



Recruitment
Efforts

Attracting Area High School Students

High School Students We Serve

- 14 Public High Schools
 - 9 school districts
 - Annual average # of graduating seniors = 3,920
(over last ten academic years)
- 2 Private Religious High Schools
- Home Schooled students
- Growing diversity in the district

Recruitment Philosophy at MCC

Student Recruitment at MCC is built on a foundation of relationships and service. To inspire interest in our institution we work to build relationships with and provide services to the entities that provide a market. To generate applications and enrollment we build relationships with the prospective students who show an interest and with the students we have an interest in.

What Makes Our HS Recruitment Efforts Effective

- Relationships
 - *With the students/parents*
 - *With the high schools*
 - *With the community*
- Collaboration across departments at MCC
- Intentional Information Delivery

Engaging with Students & Parents

- ***@ the High Schools***
 - Recruitment visits
 - Twice annually
 - HS College Information Nights
 - 3-4 annually (as requested)
 - HS Tech & Trade Fairs
 - Career Information Days
 - Classroom visits
 - Financial Aid Activities
 - FAFSA Completion Workshops
 - Financial Aid 101

Engaging with Students & Parents

- **@ MCC**
 - Annual College Fair
 - MCC Night
 - Financial Aid Nights
 - Career Exploration Showcase
 - Sophomore Career Day
 - Latino Empowerment Conference
 - Group tours
 - Occupational competitions
 - IDEA
 - Accounting Bowl

Engaging with High Schools

- High School Plus
 - Dual Credit
- College & Career Readiness Alliance
 - [College Readiness website](#)
 - [Programs of Study website](#)
 - Articulated math program
 - Workshops & Seminars for HS faculty & staff
 - Common Core
- Connections with the Guidance offices
 - Monthly Guidance Meetings
 - Bi-annual HS Counselor Breakfast & Workshops
- Connections with HS Administration
 - Monthly Board of Control Meetings

Collaboration Across Campus

To understand what kind of students will thrive and be successful in our programs we build strong relationships with the academic divisions.



McHenry County College
MCC NIGHT
2015

Wednesday, November 11, 2015 5:30—7:30 p.m.
www.mchenry.edu/mccnight

Intentional Information Delivery

- Marketing collateral
 - View Books
 - Departmental Sell Sheets
- Consistent communication
 - Communication funnel from prospect to enrollment
- Website
 - www.mchenry.edu

Enrollment Results

- Largest feeder schools
 - Huntley HS has the largest number of applicants from one school with an average of 150 per year
 - District #155 is the largest feeder district
 - 4 high schools
 - Annual average of 429 applications received over the last five years
- Dual Credit & HS Plus conversion
 - FA14 & FA15 over 100 HS Plus students applied
- % of HS graduates applied to MCC
 - Since Fall 2010 an average of 33% of area high school graduates applied to MCC

Thank You

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