

High School Outreach and Recruitment Activities

(**Bolded** activities should be regarded as essential; others should be regarded as desirable or optional)

College-Wide		
Activity	Responsibility	In Consultation With
Write letters to superintendents with stats once a year (could be shared with principals and counselors)	President	Marketing and Communications, Office of Institutional Research, Planning and Assessment
Establish a college-wide advisory group for high school outreach	Executive Vice President	Administrative Council
Work with high schools to create a professional development program that brings together HS and NOVA faculty. Possibilities include a faculty exchange program, internships for HS counselors (for CEUs to be used toward recertification), and professional learning communities.	Executive Vice President and AVP for Academic Services	Provosts and Division Deans
Work with senior institutions to create combined admissions programs, similar to Pathways to the Baccalaureate, which build on current articulation and guaranteed admission agreements. For example, student is accepted to NOVA with conditional acceptance to JMU if GPA and program requirements are met.	AVP for Academic Services	Executive Vice President
Work with VCCS to improve the online application so that it is more accessible for all students and includes questions relevant to early applications from current HS students.	Executive Vice President and AVP for Student Services and Enrollment Management	Vice President for Instructional and Information Technology, NovaConnect staff
Create a section of the website for prospective students. Should include (at the very least) admissions information, overview of programs, financial aid info, opportunities to ask for more information.	Marketing and Communications	AVP for Academic Services, AVP for Student Services and Enrollment Management, Deans of Students, Director of Financial Aid, Technical Application Center
De-emphasize the use of the catalog as the primary print piece used in recruiting. Develop a family of publications that includes a viewbook, financial aid information, postcards, etc. (exact number and nature of publications should be determined with a marketing consultant.) Common look should be reflected in website	Marketing and Communications	AVP for Academic Services, AVP for Student Services and Enrollment Management, Director of Financial Aid, focus groups of students, faculty, and staff

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Campus-Based		
Activity	Responsibility	In Consultation With
Regular contact between provosts and HS principals	Provosts	
Form outreach and recruitment teams who provide a regular NOVA presence in designated high schools – could be different teams for different purposes, but there should be some consistency in approach. Include current NOVA students who are alums of the school visited.	Deans of Students	Division Deans
Hold an annual networking event with HS counselors (e.g., breakfast, luncheon, after school gathering)	Deans of Students	
Host tours of the campus by various high school groups	Deans of Students	
Provide strong NOVA presence at area high school College Nights, Career Days, etc.	Deans of Students	
Seek out faculty from academic programs not located on all five academic campuses who will work with outreach/recruitment efforts from all campuses	Deans of Students	Division Deans
Offer special summer SDV courses earmarked for transitioning HS grads. Publicize these and offer in a variety of formats and schedules.	Deans of Students	
Offer extended outreach programs in the high schools or on campus (e.g., a series of workshops on Considering College or The College Connection)	Deans of Students	
Develop a more proactive approach to placement testing in high schools for prospective students	Deans of Students	AVP for Academic Services, Learning Lab Work Group
Host annual Student & Parent Day at NOVA	Deans of Students	