

**RECRUITMENT MATERIAL SUMMARY (Totals)**  
**July 2014**

1.	Admission Applications	685
2.	Catalogs/CD's	735
3.	View Books	285
4.	Pell Applications	260
5.	Schedules	1,185
6.	Financial Aid Brochures	
7.	Other (Miscellaneous)	

# RECRUITMENT MATERIAL SUMMARY

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## JULY 2014

<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>75</u>	<u>100</u>	<u>110</u>	<u>400</u>
Catalogs/CD's	<u>65</u>	<u>60</u>	<u>110</u>	<u>500</u>
View Books	<u>75</u>	<u>100</u>	<u>110</u>	
Pell Applications	<u>75</u>	<u>75</u>	<u>110</u>	
Class Schedules	<u>75</u>	<u>400</u>	<u>110</u>	<u>600</u>
Prospective Letters				
Information Cards				
Financial Aid Brochures				
Other				

**Lindsey Oliver – Recruitment Manager**

**July 2014 Monthly Report**

<b><u>Date</u></b>	<b><u>Activity</u></b>
7/1/14	Delivered Fall Schedules to Schedule Boxes. Office Duties.
7/2/14	Advising. Office Duties.
7/7/14	Advising. Office Duties.
7/8/14	Advising. Office Duties. Banner Training.
7/9/14	Advising. Office Duties.
7/10/14	Advising. Office Duties.
7/14/14	Advising. Registration. Office Duties.
7/15/14	Advising. Registration. Office Duties. Ambassador Mtg/Registration.
7/23/14	Advising. Registration. Office Duties.
7/24/14	Advising. Registration. Office Duties.
7/28/14	Advising. Registration. Office Duties.
7/29/14	Advising. Registration. Office Duties.
7/30/14	Advising. Registration. Office Duties.
7/31/14	Advising. Registration. Office Duties.

Adult Education Program  
Northwest-Shoals Community College

- I. The 2014-15 Program Year is July 1, 2014 through June 30, 2015
  - \*Classes are underway at all current class sites
  - \*We practice open Entry with new students joining classes at any class meeting—new students go directly to the class site and time that best meets their needs and join the class
  
- II. Our program was visited by the newly appointed Vice-Chancellor for Adult Education and GED Testing, Mr. David Walters, on Wednesday, August 20. We are pleased to have him in this leadership role. He comes to us from Kentucky where he worked in the Kentucky Department of Adult Education since 1999. He was complimentary of our program.
  
- III. Our Local Program Fall Professional Development meeting was held on August 7 for all of our personnel to review program goals and certify teachers for TABE administration and the Alabama Assessment Policy guidelines.
  
- IV. GED Testing continues to increase in number of people testing. The GED Test is offered weekly on the Shoals Campus and Monthly on the Phil Campbell Campus.
  
- V. The GED Testing Fee Waiver Program will continue during the 2014-15 Program Year. Students in the Adult Education Program can earn a voucher to offset \$100 of the \$120 testing fee.
  
- VI. The 2013-14 final enrollment total was 1146 students, which was level from the year before when the state as a whole experienced a decrease in enrollment.