

RECRUITMENT MATERIAL SUMMARY (Totals)
May 2014

| | | |
|----|-------------------------|-----|
| 1. | Admission Applications | 360 |
| 2. | Catalogs/CD's | 360 |
| 3. | View Books | 280 |
| 4. | Pell Applications | 150 |
| 5. | Schedules | 755 |
| 6. | Financial Aid Brochures | 45 |
| 7. | Other (Miscellaneous) | |

RECRUITMENT MATERIAL SUMMARY

MAY 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>45</u> | <u>60</u> | <u>55</u> | <u>200</u> |
| Catalogs/CD's | <u>45</u> | <u>60</u> | <u>55</u> | <u>200</u> |
| View Books | <u>45</u> | <u>60</u> | <u>75</u> | <u>100</u> |
| Pell Applications | <u>45</u> | <u>50</u> | <u>55</u> | |
| Class Schedules | | <u>400</u> | <u>55</u> | <u>300</u> |
| Prospective Letters | | | | |
| Information Cards | | | | |
| Financial Aid Brochures | <u>45</u> | | | |
| Other | | | | |

Lindsey Oliver – Recruitment Manager

May 2014 Monthly Report

| <u>Date</u> | <u>Activity</u> |
|--------------------|--|
| 5/1/14 | Community Leaders Mtg – Hamilton Career Center/ Honors Night |
| 5/5/14 | Office Duties/Advising/Scholarship Follow up with Counselors |
| 5/7/14 | Teen Info Day |
| 5/8/14 | Office Duties/Advising/ Red Bay High School Awards Program |
| 5/9/14 | Franklin County Technology Center Awards Program |
| 5/12/14 | Colbert Heights Awards Program/Advising |
| 5/13/14 | Tharptown HS Awards Program/Phil Campbell HS Awards Program/Career Tech Advisory Dinner – Shoals |
| 5/14/14 | Office Duties/Advising/Ambassador Meeting |
| 5/15/14 | Office Duties/Advising/Scholarship Follow up |
| 5/16/14 | Hamilton HS Awards Program |
| 5/19/14 | Haleyville HS Awards Program |
| 5/20/14 | Hillshire Career Fair |
| 5/21/14 | Office Duties/Advising |
| 5/22/14 | Vina HS Graduation/Scholarships/ Office Duties/Advising/Registration |
| 5/23/14 | Belgreen HS Graduation/Scholarships |
| 5/27/14 | Brilliant HS Awards Program/ Office Duties/Advising/Registration |
| 5/28/14 | Phillips HS Awards Program/ Office Duties/Advising/Registration |
| 5/29/14 | Hackleburg HS Graduation/Scholarships/Office Duties/Advising/Registration |

Adult Education Program
Northwest-Shoals Community College

- I. Total student enrollment July 1, 2013 through May 31, 2014:
*1019
- II. Instructional Hours Logged:
*51,779.30
- III. 174 Adult Education Program students have completed the GED since
July 1, 2013 through May 31, 2014
- IV. GED Testing has successfully opened Testing Centers on both campuses of Northwest-
Shoals Community College.
*There are no other GED Testing sites within the district.
- V. The program has offered 28 classes at 17 different locations
*classes are open entry with new students joining classes every week
*on-line opportunities are available
*Adult Education Students can earn GED Testing vouchers worth \$100 of the total \$120
fee
- VI. The program has served 164 English as a Second Language Students (ESL)
*there have been 5 ESL classes offered
-1 day class
-4 night classes