDs above, but not including Milwaukee.

C. SEO (Search Engine Optimization)

\$500 – 750 per month – need to make DCAD website more prominent when keywords are being searched that pertain directly to DCAD's offerings – DCAD is buried on third or fourth page resulting in less interested parties visiting the website.

Requested and researched proposals for SEO. Paragraph (the company that created the DCAD website) will be providing SEO assistance. Keywords have been identified to begin targeting interested audiences.

6/27/11 UPDATE – Approved. Beginning summer 2011

D. Social Networking

Create DCAD student Blog, update Facebook and Twitter feeds, especially while on the road visiting high schools and national portfolio days.
(ongoing, no cost)

Student blog has been created – two first-year students are blogging on a daily or weekly basis about DCAD life. Blog website has been added to DCAD website under Admissions page, and broadcasted on Facebook.

Facebook pages have been created for incoming class, and a Facebook Admissions page is being worked-on throughout summer 2011 in preparation for fall recruitment season.

E. President Letter / DCAD catalog

DCAD intro letter being sent to applicant's parents or guardians (cost of postage).
DCAD catalog being sent to accepted students to enhance the acceptance packet.

This is an ongoing project – will revisit President Letter for fall 2012 recruitment cycle.

Note: Keeps dialogue and communication open, but is not an effective tactic to recruit students. President letter introduces parents to the DCAD brand.

UPDATE 6/27/11 consider Area Coordinator letter to outline each major to students and parents

F. High School Visits

Like indicated above, face-to-face, personal contact is vital to DCAD recruiting – visiting as many High Schools where there are strong art departments and past interest from art students is a necessity. 100 high school visits to give presentations about DCAD and preparing a college portfolio is the goal for 2011 and 2012 recruitment cycles.

Students met at HSV's account for a high percentage of DCAD applications.

HSV Stats:

2009	34 Applicants	14 Deposits	41%
2010	57 Applicants	26 Deposits	46%
2011	46 Applicants	18 Deposits	39% (as of 5/11/11)

Multiple spreadsheets in use – too large to print.

See High School Visits 2011-12 Folder Addendum:

<T:\Recruitment\2011 Recruitment\Recruitment Spreadsheets>

G. Follow Mail Flow System

See Mail flow system notes (next two pages, for Seniors and Juniors) to keep track of mailings being sent to interested students.

REVISED MAIL-FLOW SYSTEM NOTES - SENIORS

Students Become Seniors as of July 1

1) Seniors request info:

a. Track GradPro (source in Option 300)

Items to send 1) Inquiry letter Senior (before or after March 15)

Senior Packet 2) Get to Know DCAD Letter

3) View Book

4) Port prep brochure

5) Transcript Request Form

6) Profile Card

*If Preview Day invitation has been printed, send with packet.

b. Email Contact – Campus Visit reminder and link

2) Senior returns Profile Card:

a. Mark as 3 for Interest Level

b. Give to Counselor for Constant Contact emails

Items to send 1) Apply! letter

2) Application & SASE

3) Poster

OR Senior other second contact:

a. Track in Option 300 under Source 2

Items to send 1) Apply! letter

2) Application & SASE

3) Poster

Any contact after Source 2 can be put in Account History Comments

Counselor Contact:

Application Materials:

Transcripts or Hold file correspondence – personalized contact from counselor (email, phone, postcard)

NPD/HSV Contact

Specific letters addressing contact made, especially indicate if Portfolio has been accepted in letter and outline steps to follow next.

All students will receive Preview Day invitations, invites to gallery openings, CE mailings, and any other DCAD community mailings via bulk mail.

REVISED MAIL-FLOW SYSTEM -- JUNIOR

1) Juniors or before request info:

a. Track in grad pro (source in Option 300)

Items to send 1) Profile Card Letter by counselor
2) Student Profile Card
3) Poster

*If Preview Day invitation has been printed, send with packet.

2) Junior returns Profile Card*****:

- a. Mark as 3 for Interest Level
- b. Give to Counselor for Constant Contact emails

Items to send 1) Junior campus visit encouragement letter /
Get to Know DCAD letter
2) New viewbook (revised 4 15 10) EG

3) Junior's 3rd contact: (SAT or phone call or another web inquiry, etc)

a. Track in Option 300 under Source 2

Items to send 1) Personalized contact – invite to college

***** "bulk mailing" to determine all profile card returners (juniors) with Apply! Letter and Viewbook – to be completed by June 30, 2010. After June 30, all "hot prospects" will receive view books as they return their profile cards – GO TO MAIL FLOW SYSTEM SENIOR.

All students will receive Preview Day invitations, invites to gallery openings, CE mailings, and any other DCAD community mailings via bulk mail. Students who don't send back profile cards get a second chance with a bulk profile card mailing.

OTHER

Return Mail:

Investigate address through grad pro and Google search. Revise GradPro entry and re-mail info. If address cannot be researched and changed, change account-type of Prospect-Active to Prospect- Inactive.

Other Mailings

ISER mailing – goes to students who applied for financial aid, but not admissions – certain times in the Spring.

SAT/ACT – If junior, send follow-up w profile card letter.
If senior, see above (they get senior packet).

Campus Visit follow-up - send new campus visit Survey w/ letter- Postcard from tour guide

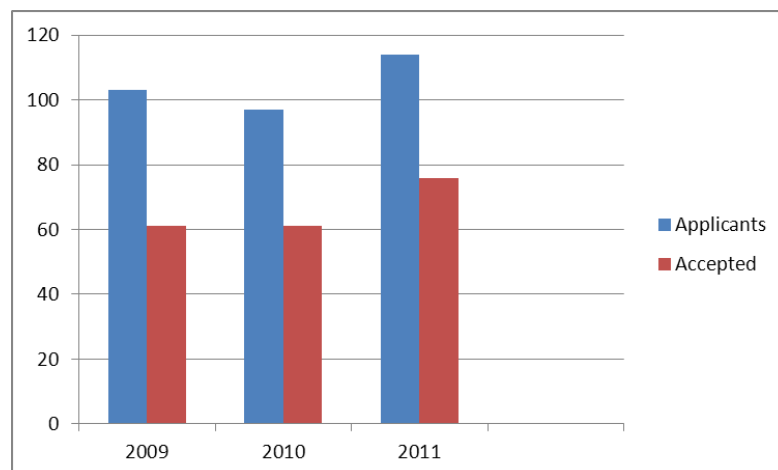
Summer campus visit encouragement – summer of student’s junior year -- Send letter

ACTION PLAN (CONTINUED)

H. Early Action Option

Offering students the opportunity to complete the application process by Dec 1 and receive admission decision prior to winter break to increase yield of early applications.

The chart represents an increase in applicants and accepted applicants since introducing the Early Action Option in fall 2010 for the fall 2011 start semester. In fall 2011 DCAD received the most applications and accepted the most students, a 24% increase in accepted students who applied before December 1.



I. Bulk E-mail program (Fire Engine Red) (\$1,500 / 100,000 emails)

To increase yield of prospects inquiring from letter sent to NRCCUA and College Board names, this would give us the opportunity to continuously target these prospects through bulk email (constant contact does not allow names from 3rd party lists, but Fire Engine Red does (received reference from J Aaron at Pratt.)

Beginning July 2011 – will be able to eblast students not in the DCAD database about NPDs and upcoming DCAD high school visits. (\$1,500)

J. Marketing

Several ongoing marketing initiatives assist in reaching the new student enrollment goal. Admissions works closely with communications department and budgeting appropriate funds for strategic marketing.

These marketing strategies include:

- 1) Creative Outlook Magazine (\$4,000)
- 2) Collegeboard.org Spotlight program. (\$2,000)
- 3) Student Search Service (between 70-90K for all searches including outsourced mailhouse, and printed letters/envelopes)
- 4) NRCCUA Student Search
- 5) College Bound Selection Service Search
- 6) Naviance advertising (\$6,000)
- 7) Hobson's International Student advertising (China / other Asia) (\$4,000)

III. Future

DCAD's future growth depends on expanding its' popularity. As a new school in the past decade and a half, DCAD has relied on the strength of the Pratt and Corcoran names to attract students to its degree program. Because of our now independent accreditation (no longer being considered a branch campus of the Corcoran, being able to attend National Portfolio Days has increased and strengthened our applicant pool. As we desire to reach growth in overall enrollment, we will broaden our recruitment efforts from regional to a more national audience of potential students. This will be achieved by requesting alumni help to spread the DCAD message, a more user-friendly, interactive website, and additional DCAD staffing in the Admissions / Marketing departments.

A. Alumni Support

With the help of the Director of Development and current DCAD alumni working at the College, we can execute a plan to ask for alumni to help out in the recruitment process.

In the future, Alumni will be able to share their stories online, host a new student information session in the city where they live, or drop off recruiting materials at their local high school(s).

B. Website Enhancement

To include videos, virtual tour, student testimonials, easily navigable links to important forms for admissions, and parent's page. The website is a vital tool to attracting students to campus. We can be updating it more consistently but need more staffing to do so – it can easily be one person's full-time job if done correctly, therefore future staffing is an important issue to address.

C. Staffing (Admissions / Marketing)

- An additional part-time recruiter by Sept. 2012 to visit additional schools
- Full-time website coordinator/graphic designer (to replace or collaborate with INQB8 position).

APPENDICES

ADDENDUM

2012 Goal Addendum

2012 Goal: 142

Enrollment Confirmations

162 confirmed deposits to account for summer melt.

Accepted Applications

Typically, 47% of accepted students enroll, therefore we will need to accept **345 students**, an increase of 18% over 2010. The most accepted applications DCAD has ever had was 300, resulting in a class of 127.

Applications

To reach 345 accepted students, we must obtain **576 applications**. On average, 65% of our applicants complete the admissions process. Of those, 92% are accepted. 576 is 84 more applications than the most we have ever received in 2009, and 114 more than 2010.

Inquiries

DCAD will need to realize at least **5,236 prospects** to see 576 applications. About 11% of our prospects apply, or 1 in 37 prospects. This is 595 more prospects than we have ever received, and 1159 more than 2010.

Note: Percentages are based off of a four year average, from FA2007 through FA2010.

Current Numbers:

5/26/2011

Admissions Prospect Count Yr-toYr Comparison		
MajorCode	2011-09	2012-09
Animation	270	210
Fashion Design	4	
Fine Arts	286	385
Graphic Design	423	387
Illustration	189	202
Interior Design	228	245
Other	4	
Photography	560	581
Undecided	360	243

Total

2324

2253 (no change)

And looking ahead to 2013 Recruitment:

Admissions Prospect Count Yr-toYr Comparison		
MajorCode	2012-09	2013-09
Animation	26	155
Fine Arts	24	208
Graphic Design	22	225
Illustration	16	69

Admissions Prospect Count Yr-toYr Comparison		
MajorCode	2012-09	2013-09
Interior Design	22	137
Photography	41	328
Undecided	47	89

Total 198 1211 (large increase due to allocating funds to additional search names (NRCCUA and College Board) to attract current sophomores.)

Part Time Recruiter

Additional DCAD admission staff member

Hire a part-time recruiter immediately to visit schools not previously visited and attend additional National College Fairs and Visual College Fairs, regionally.

Will be hired to present to 35 high schools, 4.25 per week for seven weeks, one week training in-office, and any pertinent day or evening College Fairs.

Cost:

Salary	\$3,800 (\$475 per week (8 weeks))
Mileage estimated	\$1,200 (at .51 per mile)
Food/tolls estimated	<u>\$1,000</u>
Total	\$6,000

September 26 – 30 In office training

Oct 1 – Nov 18 Recruitment

Nov 1 – Nov 18 Recruitment

Substantiation:

In 2010, 21 of our 120 confirmed students, accounting for 17.5% of our incoming class, first heard of DCAD through an Admissions representative visiting their schools. This is the largest amount of confirmed students coming from one source of first contact.

In 2009, 14 of our 127 confirmed students' first source of contact was a high school visit, resulting in 11% of our incoming class.

By hiring an additional recruiter, we can visit more high schools to generate more positive interest in the school, ultimately receiving more applications and more enrolled students for fall 2012 while also generating positive interest for 2013!

APPENDIX 2010 Visited Schools

Schools Visited 2010 Fall Recruiting	State	Date
Queen Annes County HS	MD	9/15/2011
Sussex Tech HS	DE	9/17/2011
Overlea HS	MD	9/21/2011
Suitland HS	MD	9/28/2011
Stephen Decatur High School	MD	10/4/2011

James Madison HS	VA	10/6/2011
Patapsco HS	MD	10/7/2011
Dundalk HS	MD	10/7/2011
		10/11 &
C.D. Hylton HS	VA`	12/2011
Elkton HS	MD	10/14/2011
Duke Ellington HS	DC	10/15/2011
JEB Stuart HS	VA	10/18/2011
Wicomico HS	MD	10/19/2011
Chancellor HS	VA	10/21/2011
Aurora HS	IL	10/26/2011
Rockford HS	MI	10/27/2011
Athens HS	MI	10/28/2011
International Academy Central	MI	10/28/2011
Lapeer West HS	MI	10/29/2011
Grosse Pointe South HS	MI	10/29/2011
Buffalo Gap HS	VA	11/3/2011
Henrico HS	VA	11/4/2011
North Stafford HS	VA	11/5/2011
Broadneck HS	MD	11/8/2011
Lansdowne HS	MD	11/11/2011
Spotsylvania HS	VA	11/12/2011
Cape Henlopen HS	DE	11/15/2011
Carver Cetner for the Arts	MD	11/16/2011
Chesapeake HS	MD	11/17/2011
Oxon Hill HS	MD	11/18/2011
Marriotts Ridge HS	MD	11/19/2011
		11/30/11-
Mt. Vernon HS	VA	12/1/11
Parkdale HS	MD	12/3/2011
Walt Whitman HS Art Forum	MD	12/1/2011
Sussex Central HS	DE	12/9/2011
Coatesville HS	PA	12/13/2011
Caesar Rodney HS	DE	12/25/2011
Delaware Valley Regional High School	NJ	9/14/2010
Warren Hills Regional High School	NJ	9/16/2010
Mountain Lakes High School	NJ	9/17/2010
Wissahickon High School	PA	9/20/2010
Liberty High School	PA	9/24/2010
Parkland High School	PA	10/6/2010
Franklin Township High School	NJ	10/8/2010
High Point Regional High School	NJ	10/12/2010
Roxbury High School	NJ	10/13/2010

Mount Olive High School	NJ	10/14/2010
Lehigh Valley Charter High School for the Performing Arts	PA	10/15/2010
Parsippany High School	NJ	10/18/2010
Phillipsburg High School	NJ	10/20/2010
Suffern High School	NY	10/21/2010
Hamilton West High School	NJ	10/22/2010
Paramus High School	NJ	10/25/2010
Morris Hills High School	NJ	10/26/2010
Belvedere High School	NJ	10/27/2010
Madison High School	NJ	11/3/2010
Windsor High School	CT	11/5/2010
Easton High School	PA	11/8/2010
Northern Highlands Regional High School	NJ	11/9/2010
Vorhees High School	NJ	11/12/2010
Hanover Park High School	NJ	11/15/2010
Bernards High School	NJ	11/16/2010
Glen Rock High School	NJ	12/1/2010
Longwood High School	NY	12/2/2010
Whippany Park High School	NJ	12/10/2010
HSV Appoquinimick	DE	12/15/2010
CHAD	PA	1/18/2010
Christiana High School	DE	2/10/2010
Vernon Twp. High School	NJ	2/25/2010
Freehold High School	NJ	3/23/2010
Unionville High School	PA	9/23/2010
Ephrata High School	PA	9/24/2010
Chichester High School	PA	9/28/2010
Rustin High School	PA	10/20/2010
Avongrove High School	PA	10/22/2010
Pennwood High School	PA	10/22/2010
Middletown High School	PA	10/27/2010
Warwick High School	PA	10/28/2010
Delaware Valley Friends School	PA	11/5/2010
Concord High School	DE	11/9/2010
Newark High School	DE	12/6/2010
Perryville High School	MD	5/4/2011