

# EFFECTIVE CAMPUS EVENTS:

*A Meeting of the Minds*



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# LET'S BUILD SOMETHING TOGETHER

PURPOSE

- **Round Table Discussion**
  - *Be candid & active*
- **Participate at**  
**<https://dmcrecruit.typeform.com/to/YBD8UT>**
  - *When you see this icon, respond to the live survey*
- **Learn**
  - *What can you bring back to your campus events?*
- **Areas of Measure**
  - *Planning, Marketing, & Evaluations*



# WHO ARE WE?

DEL MAR  
COLLEGE

## DEL MAR COLLEGE

- Located in Corpus Christi, TX
- Over 200 Degrees & Certificates
- 11,000+ Enrollment (Fall 2015)
- 2 Campuses, 2 Centers



**Do you think there is a need for  
a traditional college preview  
day?**

# Are campus events STILL the most effective recruitment tool for 2 year colleges?

RESEARCH  
SHOWS

*“Two-year institutions also identify campus events as a top strategy, although not as important as encouraging prospective students to apply on the admissions website or offering academic programs within high schools for students to earn credit at their community college.”*



**LET'S START THE  
DISCUSSION**

# PREVIEW DAYS VS. REGISTRATION EVENTS

VERSUS

Do you have traditional  
Preview Days or do you focus  
on Registration/Enrollment  
Events?



# WHAT WE DO

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## TRADITIONAL PREVIEW DAY

- Jr. SUCCESS Day (Fall)
- SUCCESS Day (Spring)
- SUCCESS Nights! (Yearly)

## REGISTRATION EVENTS

- Enrollment Workshops (Yearly)
- New Student Orientation (6 Summer, 1 Spring)
- Express Registration (August, January)



# BUDGET

PLANNING

How do you plan an event on a limited budget?



# WHAT WE DO

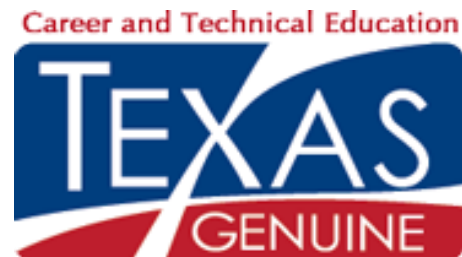
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## AVAILABLE FUNDS

- Perkins Grant

## LIMITATIONS

- No Event Budget
- Limited Food Budget



# WHEN

PLANNING

When is the best time frame  
to host an event?



# WHAT WE DO

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## SUCCESSFUL TURNOUT

- The Traditional Student (High School) – high school involvement
- The Non-Traditional Student – Evenings



## LOW TURNOUT

- Saturday Events
- The Traditional Student - Evenings



Common Attendance

# STAFFING

PLANNING

How do you utilize your Student Assistants and/or Ambassadors at events?



# WHAT WE DO

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## SUCCESES

- Viking Volunteer Program
- DMC Ambassadors
- Paid Student Assistants

## CHALLENGES

- Working with Class Schedules



# TARGET AUDIENCE

MARKETING

Do you have a specific target audience for certain events?



# WHAT WE DO

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## DAY EVENTS

- Traditional/High School Students

## EVENING EVENTS

- Everyone!
  - Traditional students with working parents or busy schedules.
  - Non-Traditional students



# PROMOTION

MARKETING

What is the most effective method of promoting your events?



# EVALUATIONS

EVALUATING

How do you evaluate your events?



# WHAT WE DO

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## SUCCESES

- Paper Evaluations & Incentive Submission



## NEEDS IMPROVEMENT

- On-line Systems & Getting Responses
  - Typeform
  - QuickTap
  - SurveyMonkey



# What do you do?



# QUESTIONS?

*Contact Us!*



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