Uniform Recruitment and Retention Strategy (URRS) Report Summary

2009-2010

Blinn College

December 2010
Uniform Recruitment and Retention Strategy (URRS) Report Summary

2009-2010

Recruitment Strategy Showcase Day (Preview Days)
HISTORY OF SHOWCASE DAY

In response to the activities hosted by competing schools, Blinn College organized its first annual Showcase Day on Tuesday, Feb. 12th, 2008. Designed as a hands-on recruiting tool for the entire Blinn College system, Showcase Day gave students and their parents the opportunity to experience Blinn College firsthand in a friendly and exciting environment. After a welcoming speech from the Blinn College President, students and parents viewed presentations from Financial Aid, Enrollment Services, Counseling, Admissions, and Housing. Following these presentations, the guests were invited to ask any questions they might have about the various aspects the admission, financial aid, and registration processes at Blinn. Afterwards, the students and parents were lead on a campus tour and given the opportunity to meet with academic advisors. To complete the Blinn College experience, participants sat through a mock-lecture delivered by staff members who volunteered to teach. This not only gave students the chance to experience a college course at Blinn, but it allowed faculty members to promote their programs to prospective students.

Over 5,000 invitations were sent out via standard and electronic mail to all student contacts in the Hobson’s database and each service area high school. At the same time, advertisements and registration information was placed on the Blinn College homepage and Recruiting Department link. After heavy promotion, a total of 106 students and 424 parents from 69 high schools showed up for the event, which was a figure well above the expected attendance. The event was a resounding success, receiving rave reviews from numerous guests and Blinn College faculty and staff. The results of the Showcase Day were positive, with 58% of the 106 students that attended the event actually enrolling at Blinn in the fall 2008 semester. This figure, although excellent, rose as the program continued into its second year. Based on the overwhelmingly positive response from students, parents, and high school counselors, the Showcase Day program was expanded to include multiple days on both the Brenham and Bryan campuses in 2009.

The 2009 Showcase Days followed a similar format as the first year, but with several strategic improvements. Most importantly, the theme of the 2009 Showcase Days was modeled after Guitar Hero, a video game that is popular with students. This theme not only made the event more enjoyable by providing a level of entertainment, but it also served as a launching point for an excellent marketing campaign that involved postcards, posters, emails, and flyers that reflected the youthful attitude and image of Guitar Hero. There was also more effort placed into the presentation of the event, which included assistance from the Blinn College Theatre Department. The stage design they helped provide added a “wow factor” that was missing from the original Showcase Day in 2008. In order to keep the program exciting and fresh, the Recruiting Department plans to update the theme each year in order to better reflect the interests and culture of the new class of prospective students.

The improvements to the 2009 Showcase Day program increased student participation nearly six-fold when compared to 2008, with 603 students and 1,706 total guests in attendance. This increase was greater than expected, and very encouraging for the department. The implementation of these new programs greatly increased the degree to which prospective
students interacted with Blinn College during their college search, and as a result 89% of the students who participated in the 2009 Showcase Day event chose to enroll at Blinn College.

The 2010 Showcase Days were modeled after the popular social networking site Facebook. The results of the 2010 Showcase Day events prove that the events were highly effective as 90% of the students who participated in the preview day actually enrolled at Blinn College.

The Recruiting Department feels that the Showcase Day programs are playing a large role in this expected increase in enrollment.

Over the past three years, the Showcase Days have grown into the largest and most important recruiting tools for Blinn College. The exceptional growth of the Showcase Days over the two past years, coupled with the high rate of satisfaction expressed by the guests, and the high enrollment figures of those who attend are a testament to the program’s relevance and effectiveness in the current higher education market.

In addition, the Blinn College Recruiting Department was invited to make a presentation about the Showcase Days at last year’s TACRAO Conference in Lubbock, Texas. This reflects a desire by other institutions to learn more about the processes behind Showcase Days and how they might be able to emulate this type of event on their campuses.
### 2008 DATA

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Brenham Campus ONLY</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>African Americans</td>
<td>23</td>
<td>13</td>
<td>10</td>
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<td>Hispanics</td>
<td>14</td>
<td>10</td>
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<td>Caucasians</td>
<td>69</td>
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<tr>
<td>Other</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>103</strong></td>
<td><strong>61</strong></td>
<td><strong>52</strong></td>
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</table>
## 2009 DATA

### Showcase Day 2009

<table>
<thead>
<tr>
<th>Showcase Day 2009</th>
<th>Participated</th>
<th>Enrolled FALL 2009</th>
<th>Enrolled Spring 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brenham 2-10-09</strong></td>
<td>African Americans</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Hispanics</td>
<td>7</td>
<td>7</td>
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<tr>
<td></td>
<td>Caucasians</td>
<td>62</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>84</strong></td>
<td><strong>79</strong></td>
</tr>
</tbody>
</table>

| **Brenham 3-26-09** | African Americans | 67 | 62 | 49 |
| | Hispanics | 31 | 27 | 21 |
| | Caucasians | 104 | 99 | 90 |
| | Other | 0 | 0 | 0 |
| **TOTAL** | | **202** | **188** | **160** |

| **Bryan 3-27-09** | African Americans | 8 | 8 | 3 |
| | Hispanics | 22 | 18 | 15 |
| | Caucasians | 107 | 102 | 88 |
| | Other | 0 | 0 | 0 |
| **TOTAL** | | **137** | **128** | **106** |

| **Bryan 4-17-09** | African Americans | 3 | 2 | 0 |
| | Hispanics | 14 | 10 | 6 |
| | Caucasians | 81 | 78 | 59 |
| | Other | 0 | 0 | 0 |
| **TOTAL** | | **98** | **90** | **65** |

### Showcase Day 2009 Total

<table>
<thead>
<tr>
<th>Location</th>
<th>Participated FALL 2010</th>
<th>Enrolled FALL 2010</th>
<th>Enrolled Spring 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brenham</td>
<td>286</td>
<td>267</td>
<td>230</td>
</tr>
<tr>
<td>Bryan</td>
<td>235</td>
<td>218</td>
<td>171</td>
</tr>
<tr>
<td>Total</td>
<td>521</td>
<td>486</td>
<td>401</td>
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</table>
TAKE YOUR EDUCATION TO THE NEXT LEVEL!

SHOWCASE DAYS NOW ON TOUR

FEBRUARY 10 AND MARCH 7
BRENHAM CAMPUS

MARCH 27 AND APRIL 17
BRYAN CAMPUS

• Spend a day exploring the opportunities Blinn College has to offer.
• Interaction with Blinn students.
• Credit for a college day visit.
• Meet college professors.
• Campus tours.
• Presentations from Admissions, Financial Aid, Housing, and Student Activities.

BLINN COLLEGE
Proven.

Registration forms are available at go.blinn.edu
or call the Recruiting Office at 979-830-4152
Blinn College

Showcase Days

February 10 and March 7
Brenham Campus

March 27 and April 17
Bryan Campus

Take your education to the next level!

Registration forms are available at go.blinn.edu or call the Recruiting Office at 979-830-4152

Blinn College
Proven.
2009 EVALUATION METHOD

BLINN COLLEGE
Showcase Days Evaluation

MARKING INSTRUCTIONS
- Use a No. 2 pencil only.
- Do not use ink, ballpoint, or felt tip pens.
- Make solid marks that fill the response completely.
- Erase cleanly any marks you wish to change.
- Make no stray marks on this form.

I found out about this event from: (mark all answers that apply)
- Blinn website
- Campus visit
- Email
- Flyer
- Poster
- Word of mouth
- Other (please specify):

Please rate the following Showcase Day Activities: (1-Poor, 2-Fair, 3-Good, 4-Excellent) mark only one answer

Registration Process
- 1
- 2
- 3
- 4

Confirmation Packet
- 1
- 2
- 3
- 4

Welcome Speech
- 1
- 2
- 3
- 4

Admissions Presentation
- 1
- 2
- 3
- 4

Financial Aid Presentation
- 1
- 2
- 3
- 4

Housing Presentation
- 1
- 2
- 3
- 4

Counseling Presentation
- 1
- 2
- 3
- 4

Q & A Session
- 1
- 2
- 3
- 4

Department Fair
- 1
- 2
- 3
- 4

Campus Tour
- 1
- 2
- 3
- 4

Advising (if applicable)
- 1
- 2
- 3
- 4

Check-in Process
- 1
- 2
- 3
- 4

Liked the way the campus looked
- 1
- 2
- 3
- 4

Recommend this program to others
- 1
- 2
- 3
- 4

More likely to attend Blinn College now
- 1
- 2
- 3
- 4

Which Showcase did you attend?
- Brenham Campus
  - Tuesday, February 9th
- Bryan Campus
  - Friday, March 26th
  - Friday, April 9th

The part of this event that I liked the best was:

The part of this event that I liked the least was:

Suggestions to improve future Showcase Days:

Comments:

Demographic Information:
- Male
- Female
- Student
- Parent
- American Indian/Alaska Native
- African American
- Asian or Pacific Islander
- Hispanic or Latino
- White, Not Hispanic
<table>
<thead>
<tr>
<th>Showcase Day 2010</th>
<th>Participated</th>
<th>Enrolled FALL 2010</th>
<th>Enrolled Spring 2011</th>
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<tbody>
<tr>
<td><strong>Brenham 2-9-10</strong></td>
<td>African Americans</td>
<td>52</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td>Hispanics</td>
<td>22</td>
<td>20</td>
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<td></td>
<td>Caucasians</td>
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</tr>
<tr>
<td></td>
<td>Other</td>
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<td><strong>TOTAL</strong></td>
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<th>Enrolled Spring 2011</th>
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<tbody>
<tr>
<td><strong>Brenham 4-17-10</strong></td>
<td>African Americans</td>
<td>92</td>
<td>88</td>
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<tr>
<td></td>
<td>Hispanics</td>
<td>24</td>
<td>17</td>
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<tr>
<td></td>
<td>Caucasians</td>
<td>90</td>
<td>77</td>
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<tr>
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<td>Other</td>
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<td><strong>TOTAL</strong></td>
<td>217</td>
<td>192</td>
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<th>Enrolled Spring 2011</th>
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<tbody>
<tr>
<td><strong>Bryan 3-26-10</strong></td>
<td>African Americans</td>
<td>9</td>
<td>9</td>
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<tr>
<td></td>
<td>Hispanics</td>
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<td>14</td>
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<tr>
<td></td>
<td>Caucasians</td>
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<tr>
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<td>Other</td>
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<td><strong>TOTAL</strong></td>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Bryan 4-9-10</strong></td>
<td>African Americans</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Hispanics</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Caucasians</td>
<td>132</td>
<td>122</td>
</tr>
<tr>
<td></td>
<td>Other</td>
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<td>0</td>
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<tr>
<td><strong>TOTAL</strong></td>
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<td>153</td>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Brenham</strong></td>
<td>407</td>
<td>358</td>
<td></td>
</tr>
<tr>
<td><strong>Bryan</strong></td>
<td>311</td>
<td>274</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>718</td>
<td>632</td>
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</table>
Come be a part of these fun and interactive days on our Brenham and Bryan campuses! Presentations from Financial Aid, Housing, Admissions, and Student Activities will give participants a chance to learn all about life at Blinn College.

**Brenham Campus**
February 9, 2010 OR April 17, 2010

**Bryan Campus**
March 26, 2010 OR April 9, 2010
showcase days

Come be a part of these fun and interactive days on our Brenham and Bryan campuses!

Register online at go.blinn.edu in December.
Presentations from Financial Aid, Housing, Admissions, and Student Activities will give participants a chance to learn all about life at Blinn College.

Brenham Campus
February 9, 2010
April 17, 2010

Bryan Campus
March 26, 2010
April 9, 2010

[REGISTER NOW]
2010 REGISTRATION

Register online at go.blinn.edu

The Official Facebook Page

Blinn College

With historical roots established more than 125 years ago, Blinn College, the premier two-year college in Texas, has the highest percentage of students transferring to leading Texas four-year institutions and who go on to graduate from these institutions.

Benefits of attending Showcase Day:

If you would like to visit the Bryan campus on a different day, please call the Bryan Tour Office at (979) 269-7541.
2010 EVALUATION METHOD

BLINN COLLEGE Showcase Days Evaluation

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☐ Flyer
☐ Poster
☐ Word of mouth
☐ Other (please specify):

Please rate the following Showcase Day Activities: (1-Poor, 2-Fair, 3-Good, 4-Excellent)
mark only one answer

1 2 3 4
Poor Fair Good Excellent
Registration Process
Confirmation Packet
Welcome Speech
Admissions Presentation
Financial Aid Presentation
Housing Presentation
Counseling Presentation
Q & A Session
Department Fair
Campus Tour
Advising (if applicable)
Check-in Process
Liked the way the campus looked
Recommend this program to others
More likely to attend Blinn College now

Which Showcase did you attend?
Brenham Campus
☐ Tuesday, February 9th
☐ Saturday, April 17th
Bryan Campus
☐ Friday, March 26th
☐ Friday, April 9th

The part of this event that I liked the best was: ____________________________

The part of this event that I liked the least was: ____________________________

Suggestions to improve future Showcase Days:

Comments: ____________________________

Demographic Information:
☐ Male
☐ Female
☐ Student
☐ Parent
☐ American Indian/Alaska Native
☐ African American
☐ Asian or Pacific Islander
☐ Hispanic or Latino
☐ White, Not Hispanic
2010 EVALUATION RESULTS

Office of Institutional Research and Effectiveness

Showcase Days Evaluation Results
Brenham and Bryan

Spring 2010
Uniform Recruitment and Retention Strategy (URRS) Report Summary

2009-2010

Retention Strategy Advising
URRS Report Summary - 2009-2010
Retention Strategy - Advising

Fall 2009

The Advising Database is kept by the Academic Advising and Counseling Offices in Brenham and Bryan and the University Transfer Center in Bryan. The following numbers account for visits in these offices. The recording of students into this database started in Mid-March of 2009. The total visits recorded between March 12, 2009 and September 4, 2009 (6 months) totaled 13,239 (Brenham-1,933 and Bryan-11,306). Total unduplicated headcount of visits totaled 10,033 (Brenham-1,646 and Bryan-8,387). Total students in the database who also enrolled in Fall 2009 totaled 7,888 (Brenham-1,209; Bryan-6,634; Other-45 [these students were not tracked in the data below]). The following data represents course information at the end of Fall 2009 for students in the database.

The TSI Advising charts represent students who are and are not College Ready under Texas Success Initiative (TSI) rules. Students who are not College Ready are required to be advised. This does not include students who are placed in MATH0312 based on Blinn’s pre-requisite requirements. These students are considered to be College Ready in Math.

Course Completion Target = Sixty-seven percent (67%) was chosen as the course completion target due to the number of students enrolled part-time. Sixty-seven percent allows for one course to be dropped/failed (completion of 2 of 3 courses). It also allows for accurate accounting for students completing 4 of 6 courses (odd number of courses).

Data Analysis – Students in the Advising Database

Students being advised on both the Brenham and Bryan campuses completed 67% of their courses with an A-C or P at almost equal percentages. In Brenham students who were required to be advised completed at 49% and in Bryan they completed at 48%. In Brenham students who were not required to be advised completed at 71% and in Bryan they completed at 70%.

The total percentage of students who were advised and completed 67% of their courses with an A-C or P was 61% in Brenham and 65% in Bryan. The students who were not in the Advising Database completed 67% of their courses with an A-C or P at a rate of 73% in Brenham and 71% in Bryan.

The total percentage of Underrepresented students who were advised and completed 67% of their courses with an A-C or P was 52% in Brenham and 57% in Bryan.

The total percentage of First-Time/Full-Time students who were advised and completed 67% of their courses with an A-C or P was 52% in Brenham and 63% in Bryan.
All Students Advised
In the Advising Database

*Advising Required* = Advising is required due to the student not being College Ready in all sections under the Texas Success Initiative (TSI).

*Advising Not Required* = Advising is not required due to the student being College Ready in all sections under the Texas Success Initiative (TSI).

All Students in Advising Database & Enrolled Fall 2009

- **Brenham, 1,209**
  - Not Required, 658
  - Required, 551

- **Bryan, 6,634**
  - Not Required, 4,933
  - Required, 1,701

Students completing 67% of courses with an A-C or P

- **Total 61%**
  - Required, 1,701
  - Not Required, 4,933

- **Total 65%**
  - Required, 824
  - Not Required, 3,477
All Students Advised from Underrepresented Populations

Underrepresented Population = African American, Hispanic, International, Asian/Pacific Islander, and Native Indian/Alaskan Native

Underrepresented Students in Advising Database & Enrolled Fall 2009

Advising – Brenham
545 Students completing 67% of courses with an A-C or P
- Required, 335
- Not Required, 210

Advising – Bryan
1,717 Students completing 67% of courses with an A-C or P
- Required, 685
- Not Required, 1,032

Students completing 67% of courses with an A-C or P

Total 52%
- Required, 43%
- Not Required, 66%

Total 57%
- Required, 46%
- Not Required, 65%
All Students Advised who were First Time/Full Time

*First Time/Full Time* = First time at Blinn (first time in college & first time transfers) and enrolled in 12 or more hours.

First Time/Full Time Students in Advising Database & Enrolled Fall 2009

- Brenham, 501
- Bryan, 2,342

Advising – Brenham 501

- Not Required, 242
- Required, 259

Advising – Bryan 2,342

- Not Required, 1,770
- Required, 572

Students completing 67% of courses with an A-C or P

- Total 52%
- Advising – Brenham 501
  - Not Required, 145
  - Required, 114
    - Not Required, 44%
  - Required, 44%

- Advising – Bryan 2,342
  - Not Required, 1,220
  - Required, 247
    - Not Required, 43%
  - Required, 43%

Total 63%
URRS Report Summary - 2009-2010
Retention Strategy - Advising

Spring 2010

The Advising Database is kept by the Academic Advising and Counseling Offices in Brenham and Bryan and the University Transfer Center in Bryan. The following numbers account for visits in these offices. The total visits recorded between September 7, 2009 and January 22, 2010 (5 months) totaled **10,265** (Brenham-1,595 and Bryan-8,670). Total unduplicated headcount of visits totaled **7,969** (Brenham-1,400 and Bryan-6,569). Total students in the database who also enrolled in Spring 2010 totaled **6,689** (Brenham-1,073; Bryan-5,506; Other-110 [these students were not tracked in the data below]). The following data represents course information at the end of Spring 2010 for students in the database.

The **TSI Advising** charts represent students who are and are not College Ready under Texas Success Initiative (TSI) rules. Students who are not College Ready are required to be advised. This does not include students who are placed in MATH0312 based on Blinn’s pre-requisite requirements. These students are considered to be College Ready in Math.

**Course Completion Target** = Sixty-seven percent (67%) was chosen as the course completion target due to the number of students enrolled part-time. Sixty-seven percent allows for one course to be dropped/failed (completion of 2 of 3 courses). It also allows for accurate accounting for students completing 4 of 6 courses (odd number of courses).

**Data Analysis – Students in the Advising Database**

Students being advised on both the Brenham and Bryan campuses completed 67% of their courses with an A-C or P with similar percentages. In Brenham students who were required to be advised completed at 41% and in Bryan they completed at 45%. In Brenham students who were not required to be advised completed at 65% and in Bryan they completed at 71%.

The total percentage of students who were advised and completed 67% of their courses with an A-C or P was 54% in Brenham and 63% in Bryan. The students who were not in the Advising Database completed 67% of their courses with an A-C or P at a rate of 76% in Brenham and 72% in Bryan.

The total percentage of Underrepresented students who were advised and completed 67% of their courses with an A-C or P was 41% in Brenham and 55% in Bryan.

The total percentage of First-Time/Full-Time students who were advised and completed 67% of their courses with an A-C or P was 39% in Brenham and 52% in Bryan.
All Students Advised
In the Advising Database

Advising Required = Advising is required due to the student not being College Ready in all sections under the Texas Success Initiative (TSI).

Advising Not Required = Advising is not required due to the student being College Ready in all sections under the Texas Success Initiative (TSI).

All Students in Advising Database & Enrolled Spring 2010

Advising – Brenham
1,073

- Required, 474
- Not Required, 599

Brenham, 1,073

Advising – Bryan
5,506

- Required, 1,653
- Not Required, 3,853

Bryan, 5,506

Students completing 67% of courses with an A-C or P

- Total Required
- Total Not Required

Total

54%

53%

63%
All Students Advised from Underrepresented Populations

*Underrepresented Population* = African American, Hispanic, International, Asian/Pacific Islander, and Native Indian/Alaskan Native

Underrepresented Students in Advising Database & Enrolled Spring 2010

- **Brenham, 520**
- **Bryan, 1,555**

Advising – Brenham 520

- Required, 313
- Not Required, 207

Advising – Bryan 1,555

- Required, 695
- Not Required, 860

Students completing 67% of courses with an A-C or P

- **Total 41%**
  - Not Required, 105
  - Required, 109

- **Total 55%**
  - Not Required, 567
  - Required, 292
All Students Advised who were First Time/Full Time

First Time/Full Time = First time at Blinn (first time in college & first time transfers) and enrolled in 12 or more hours.

First Time/Full Time Students in Advising Database & Enrolled Spring 2010

Advising – Brenham
149 Students
- Not Required, 48
- Required, 101

Advising – Bryan
464 Students
- Not Required, 299
- Required, 165

Students completing 67% of courses with an A-C or P

Brenham, 149 Students
- Required, 36%
- Not Required, 46%
- Total 39%

Bryan, 464 Students
- Required, 39%
- Not Required, 60%
- Total 52%