Please use evidence-based data including year-end financial reports and historical data for comparison.

1. Describe how resources are aligned with the campus strategic plan, which includes Engagement, Service, and the Public Good; Welcoming and Inclusive Campus; Student Success; and Academic Distinction.

Admissions and Recruitment aims to provide an abundance of resources to our prospective students, their families and the community at large. Throughout this past academic year our department worked with local high schools, community colleges, and community partners to educate students about Cal State LA admission criteria, the available majors, resources, and support programs available to students. We collaborated with other Cal State LA departments and community partners to host events for students and their families, and counselors; as well as educated prospective applicants on how to be a successful student.

2. Provide key performance metrics to measure and sustain success.

Within our determined region, there were 98 high schools and 18 community colleges. Recruiter’s service all these schools and maintain records of student contacts that enable follow-up including invitations to campus events. They present to groups of students on admission, academic majors, campus life, and financial aid, as well as conduct workshops to actually guide them through the process of applying to the university and other university programs. They encourage students to visit campus via the Campus Tours program and maintain a relationship with high school and community college counselors to ensure timely and accurate information on the university is passed on to prospective students. Recruiters also supervise our ambassadors who are assigned schools that they visit on a regular basis. Student ambassadors are placed at high schools and community colleges to promote university programs and services as well as share information on admissions requirements. Training is essential for our student employees for the academic year. The main objective of ambassadors is to identify, develop relationships with, and motivate potential students to apply and enroll at Cal State LA and graduate to be successful contributing members of society. The Department developed attractive materials that promote the university’s mission and how becoming a Golden Eagle will facilitate an individual’s success are integral to meeting recruitment goals.
Recruitment specialists, ambassadors, and staff from throughout the university share these materials during fairs, presentations and school site visits. Materials are distributed to prospective students, parents, and school site personnel. Large quantities are distributed at events including the CSU Counselor Conferences, College Board Fall Conference, and Counselor Appreciation Luncheon. Additional materials are required for over 200 college fairs that staff attend each year to promote the university, programs and services offered. Admissions and Recruitment hosted a number of events including:

a) Counselor Update Conference
b) Ujima African American Youth Conference
C) Preview Day
D) Transfer Days
E) Cal State LA Pop-Ups

Admissions and Recruitment represents the university at many events including:

a) College Board Fall Counselor Workshops
b) CSU African American Initiative—Super Saturdays and Super Sundays,
c) Cal State LA Partnerships (PIQE, Go East LA, Go Central City, PUSD/PCC/Cal State LA Partnership; etc.)
d) CSU Fall Counselor Conferences
e) Special Activities for Local Area Politicians

3. Describe program outcomes and results. Identify challenges encountered.

Admissions and Recruitment received well over 60,000 applicants. Admitted over 29,000 applicants and enrolled over an estimated 7,000 students. We conduct annual appraisals for the counselors we serve and encourage regular feedback regarding the services we are providing and how we can improve in the way we support students and counselors. Common challenges we encounter are trying to service numerous schools with minimal staff and funding resources.