



## Admissions – Recruitment and Outreach

*FY 23-24 Allocation - \$280,304.84*

- Pay 1 fulltime and 1 three-fourths time staff positions in Recruitment
- Increase influence to anticipated target audiences (prospective students, supporters, counselors & school personnel) to place Cal Poly amongst their top choices in a college education.
- Expand marketing efforts utilizing digital media campaigns such a VisitorTV
- Increase participation in targeted recruitment and yield specific activities and events.
- Expand direct mail marketing campaigns to targeted populations
- Increase the number of targeted contacts seen through use of the CRM.
- Increase the number of applicants and enrolled students from targeted areas.
- Provide opportunities for staff to meet and create strategies that address the challenges of college for students from low-income families who were also often first-generation college students.
- Broaden the Partners Program to achieve greater student diversity and provide additional campus visit opportunities for prospective students and their supporters.
- Expand efforts of our student and alumni volunteers in support of our recruitment endeavors at targeted college fairs, school site visits and campus-based events (United by Excellence Programs)
- Collaborate with on campus representatives to support recruitment programs/events in target markets.
- Participate in National, CA partner and local school visits, college fair programs, student panel/college informational workshop that primarily serve target markets, first generation and historically low-income populations in collaboration with admission volunteer programs and networks.
- Coordinate visit experiences utilizing both in person and virtual modalities.

## Financial Aid

*FY 23-24 Allocation - \$151,375.37*

- Pay 1 fulltime staff position who provides technical and administrative support to over 60 scholarship selection committees and who maintains and updates the scholarship system providing Improvements and enhancements annually.
- Supports the cost of an integrated scholarship software system that allows students to apply for Cal Poly Scholarships through a portal link and enables scholarship committees in all colleges to use that information in making scholarship selections. When students log into the scholarship app the software identifies specialty scholarships on a student-by-student basis and provides committees with more detailed applications. With this software the Financial Aid Office has expanded the number of Cal Poly Scholarships student can apply to directly.
- Total funding In Financial Aid Office : \$151,375.37
- Cost of 1 fulltime staff position: \$129,045.90
- Cost of Software, Blackbaud: \$ 39,564.31
- **Shortfall due to increase in software: \$-17,234.84**