



**WALATOWA HIGH CHARTER SCHOOL**

**Mission:**

Walatowa High Charter School Early College will achieve and maintain enrollment in through institution-wide improvement and commitment to recruitment, retention and student success.

**Objective Work Plan:**

**WHCS Recruitment/Enrollment Objective Work Plan Year 2008-2009  
Plan Goal: Marketing**

<b>Objective:</b> To identify strategies that will promote WHCS Early College Program as the high school of choice		
<b>Results or Benefits Expected:</b> Increase Enrollment by 30% in 2008		
<b>Strategies</b>	<b>Positions Responsible</b>	<b>Assessment/Evaluation Measures/Strategies</b>
Improve Internal Marketing & Communication: Train staff for better use of Outlook calendar feature as an information tool for daily updates of Early College important events/dates to campus employees, students and parents	WHCS IT staff Recruitment Sub-Committee Early College Steering Committee Instructors	Update events each quarter Train Staff bi-annually
Create affordable, technologically-advanced ways to reach both internal/external markets: Use collected parent & student e-mail address to advertise/communicate events and activities	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors	Each quarter, collect data related to number of student email entries and responses
Website Design: Distribute pertinent information regarding Early College programming, events and enrollment information	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors	Each quarter, collect data related to website usage
Meta Tags: Early College information will be distributed to tribal education websites, print	WHCS IT Department Recruitment Sub-Committee Early College Steering	Annually review number of advertisements solicited and review student survey data to determine most effective

and radio media outlets regarding WHCS Early College	Committee	venue
Multi Media: Improve external marketing by placing WHCS Early College Advertisement in Tribal Newspapers, Local Newspaper, Native Radio Program	WHCS IT Department Recruitment Sub-Committee Early College Steering Committee	Advertisement 4-5 months annually. Analyze cost per ad and analyze investment compared to increased student traffic and information requests

**Objective Work Plan:**

**WHCS Recruitment/Enrollment Objective Work Plan Year 2008-2009  
Plan Goal: Recruitment**

<b>Objective:</b> Assess current recruitment strategies throughout the institution and identify new strategies that will enable WHCS Early College to effectively recruit more students.
<b>Results and Benefits Expected:</b> Increase enrollment in WHCS Early College by 30% in 2008-2009 School Year.

Strategies	Position Responsible	Assessment/Evaluation/Measures and Strategies
Increase promotion concerning quality of instruction to local high schools, feeder schools, parents, teachers and community	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors	Annually: Create WHCS faculty credentialing brochure. Introducing faculty profiles in the Tribal newspapers/newsletters and website. Showcase student work.
Increase knowledge or recruitment tactics among Staff and Faculty, Parents and students	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors Students	Once (1) a quarter: Create and monthly update recruitment boards for EC Program: Provide mini in-service for faculty and staff to inform them of Early College Program.
Information to faculty and staff about recruitment efforts. Print “Did you know?” facts about Early College	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors	Once a quarter through the website & e-mail.

Undeclared students	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors Students	Twice (2) Annually Faculty follow-up by mail, e-mail and/or phone to those who have expressed an interest in WCHS Early College. Phone-athon to follow-up on undecided students:
Recruitment Video	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors Students	Annually: Develop recruitment video about WHCS Early College.
Attend Directors Meeting, Community meetings, recruitment fairs and career fairs	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors Students	Three (3) each quarter: Distribute push cards, printed materials and program information; program student to speak to potential students
Recruitment booth:	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors Students Parents	Set up recruitment booth to local high schools with high native population, middle schools, BIE funded middle schools, festivals and events.
Recruitment Software	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Students	Track and input data in recruitment data software program with 100% data input goal
Campus Tours	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Students Instructors	Promote WHCS through campus tours Monthly
Establish a link with UNM College Counselors	Meet with Higher Education & High School Counselors and share recruitment	On-going

	materials including video, push cards, printed material. Establish on-going communication system	
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**Objective Work Plan:**

**WHCS Recruitment/Enrollment Objective Work Plan Year 2008-2009  
Plan Goal: Retention**

<b>Objective:</b> Identify best practices that are currently being used and identify new strategies that will enable WHCS Early College to retain as many students as possible and assist students to reach their academic goals.		
<b>Results or Benefits Expected:</b> Increase number of students enrolling and succeeding WCHS Early College.		
Improve Advising Structure:	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors	Every quarter assign advisors to early college program students.
Third week new Student/freshman interview.	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors	Every quarter
Individual Learning Plan (ILP)	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors	Develop ILP for students to identify his/her learning strategies. This allows the student to set goals for their academic success and encourages student to take responsibly for learning success. Follow-up throughout the semester to ensure that student is on track.
Tutoring	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors	Every quarter. Advisors will assist when creating students schedule to open hours as opportunities for students to receive tutoring.
Increase student	WHCS IT Staff	Annually. Conduct "faculty

engagement:	Recruitment Sub-Committee Early College Steering Committee Instructors	to faculty” sharing of best practices.
Distribution of Tips	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors	Annually. Distribute Best Practices retention tips through Outlook to faculty.
Student Engagement information to faculty	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors	Annually. Provide workshop on “How to Engage Students.”
Academic Notification	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors	Provide students with on-going academic progress notification through e-mail. <b>Monthly</b> or as needed
Evaluate all pre-registration “holds”	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors	Every quarter closely monitor any financial holds on student account that may hinder the encouragement of registration at the university.
Cohorts	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors	Every quarter. Establish Cohorts
Conduct Early College cohort meetings	WHCS IT Staff Recruitment Sub-Committee Early College Steering Committee Instructors Students	Monthly. Sign in sheets, Minutes of meetings
Teacher/Program Evaluation	WHCS IT Staff Recruitment Sub-Committee Early College Steering	Student surveys at end of each quarter

	Committee Instructors	
Customer Service	WHCS IT Staff Recruitment Sub- Committee Early College Steering Committee Instructors Students	Customer Service Training Annually