

RECRUITMENT MATERIAL SUMMARY (Totals)
August 2014

1.	Admission Applications	555
2.	Catalogs/CD's	195
3.	View Books	305
4.	Pell Applications	145
5.	Schedules	510
6.	Financial Aid Brochures	
7.	Other (Miscellaneous)	

RECRUITMENT MATERIAL SUMMARY

AUGUST 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>55</u>	<u>125</u>	<u>100</u>	<u>275</u>
Catalogs/CD's	<u>40</u>	<u>75</u>	<u>80</u>	
View Books	<u>55</u>	<u>150</u>	<u>100</u>	
Pell Applications	<u>45</u>	<u>45</u>	<u>55</u>	
Class Schedules	<u>55</u>	<u>125</u>	<u>80</u>	<u>250</u>
Prospective Letters				
Information Cards				
Financial Aid Brochures				
Other				

Lindsey Oliver – Recruitment Manager

August 2014 Monthly Report

<u>Date</u>	<u>Activity</u>
8/4/14	Advising/Registration. Lawrence County counselor Appreciation Luncheon.
8/5/14	Worked on Recruitment Plan and College Day Agenda/Letter. Student Advising/Registration Phil Campbell Campus
8/6/14	Student Advising/Registration
8/7/1	Student Advising/Registration
8/8/14	Student Success orientation meeting- Shoals
8/11/14	Student Advising/Registration.
8/12/14	Ambassador Leadership Retreat.
8/13/14	Ambassador Leadership Retreat
8/14/14	In-Service. Student Advising/Registration/Tours
8/18/14	Student Advising /Registration and Tours.
8/19/14	Classes Start. Ambassador Meeting. Add/Drop. Hung up Ice Cream Social Flyers on Phil Campbell Campus.
8/20/14	Haleyville HS D/C Class Registration. Phillips HS drop by. Add/Drop
8/21/14	Office Duties. Add/Drop
8/25/14	Worked on Recruitment Plan. Daily Office Duties. Vina HS D/C Class Registration. Drop by Hackleburg HS.
8/26/13	Ice Cream Social. Daily Office Duties. Hatton HS open house event. College Day Preparation.
8/27/13	Colbert/Lawrence County college day. Attended Sheffield HS Parent Night.
8/28/13	Facilitated College Day-Phil Campbell Campus (Franklin/Winston County)
8/29/13	Attended Marion County College Day – Hamilton Methodist Church