**Standard 5 – Recruitment Submission**

**2014 – 2019 Strategy Summary:**

Bermuda College’s recruitment strategy is based around a singular premise – to make the value of and access to post-secondary clear and accessible to the local community, converting interested potential students into active participants in their Programme of choice. This key concept has guided and animated our overall recruitment efforts since 2014, which can be delineated into the pursuit of three principal strata of activity: Taking Care of the Traditionals, Re-Connection and Making Eye Contact.

1. Taking Care of the Traditionals – Despite the urgent necessity of targeting working adults as a student pool that is growing in relevance, Bermuda College’s core student population continues to be recent secondary school graduates pursuing a professional qualification to grant them access to the workplace or transferrable credits to aid them in the completion of an undergraduate degree. With this in mind, our engagement with the public secondary schools is consistent and frequent. It features an annual exercise that ensures that each public secondary school senior has completed their BC Application form before the end of the first semester in their final year. Additionally, there are at least one visit per month to each public high school with a variety of groups in a variety of contexts e.g. Computerized Placement Test preparation, Dual Enrollment consults, PTSA visits, etc.
2. Re-Connection – There is a consistent cohort of students who disengage from their Programme of study before completion for a range of reasons (work opportunities, academic challenges, family commitments) – this group is particularly valuable as a recruitment target, due to their pre-existing history of progress and success at BC. Accordingly, since the leadup to the Fall 2017 semester, the Recruitment team has engaged in a “*Stop In Stop Out*” Campaign – this initiative consists of a small group of volunteers (staff, faculty and current students) led by the Recruitment Officer identifying a specific subset of former students (typically, those who have earned no less than 12 credits and have attended BC within the past three academic years) and contacting this group individually in an effort to bring them back to BC to complete their Programme of choice. The average success rate (contact leading directly to registered student) per *Stop In Stop Out* Campaign since 2017 is 25% and has led directly to the registration of 146 students in the intervening semesters. Both Bermuda College’s main web site and institutional Hub have, through consultation with staff, faculty and students, been refined to be more engaging and simple to use. The result of these enhancements will be carefully monitored and interpreted, so that future improvements are as productive and careful as possible.
3. Making Eye Contact – Overwhelmingly, the most effective method of converting interested students to active registrants is one on one consultation. As such, since 2015, BC has engaged in a minimum of 8 public outreach events per year – these consist of the Recruitment team visiting a high-traffic site on the island in order to engage directly with people on the ground about the opportunities available to them through BC. Most frequently, the primary target area and time is the City of Hamilton (specifically, the Washington Mall and outside City Hall) from 11am to 3:30pm, due to the increased foot traffic found in the national commercial center during the traditional lunch period. These public outreach events have and will continue to be conducted with the support of various members of the BC team (the Allied Health Director, Financial Aid Officer, student ambassadors, etc.) in order to broaden the information range available for interested potential students to increase the likelihood of successful conversion. On average, each public outreach event since 2015 has resulted in 10 meaningful contacts, with 3 of those being converted into registered students.

With the launch of BC’s new brand, new opportunities to recruit potential students will be pursued using social media as the primary outreach tool. However, the core animating premise of our Recruitment Strategy remains steady – we will ensure that this community knows that we are here to help them find their way into the life they’re looking for. It’s as simple as our new slogan: Many Paths. Discover Yours.