



Columbus

Grand Island

Hastings



STUDENT RECRUITMENT

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Prisca



Olivia

COLUMBUS
AMBASSADORS



RECRUITMENT PHILOSOPHY



Student Centered

We emphasize access, affordability, and flexibility for students.

Community Commitment

We focus on creating connections and opportunities for all students and the communities in which they live.

Pathways to Careers and Transfer

We highlight programs that prepare students for the workforce and also support seamless transfer to four-year institutions



RECRUITMENT STRATEGIES



Regional Outreach



Recruitment Channels



Focus on Access and
Support





REGIONAL OUTREACH

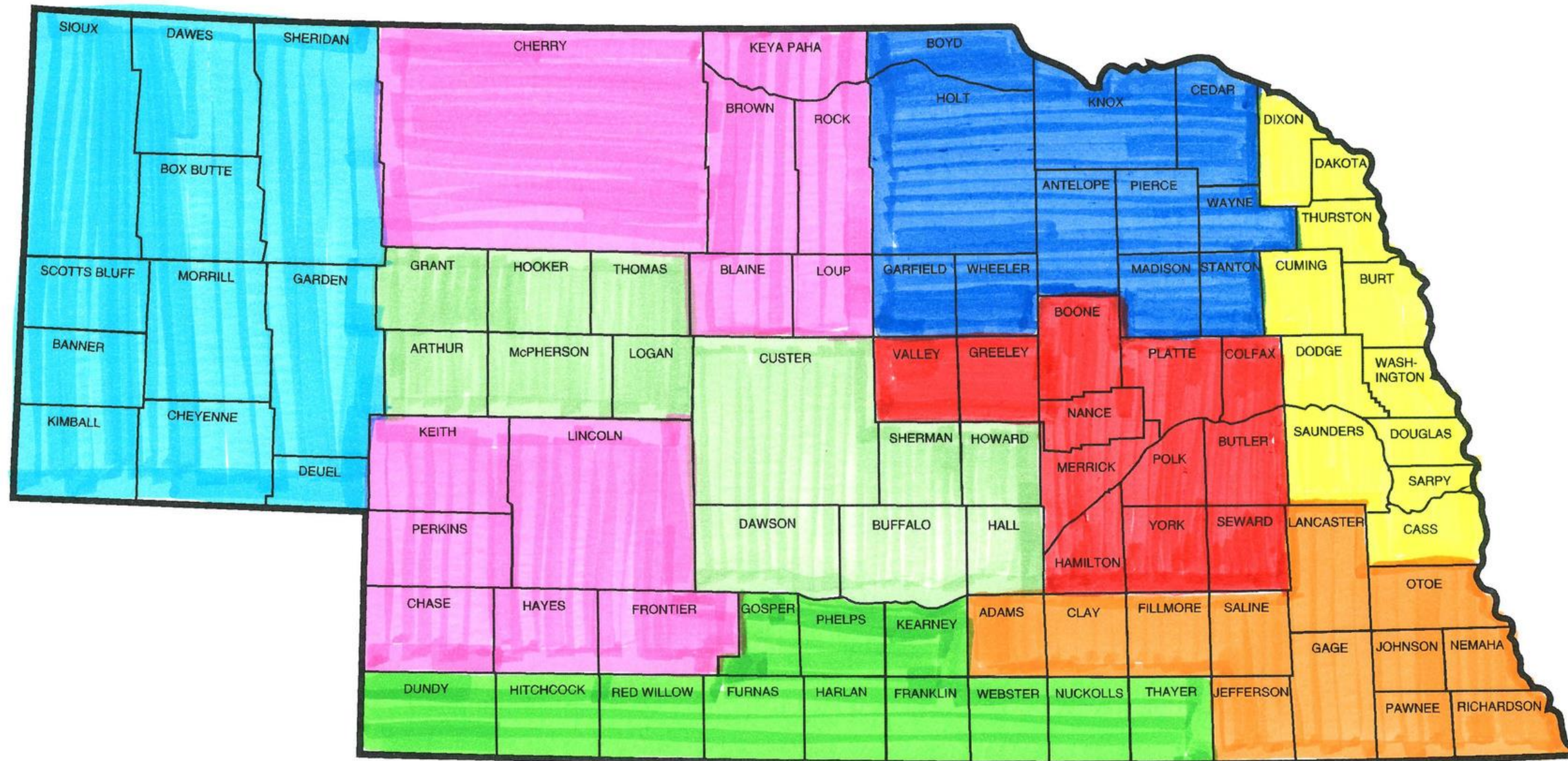


- 25 Counties
- 3 Campuses
- 4 Centers
- 2 Hubs

- Recruitment takes place within our 25-county service area and extends beyond to reach additional prospective students
- Each recruiter is assigned a territory to ensure consistent coverage and relationship building
- Territories are divided by geographic area, with recruiters responsible for maintaining partnerships and outreach in their region



TERRITORIES



Columbus: Red, Yellow, and Dark Blue

Grand Island: Light Green, Pink, and Light Blue

Hastings: Orange and Dark Green

RECRUITMENT CHANNELS

High School Outreach

Recruiters visit high schools to connect with students and share information about CCC programs and opportunities.

Community Partnerships

Collaborations with local organizations and employers expand CCC's reach to adult leaders and those pursuing workforce training.

Campus Events and Tours

On-campus tours and events give prospective students the chance to experience CCC firsthand and learn about available resources

College Fairs

Participation in statewide college fairs provides CCC visibility and access to students exploring postsecondary options



HIGH SCHOOL OUTREACH EXAMPLES

School Visits and Classroom Presentations

College Fairs and Planning Nights

Apply to College Events

Dual Credit and Early College

Partnerships with Counselors and Teachers

Career Days in Schools

School Visits to Campus (4th–12th grade)



COMMUNITY PARTNERSHIPS

Husker Harvest Days and Nebraska State Fair

Youth Leadership Programs

JAG (Jobs for America's Graduates):

Multicultural Community Groups

Teammates

Community Days

Adult Basic Education and ESL Programs

Community Job Fairs



CAMPUS EVENTS AND TOUR EXAMPLES

- **Campus Tours**
- **Central Visit Days**
- **Specialty Camps**
- **Program-Specific Events**
 - Agriculture Days
 - Auto Days
 - Criminal Justice in Action Days
 - Dental Days
 - Diesel Days
 - Health Exploration Day
 - Industry Exploration Days
 - Manufacturing Days
 - Pre-Nursing Information Sessions



ACCESS & SUPPORT



- Expand access through scholarships and financial aid support
- Academic preparation & support programs: tutoring, advising, disability services, and flexible scheduling
- Strong transfer pathways to four-year institutions
- Student activities and organizations provide a welcoming and engaging campus atmosphere

WHAT WE SHARE WITH STUDENTS

- Affordability and value of a community college education
- Scholarships and financial aid options
- Student support services including advising, tutoring, and career guidance
- Opportunities to transfer seamlessly to four-year institutions
- Career-focused programs that lead directly to the workforce
- Campus life, student activities, organizations, fine arts, and athletics
- Personalized attention and smaller class sizes



ELLUCIAN RECRUIT (CRM)

Customer Relationship Management (CRM) system designed for higher education institutions to manage and automate student recruitment and admissions lifecycle.

- Streamline communications
- Personalizes engagement with prospective students
- Tracks applicants from inquiry to enrollment
- Manage events
- Automates the application process
- Delivers a better customer experience
- Provides data/reports for analysis and data-driven decisions



ENROLLMENT ACTUALS

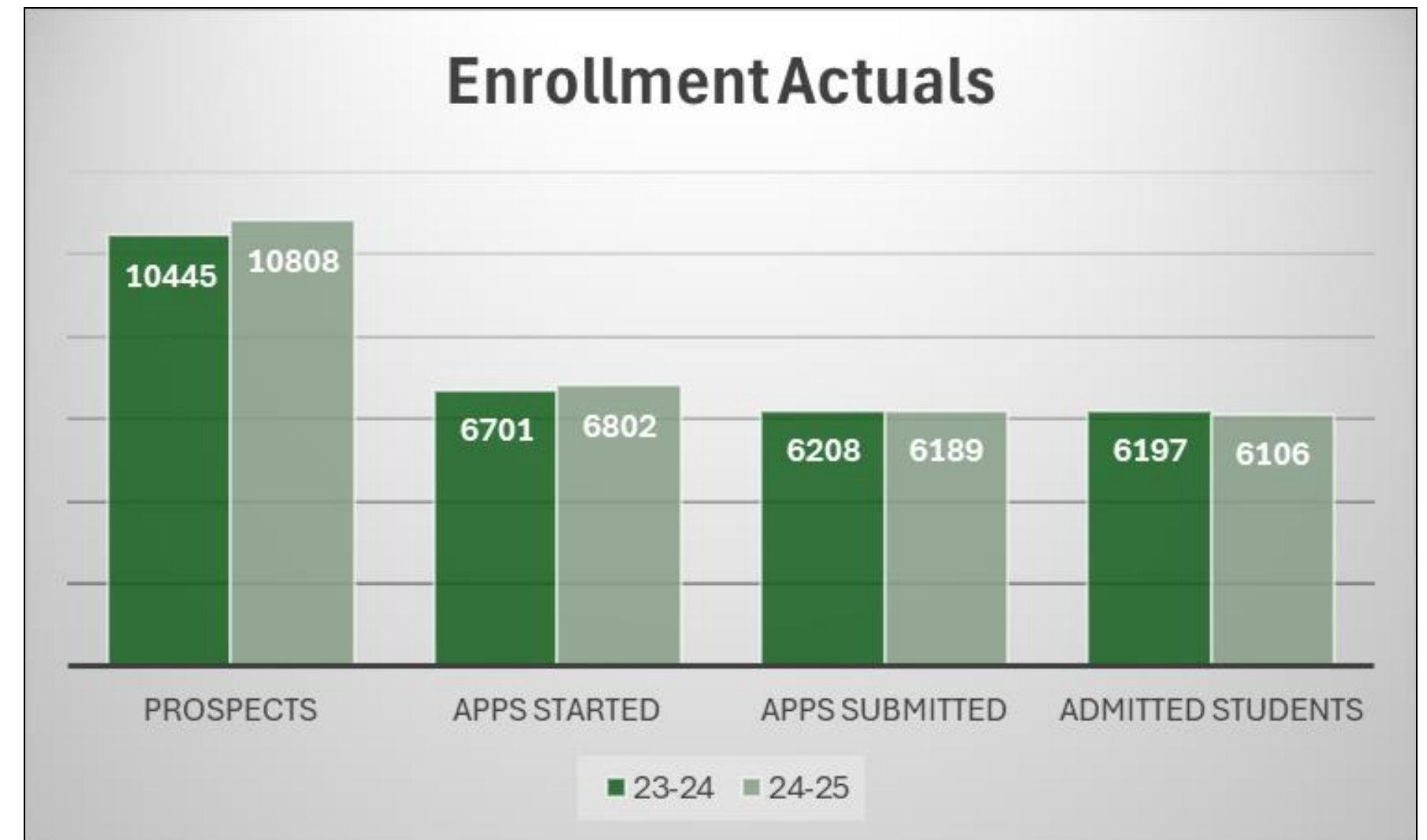


Prospects: Individuals in the pre-application phase including leads, accounts created, and internal entries

Applications Started: Applications initiated but not yet submitted

Applications Submitted: Completed applications formally submitted

Admitted Students: Applications fully processed. Variances may occur due to duplicate submissions, early college applicants submitting unnecessary applications, or international students missing required documentation



25-26 ENROLLMENT GOALS

Prospects

Goal: 11,000

Actual to Date: 8,183

Applications Started

Goal: 6,900

Actual to Date: 3,821

Applications Submitted

Goal: 6,300

Actual to Date: 3,448

Admitted Students

Goal: 6,200

Actual to Date: 3,365



Thank You

We are grateful for your ongoing support and engagement

For questions or follow-up, (or a campus tour) please contact us anytime



QUESTIONS?

