

**RECRUITMENT MATERIAL SUMMARY (Totals)**  
**February 2015**

1.	Admission Applications	215
2.	Catalogs/CD's	165
3.	View Books	190
4.	Pell Applications	105
5.	Schedules	105
6.	Financial Aid Brochures	30
7.	Other (Miscellaneous)	

# RECRUITMENT MATERIAL SUMMARY

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## FEBRUARY 2015

<i>Type of Material</i>	<i>Phil Campbell Mail-outs</i>	<i>Phil Campbell Hand Delivered &amp; Displayed</i>	<i>Muscle Shoals Mail-Outs</i>	<i>Muscle Shoals Hand Delivered &amp; Displayed</i>
Admission Applications	<u>30</u>	<u>75</u>	<u>35</u>	<u>75</u>
Catalogs/CD's	<u>30</u>	<u>50</u>	<u>35</u>	<u>50</u>
View Books	<u>30</u>	<u>50</u>	<u>35</u>	<u>75</u>
Pell Applications	<u>30</u>	<u>40</u>	<u>35</u>	
Class Schedules				
Prospective Letters				
Information Cards				
Financial Aid Brochures	<u>30</u>			
Other				

**Lindsey Oliver – Recruitment Manager**

**February 2015 Monthly Report**

<b><u>Date</u></b>	<b><u>Activity</u></b>
02/02/15	Office Duties. Ambassador meeting. Deliver name tags to schools for Experience Day
02/03/15	Student Success Workshop. Deliver nametags to schools for Experience Day.
02/04/15	Student Counseling. Deliver Nametags to schools for Experience Day.
02/05/15	Office Duties. Prepare for Experience Day.
02/09/15	Transfer Fair- Phil Campbell. Experience Day Shoals.
02/10/15	Transfer Fair – Shoals. Prepare for Experience Day- Phil Campbell
02/11/15	Experience Day-Phil Campbell
02/12/15	Experience Day- Shoals
02/16/15	Office Duties. Ambassador Meeting. Student Counseling.
02/17/15	Black History Event – Phil Campbell. Office Duties. Parent Night - Phil Campbell
02/23/15	Office Duties. Student Advising.
02/24/15	East Lawrence FAFSA Event. Office Duties.

Adult Education Program  
Northwest-Shoals Community College  
Student Services Council Report

March, 2015

- I. Student Enrollment
  - \*from July 1, 2014 through February 28, 2015----790
  - 663 ABE students
  - 127 ESL students
  
- II. There have been 39,065 instructional hours logged
  
- III. We currently operate 23 classes at 15 different locations
  
- IV. GED Testing:
  - \*There have been 45 GED Passers July 1, 2014 through February 28, 2015
  - 39 Shoals Campus – 119 Test Takers – 57 completed the entire test
  - 6 Phil Campbell-----26 Test Takers-7 completed the entire test
  - \*National Pass Rate – 61%
  - \*State Pass Rate-----55%
  - \*NWSCC Pass Rate—70%