

Adopt-A-School

What Is It?

This program calls for faculty and staff to identify a high school that is conveniently located to their normal commute. Each individual will begin to build (or strengthen) a relationship with a teacher who has students that would be a good fit for our College. This relationship will foster a greater understanding of our programs and yield a greater number of referrals to our College.

Who Is Involved?

A number of you are already participating in this program. Max Rabiee and his faculty are currently participating, as are many others. One of the best ways for us to reach students is to develop relationships with teachers who instruct in areas that our students typically have an interest and passion for. Another effective way is to increase an awareness of our College and programs by attending college fairs and building relationships with guidance counselors. Many teachers and counselors are unaware of our College and the success of our programs. Most counselors have minimal interface with students on a daily basis, whereas teachers have daily or frequent interaction, but both are key players in the college decision making process.

My Goal(s)

My goal is to continue to promote our College by attending college fairs and through classroom presentations, as well as encouraging students to visit our campus. I hope to build relationships with both counselors and teachers, as well as increase an awareness of our College. I want to play an active part in promoting our College and our programs. If you have an opportunity for me to present in classrooms from the relationships you develop with this program, please let me know. I believe this program will yield more inquiries, applicants, offers, confirmations and ultimately increase our enrollment. I want to ensure that we meet/exceed our enrollment goal of 2010 in 2010.

Where are our traditional students coming from?

At www.uc.edu/cas/schools.pdf are schools where we received confirmations from students for 2007A. As you can see, our students are spread out with very few "feeder schools". I hope that we can focus on the schools where two or more students confirmed, while trying to increase the ones with one (or no) students. To this point, I have visited quite a few of these schools and/or attended college fairs that include these schools.

I will continue to travel much of this month and November in an effort to promote our College.

I will keep you updated as well as send you information on inquiries I have received requesting information on our programs.

Thanks again for all you do to promote our College!

Brad Tate
Recruitment & Retention Director
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