

Columbus State University
College of Education and Health Professions
3-Year Recruitment Plan

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Special thanks to the following ind

Table of Contents

Executive Summary	3
Recruitment, Admission, and Enrollment Trends.....	4
Recruitment.....	4
Admission and Enrollment	6
Undergraduate Cohort Enrollment.....	7
Undergraduate Feeder Schools	10
Admission to Teacher Education	11
Admission to Nursing (BSN).....	13
Graduate Program Admission.....	15
Initiative 1: Relationships.....	16
Objective 1.1: Improve customer experience and College visibility.....	16
Objective 1.2: Increase communication with Discovery Days registrants.	16
Objective 1.3: Increase the diversity of the admitted pool of undergraduate and graduate applic0 612 792 reW* nBT0 g/TT0 1 Tf0 Tc 0 Tw 0 Eq0 0 612 792 reW* nBT0 g/TT0 1 Tf0 Tc 0	
Objective 1.4: Increase recruitment activities with targeted primary and secondary feeder	

Executive Summary

The recruitment ad hoc committee was initiated in December 2017. The Dean's charge for this committee was to develop a recruitment plan for the College of Education and Health Professions to increase the pool of undergraduate and graduate applicants, particularly related to diverse and highly qualified candidates.

Beginning in December 2017, the committee members itemized current rtic1515(1)ae)568170 Tc 0 Tw 0 T

Recruitment, Admission, and Enrollment Trends

Recruitment

The only data source available for current recruitment efforts was the registration and attendance records for Discovery Days. Tables 1 and 2 along with Figures 1 and 2 displays the frequency counts for undergraduate and graduate Discovery Days.

Table 1

Frequency Counts for Undergraduate Discovery Days Registrants and Attendees by Academic Year

	AY 2016	AY 2017	AY 2018*
Registrants	860	1,053	1,072
Attendees	529	555	556

Note: Approximately 45% of registrants did not attend the scheduled event. March event was added in AY 2017.

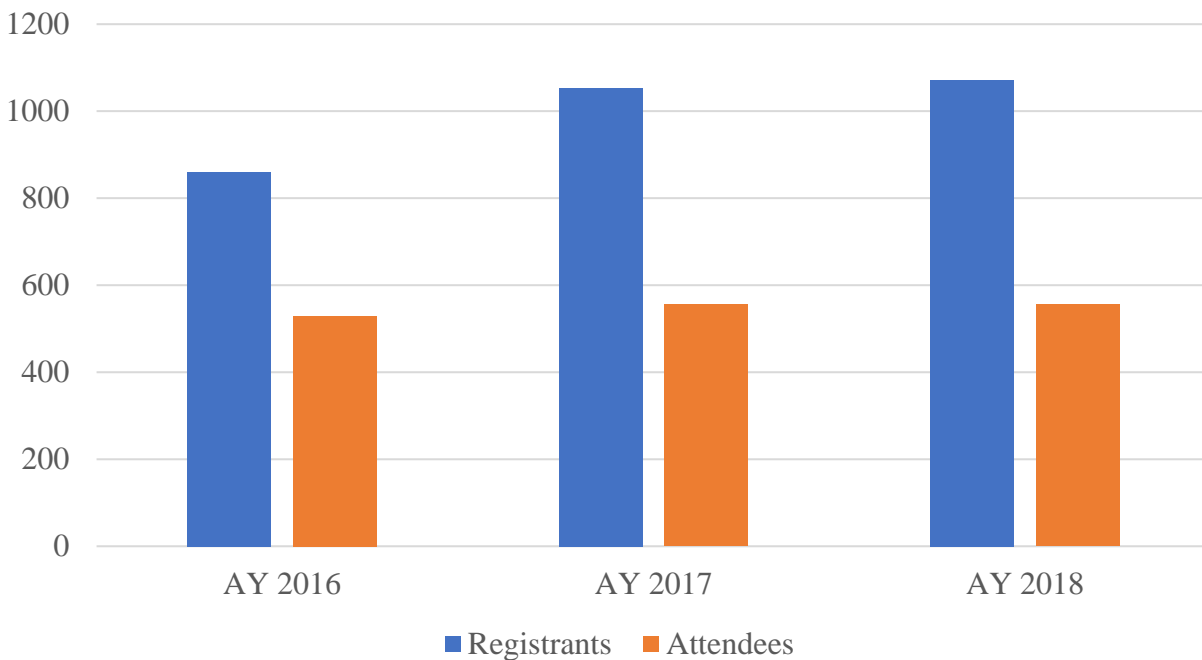


Figure 1. Frequency of Registrants and Attendees for Undergraduate Discovery Days by Academic Year.



Admission and Enrollment

There were various data sources available for admission and enrollment within the College. Table 3 along with Figures 3 and 4 present the undergraduate fall cohort demographic data by gender and racial classification. Table 4 displays the initially declared majors for the four undergraduate fall cohorts. These students were incoming freshmen who had initially declared a major within the College from fall 2013 to fall 2016. The undergraduate feeder schools for the fall 2017 undergraduate cohort were itemized by primary, secondary, and tertiary levels followed by Figure 5, which presents the overall percentages. These above data were obtained from the Office of Institutional Research and Effectiveness.

Table 5 along with Figures 6 and 7 present the demographics for undergraduate students admitted into Teacher Education Programs from AY 2016 to AY 2018. These data were obtained from the SAFE Office. Table 6 along with Figures 8 and 9 present the number of undergraduate students admitted into the online and face-to-face BSN programs from AY 2016 to AY 2018. These data were obtained from the PACE Office and PAAR data. Table 7 displays graduate admission by program from AY 2016 to AY 2018. These data were obtained from PAAR data.

Undergraduate Cohort Enrollment

Table 3

Frequency and Percentages of Gender and Racial Classification by Fall Cohort

Cohort	Female	Male	White	Black	Other	Cohort Total
2013	208 (78.5%)	57 (21.5%)	139 (52.5%)	94 (35.5%)	32 (12.1%)	265 (100.0%)
2014	158 (72.5%)	60 (27.5%)	130 (59.6%)	69 (31.7%)	19 (8.7%)	218 (100.0%)
2015	176 (71.5%)	70 (28.5%)	133 (54.1%)	96 (39.0%)	17 (6.9%)	246 (100.0%)
2016	152 (69.7%)	66 (30.3%)	104 (47.7%)	89 (40.8%)	25 (11.5%)	218 (100.0%)

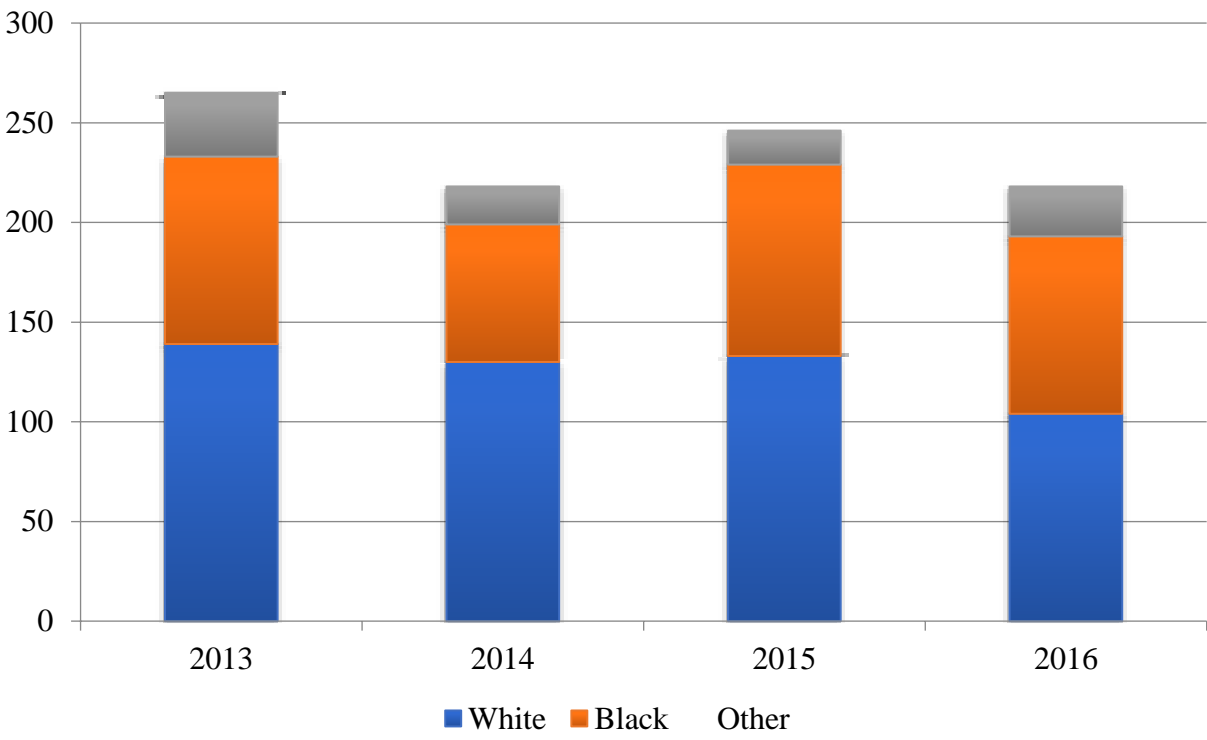


Figure 4.

Undergraduate Feeder Schools

Primary Feeder Schools for the fall 2017 undergraduate cohort ($n = 265$)

1. Harris County High School (Hamilton, GA)
 - a. 33 students who majored in Early Childhood Education, Exercise Science, Health Science, Middle Grades Education, Nursing, and Secondary Education.
 - b. Approximately 12.5% of fall 2017 cohort.
2. Northside High School (Columbus, GA)
 - a. 21 students who majored in Early Childhood Education, Exercise Science, Health Science, Middle Grades Education, Nursing, Secondary Education, and Special Education.
 - b. Approximately 7.9% of fall 2017 cohort.
3. Hardaway High School (Columbus, GA)
 - a. 14 students who majored in Early Childhood Education, Exercise Science, Nursing, and Secondary Education.
 - b. Approximately 5.3% of fall 2017 cohort.

Secondary Feeder Schools for the fall 2017 undergraduate cohort

1. Columbus High School (Columbus, GA)
 - a. 11 students who majored in Early Childhood Education, Exercise Science, Health Science, and Nursing.
2. Shaw High School (Columbus, GA)
 - a. 9 students who majored in Early Childhood Education, Exercise Science, Health Science, and Nursing
3. Chattahoochee County High School (Cusseta, GA)
 - a. 6 students who majored in Early Childhood Education, Exercise Science, and Nursing.

Tertiary Feeder Schools with 4 to 5 students for the fall 2017 undergraduate cohort

Calvary Christian School (Columbus, GA)
 Glenwood School (Phenix City, AL)
 Kendrick High School (Columbus, GA)
 Lee County High School (Leesburg, GA)

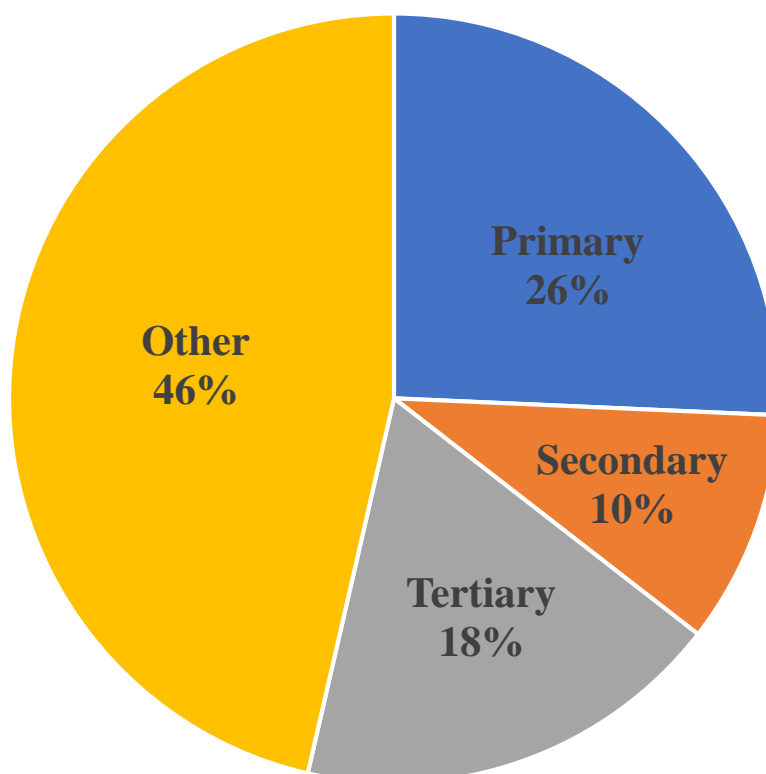


Figure 5. Percentage of Feeder Schools for the Fall 2017 Undergraduate Cohort by Level.

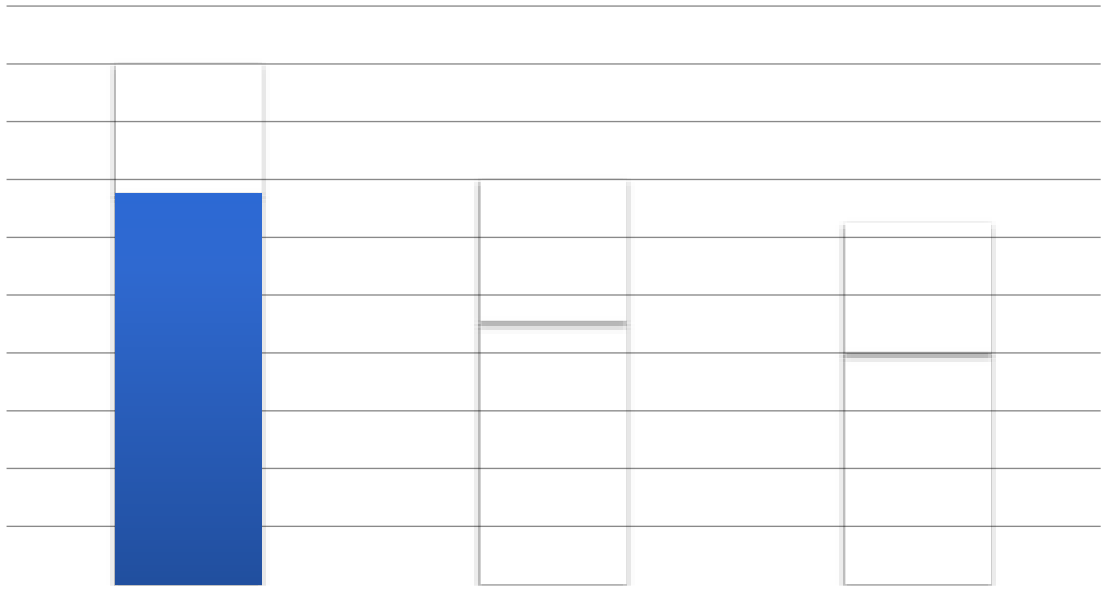
Admission to Teacher Education

Table 5

Frequency and Percentages of Gender and Racial Classification for Undergraduate Students Admitted into the Teacher Education Programs by Academic Year

Cohort	Female	Male	White	Black	Other	Cohort Total
AY 2016	135 (75.0%)	45 (25.0%)	125 (69.4%)	47 (26.1%)	8 (4.4%)	180 (100.0%)
AY 2017	91 (65.0%)	49 (35.0%)	94 (67.1%)	40 (28.6%)	6 (4.3%)	140 (100.0%)
AY 2018*	80 (64.0%)	45 (36.0%)	94 (75.2%)	27 (21.6%)	4 (3.2%)	125 (100.0%)

Note: Students are still being admitted for AY 2018.



Admission to Nursing (BSN)

Table 6

Frequency Counts for Undergraduate Students Admitted into the Online and Face-to-Face BSN Programs by Semester and Academic Year

<u>Academic Year</u>	<u>Semester</u>	<u>Online</u> <i>n</i>	<u>Face-to-Face</u> <i>n</i>
	Summer	22	
2016	Fall	93	104
	Spring	56	
	Summer	24	
2017	Fall		

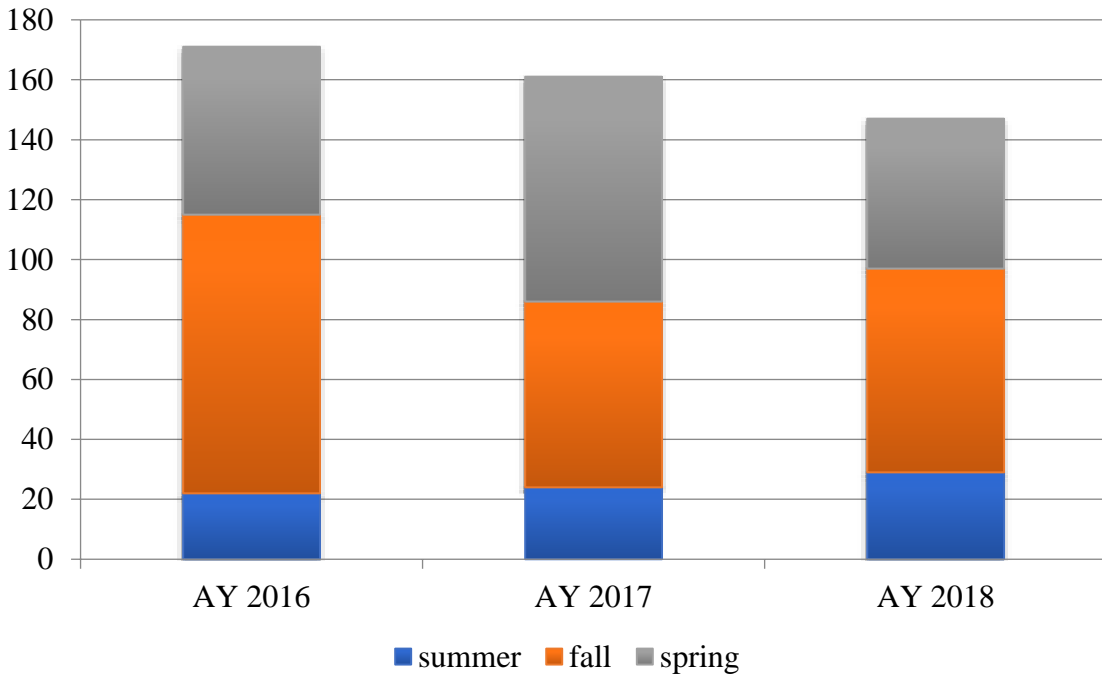


Figure 8. Frequency Counts for Undergraduate Students Admitted into the Online BSN Program by Semester for AY 2016 through AY 2018.

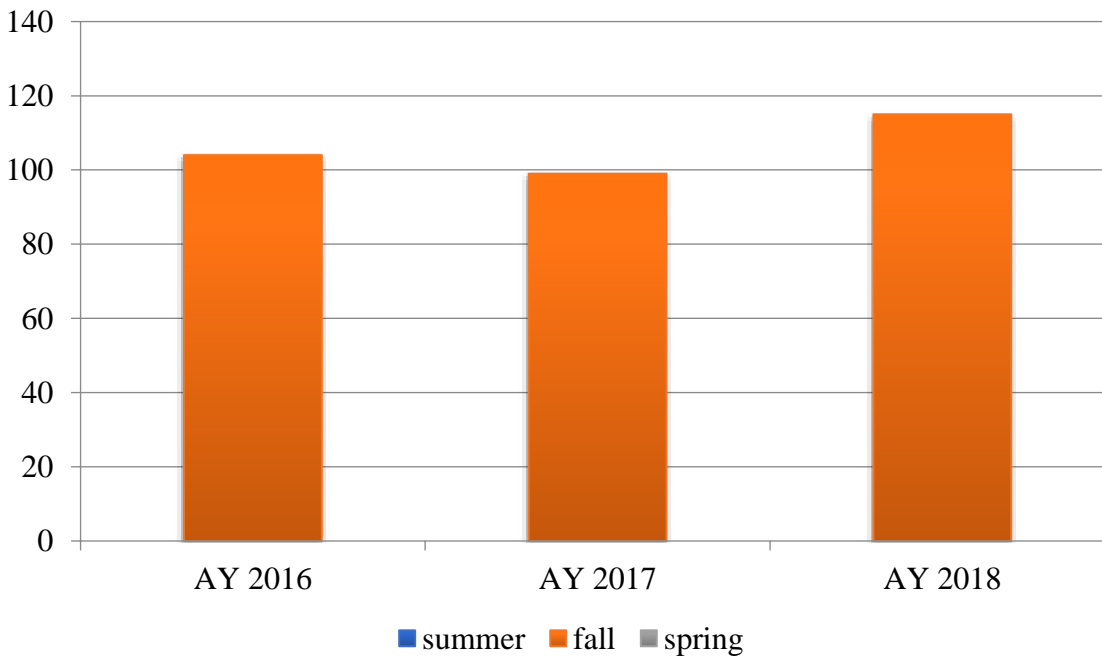


Figure 9. Frequency Counts for Undergraduate Students Admitted into the Face-to-Face BSN Program for AY 2016 through AY 2018.

Graduate Program Admission

Table 7

Frequency Counts for Students Admitted into the Graduate Programs by Academic Year

Program	AY 2016	AY 2017	AY 2018
MAT in Art Education	1	2	1
MAT in Early Childhood Education	4	5	2
MAT in Health and Physical Education	5	2	3
MAT in Middle Grades	1	1	1
MAT in Secondary Education	26	25	33
MAT in Special Education	5	12	5
MEd in School Counseling	9	6	8
MEd in Art Education	1	0	1
MEd in Curriculum and Instruction	30	24	29

Initiative 1: Relationships

Goal: Build new relationships and expand existing relationships with prospective students and stakeholders in order to increase COEHP program enrollment.

*indicates actionable items that are implemented currently.

Objective 1.1: Improve customer experience and College visibility.

Action 1.1a: Clarify roles and responsibilities for faculty and staff member regarding routine website updates and email responses. (in-

Objective 1.3: Increase the diversity of the admitted pool of undergraduate and graduate applicants.

Action 1.3a for all undergraduate and graduate programs: Develop television and radio advertisements using students from the COA's Department of Communications to be aired on YouTube and WCUG Radio. (\$200)

Action 1.3b for all undergraduate and graduate programs: Explore opportunities for increase

and Shaw high schools (e.g., guest presentations and Go2Teach). (in-kind with Center

