

Virtual Recruitment:  
Wow is it hard!

# How did Virtual Recruiting make you feel?

- ▶ Go to [menti.com](https://menti.com) and enter code 6988572



# So about that pandemic...

- ▶ Two months into the spring term, transfer enrollment fell 7.9 percent overall this year, with the largest drop in community colleges (-15.2%).
- ▶ The decline in transfer enrollment was 3.8 times larger than the pre-pandemic rate of decline
- ▶ Upward transfer was the only transfer pathway to increase this spring over pre-pandemic levels (+3%). Both reverse and lateral transfer declined sharply (-21% and -9.2%).
- ▶ The largest declining population at the community college is students aged 18-20
- ▶ Continuing/Returning enrollment dropped too!

# Challenges

- ▶ People didn't show up or RSVP'd and then didn't attend
- ▶ Cameras off.. Are you there?
- ▶ Students didn't open email
- ▶ time zone differences
- ▶ Voicemail full
- ▶ Students enter waiting room and then don't enter the main room or leave without asking questions
- ▶ Login issues/link issues - being your own IT support
- ▶ Drop in inquiries because of lack of table visits/fairs

# Triumphs

- ▶ Overall higher one-to-one attendance - more available to students!
- ▶ Able to do more handholding
- ▶ Conversations were more productive in the one-to-one setting
- ▶ Larger reach because events were virtual - no need to commute for sessions
- ▶ SFC had community college summit because of virtual space that had a larger group of attendees

# The great unknown... Fall 2021

- ▶ Will you be keeping virtual recruitment sessions? Why? What kind?
  - ▶ St Francis College is doing a mixture of in person activities with synchronous virtual logins available

# Citations

- ▶ <https://nscresearchcenter.org/wp-content/uploads/Covid19-TransferMobilityProgress-FirstLookSpring2021.pdf>