



**Consolidation Committee
Final Report**



Committee Details

Date:	December 8, 2016
Committee Name:	OWG 31 Recruitment
Committee Co-Chairs:	Melody Pierce, Dwana Trimble and Al Case
Functional Area:	Area F: Student Enrollment
Functional Area Coordinator:	Frank Malinowski/Kimberly Holmes

Major Tasks for Committee Tracker from Final Planning Document and Recommendations

Task: College Fair Participation in 2016-2017
Recommendation and/or Action Taken:
1. Recommends that DSC and ASU maintain a singular recruitment and program presence during the Fall of 2016.
2. Recruiter territories have been consolidated and current participation in college fairs and recruitment events is on behalf of both ASU and DSC.
Task: Integrate Recruiting Practices and Materials
Recommendation and/or Action Taken:
1. Recommends that DSC and ASU establish an integrated marketing and recruitment approach as the new Albany State University. Where appropriate, distinct collateral will be established to support the Darton name, e.g., Darton College of Health Professions as well as other distinct colleges within the university.
2. Shared transitional recruitment materials have been developed in collaboration with Institutional Advancement. Continued collaboration will occur for the development of recruitment materials for the consolidated university.
Task: Integrate CRM Data and Recommend CRM
Recommendation and/or Action Taken:
1. In consultation with ITS, the recommendation was made to adopt Ellucian Recruiter for the consolidated institution. An estimated timeline for implementation has been established.
2. Until the Ellucian Recruiter CRM is able to be implemented, ASU will continue to use Radius. ITS and Admissions are working collaboratively to move DSC from EMAS to a shared instance of Radius through the 2017-2018 recruitment cycle.



Consolidation Committee
Final Report



Task: Campus Visit and Event Program Integration
Recommendation and/or Action Taken:
1. Recommends continued collaboration and development of campus visit and event program planning on both campuses.
2. Established shared membership in CIVSA and will continue to collaborate in the development of campus visitation program.
Task: Search Integration
Recommendation and/or Action Taken:
1. Recommends the adoption of a consolidated student recruitment and marketing campaign and that during the first consolidated cycle, this campaign should be developed and executed with the assistance of a third party vendor.
2. ASU/DSC has received a comprehensive consultant and search proposal from Ruffalo Noel Levitz (RNL) to be adopted for a 3 year period.

Other/Final Comments (if any):

Much of the work of consolidating recruitment efforts is in progress as both offices are working collaboratively in scheduling HS visits, participation in college fairs, and other recruitment events.