

RECRUITMENT MATERIAL SUMMARY (Totals)
April 2014

1.	Admission Applications	240
2.	Catalogs/CD's	165
3.	View Books	165
4.	Pell Applications	175
5.	Schedules	190
6.	Financial Aid Brochures	
7.	Other (Miscellaneous)	

Adult Education Program
Northwest-Shoals Community College

- I. Total students enrolled July 1, 2013—April 30, 2014:
*968
- II. Instructional Hours Logged:
*47961
- III. The program offered 28 classes at 17 different locations
 - *classes are open entry and open exit
 - *an on-line class is offered for adults who cannot attend a live class
 - *instruction is individualized tutoring
- IV. Participants in the Adult Education Program can earn a GED Test Voucher to offset cost
 - *there are 4 parts to the GED Test
 - *the cost is \$30 per part or \$120 for the entire test battery
 - *vouchers are for \$25 per part of a total of \$100
 - *participants can prepare to pass the GED Test and end paying only \$20
- V. Our program offers classes 12 months per year and accepts new students weekly
- VI. 171 Adult Education Students have earned the GED from July 1, 2013 through April 30, 2014
- VII. 92 Adult Education Program students have completed the GED Test and enrolled in college
At Northwest-Shoals Community College or other training programs.
- VIII. 1 free college class is awarded to GED completers at community colleges in Alabama through
The Department of Postsecondary Education

Lindsey Oliver – Recruitment Manager

April 2014 Monthly Report

<u>Date</u>	<u>Activity</u>
4/1/14	Office Duties/Prep for Senior Day on Phil Campbell Campus
4/2/14	Senior Day Phil Campbell Campus
4/7/14	Ambassador Interview/Office duties
4/8/14	Ambassador Interview/Office duties
4/9/14	Ambassador Interview/Office duties
4/10/14	Ambassador Interview/Office duties
4/11/14	Senior Day – Shoals Campus (Colbert County)
4/14/14	Ambassador Interview/Office duties
4/15/14	Ambassador Interview/Office duties / Lawrence County HS Rising Senior Night
4/16/14	Spring Fling – Phil Campbell Campus
4/17/14	Office Duties/Advising
4/18/14	Ambassador Leadership Trip
4/21/14	Tools for Schools Mtg/ Advising/ Ambassador Mtg
4/22/14	Hackleburg High School – Senior Project judging/Advising/Photoshoot – Shoals
4/23/14	Advising/Ambassador notification letters mailed
4/24/14	Advising/Office Duties/Retirement Party
4/28/14	Advising/Office Duties
4/29/14	Advising/Office Duties/Franklin County Board of Edu/Russellville City Board of Edu
4/30/14	Advising/Lawrence County Board of Edu/Deshler HS/ Automotive Open House

RECRUITMENT MATERIAL SUMMARY

APRIL 2014

<i>Type of Material</i>	<i>Phil Campbell Mail-outs</i>	<i>Phil Campbell Hand Delivered & Displayed</i>	<i>Muscle Shoals Mail-Outs</i>	<i>Muscle Shoals Hand Delivered & Displayed</i>
Admission Applications	<u>40</u>	<u>50</u>	<u>60</u>	<u>90</u>
Catalogs/CD's	<u>40</u>	<u>40</u>	<u>60</u>	<u>30</u>
View Books	<u>40</u>	<u>40</u>	<u>60</u>	<u>30</u>
Pell Applications	<u>40</u>	<u>35</u>	<u>60</u>	<u>45</u>
Class Schedules	<u>30</u>		<u>60</u>	<u>100</u>
Prospective Letters				
Information Cards				
Financial Aid Brochures				
Other				