Office of Student Recruitment and New Student Programs

2009-2010 Budget Proposal

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Director
Mission Statement

The Office of Student Recruitment and New Student Programs aims to assist in the recruitment and retention efforts of Texas A&M University-Corpus Christi by encouraging all potential students to seek a higher education through the implementation of programming and communications that will introduce all students and families to the University and its processes.

The Office of Student Recruitment and New Student Programs identifies and recruits students of high potential, especially those from groups who have been historically under-represented in Texas higher education. We strive to enhance the college experience of admitted students by providing programs and information that will orient them to the University, aid in their transition, help connect them to the University and their fellow Islanders.

Through a commitment to excellence we encourage personal growth and leadership development of all professional staff, student assistants and volunteers through their participation in office programs, training and leadership opportunities.
Current Organizational Structure

- Director of Student Recruitment & New Student Programs
- Secretary

**Outreach Recruitment Staff**
- Dallas/Ft. Worth Counselor
- Houston Counselor
- Rio Grande Valley Counselor
- San Antonio Counselor

**On-Campus Recruitment Staff**
- Coastal Bend Counselor
- Coastal Bend Counselor
- Coastal Bend Counselor

**New Student Programs**
- NSP Student Assistant
- NSP Student Assistant
- Island Ambassadors (30-40 volunteers for the Fall/Spring Semester)
- Orientation Staff (15-20 student volunteers for Spring/Summer)
Budget Requests:

- Central Texas Outreach Counselor ($35,500 + benefits)
- Supplement Island Day budget- Increase $40,000
- Supplement Orientation budget- Increase $70,000
- Realignment of Office – position changes ($6,600 + benefits)
- Request budget of $90,000 for Freshmen Summer Send-Off Parties
- Supplement Recruitment Communications budget – Increase $10,000
Hire a Central Texas Outreach Counselor ($35,500 + benefits)

- Currently the Central Texas Area is managed by the San Antonio Outreach Counselor

- San Antonio Target Market includes 8 counties and 46 priority schools, and Central Texas includes 4 counties and 20 priority schools (66 priority schools total + additional programs)

- Addition of new counselor will allow for maximizing efforts in Central Texas and San Antonio

Central Texas

- Applications
  - 2007 = 265
  - 2008 = 318

- Admits
  - 2007 = 188
  - 2008 = 204

- Enrolled
  - 2007 = 51
  - 2008 = 61
Supplement of Island Day Budget – Increase of $30,000

- Eliminate $10 attendance fee per person (Yearly revenue approximately $17,000)

- A&M-CC ($10) and A&M-Galveston ($25) are only schools in system to charge a fee for attendance

- TAMU-K and Prairie View charge a small fee for an optional lunch

- Island Day Numbers:
  - 2006 – 2007 - 1813 total
  - 2007 – 2008 - 2442 total

- Request increase to cover expenses

- 90% of expenses paid to the University
Supplement Orientation Budget – Increase of $70,000

- 90% of expenses paid to university
- Approx. $84,000 paid to Aramark for meals
- Expenses include food, university services, campus printing

- Orientation Student Numbers:
  - 2006 – 1406
  - 2007 – 1232
  - 2008 – 1385 (3100 total including guests)

- Request to cover expenses
- Request to provide stipend to student volunteers (15+ student volunteers who work 200+ hours each over summer)
Restructuring of Office

- Realign Recruitment Communications Center to report to Office of Student Recruitment and New Student Programs (Includes Coordinator of Recruitment Communications, Webmaster and Communication Center student workers)
- Upgrade Coordinator of Recruitment Communications to Assistant Director of Recruitment Communications (34,400 to 36,400)
- Upgrade Coastal Bend Admissions Counselors (3 staff members) to Program Coordinators (30,000 to 31,500) - add additional duties to positions
- Total Budget Requests: $6,500 + any additional funds needed for benefits
Proposed Changes

Director of Student Recruitment & New Student Programs

Secretary

Outreach Recruitment Staff
- Central Texas Counselor
- Dallas/Ft. Worth Counselor
- Houston Counselor
- Rio Grande Valley Counselor
- San Antonio Counselor

Recruitment Communication Center
- Ast. Director of Recruitment Communications
- Webmaster
- Communication Center Staff (8-10 Students)

New Student Programs
- Program Coordinator
- Program Coordinator
- Program Coordinator

- Student Assistant
  - Island Ambassadors (30-40 volunteers for the Fall/Spring Semester)
- Student Assistant
  - Orientation Staff (15-20 student volunteers for Spring/Summer)
Request budget of $90,000 for Freshmen Summer Send-Off Parties

- 2008 - Program acquired from Institutional Advancement with no budget allotted
- 2008 Programs held in Target Markets:
  - Houston
  - Central Corridor (San Antonio, Austin, Central Texas Cities)
  - Rio Grande Valley
- Expenses include marketing, food, travel and materials
- Tentative 2009 Programs:
  - Houston
  - Central Corridor (San Antonio, Austin, Central Texas Cities)
  - Rio Grande Valley
  - Corpus Christi (Coastal Bend, Dallas, Other Areas)
Supplement Recruitment Communications Budget – Increase $10,000

- Increase to cover costs associated with increase in mail, production of recruitment materials, and maintain of recruitment tools