

Functional Unit	Strategic Goal 2: RECRUITMENT	Outcomes / Objectives- What specifically do I want to achieve? After review of the data, these objectives should create an opportunity to make improvements.	Evaluation Measures- How will I measure progress? Include more than one measure that demonstrates that the objectives have been met.	Standards of Performance- Where would you like to be (specific numbers) in a specified time period?
	Alignment To help increase DSU's recruitment rates	SMART- Specific, Measurable, Attainable, Results-oriented, Time based	Direct and indirect measures (Surveys, tests, volume of activity, measures of service quality)	
Business and Information Systems	<ol style="list-style-type: none"> 1. BIS will recruit students through continued follow-up communication recruitment efforts. 2. BIS will increase visibility of the College and its programs. 	<ol style="list-style-type: none"> 1A. Enhance communication with prospective students and parents 1B. Increase recruitment materials for students who have applied to DSU 2. Increase invitations to high school students coming to campus 	<ol style="list-style-type: none"> 1A . Contacts to prospective students after a DSU visit or Discover Days. 1B1. Response to inquires by students who have applied (email, telephone, face-to-face) 1B2. BIS brochures. 2. Career fairs, guest lecturing, and visits to high schools 	<ol style="list-style-type: none"> 1A. By 2005, 100 % of BIS prospective students will receive letters, emails, or phone calls after visiting campus or attending Discover Days. 1B1. By 2005, 100% of BIS students who applied will receive communication by mail, email, telephone, or face-to-face. 1B2. By 2005, 100% of BIS students who have applied will receive a brochure about current programs. 2. By 2005, five visits will be made to high schools or career fairs.