

**College of Education  
Recruitment and Retention Plan  
2016-2020**

**EKU's Commitment to Candidate Success**

Candidate Success is the core of Eastern Kentucky University's past, present, and future. This commitment is further demonstrated at the EPP level through the dedicated Center for the Preparation of Education Professionals (CPEP). CPEP houses the three Offices of Student Success (including Diversity Initiatives), Licensure and Certification, and Clinical Experiences. It is the success of our students that fuels our passion to serve in the profession of higher education. Professional education candidates succeed when we and the faculty devote our energies to continuously improving their experiences in and out of the classroom. We will make data-informed decisions in our ongoing effort to create new opportunities for our candidates and meet the needs of the profession.

**We will demonstrate our commitment to the success of our candidates through innovative engagement efforts that begin before arrival and continue after graduation.**

We will enrich the lives of our candidates by focusing on: diversifying and shaping our candidate pool; a clinical model of building skills for success after graduation; enhancing the quality of candidate life while in residence; and promoting programs and policies that facilitate candidate success.

Partnership between Enrollment Management, Academic Affairs, and the College of Education.

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The CPEP Office of Student Success fully supports the enrollment management plan and the strategic plan of Eastern Kentucky University and aligns recruitment activities with EKU's Strategic Goal #2 <http://strategicplanning.eku.edu/strategic-goal-2-commitment-student-success> .

**This plan is designed to lead to sustained enrollment growth to meet the supply and demands of the education profession.**

**Invest in Our Candidates**

- Maintain quality services for Academic Tracking and Planning
- Promote and emphasize partnership within the Peer Mentoring Program
- Support initiatives of Living Learning Communities

**Focus on Strategic Enrollment**

- Recruit a prepared, intellectually curious, diversified candidate body
- Recruit increased numbers participating in the Call Me MISTER program

**Increase Efforts to Retain and Graduate Candidates**

- Provide professional data-driven advising that uses intentional intervention milestones for designated populations and strengthens academic advising.
- Review policies, processes, and operations to enhance responsiveness to candidate needs.

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## **Strategic Recruitment Plan Priorities**

Candidate recruitment is an EPP wide initiative with the intention to build long-term stakeholder relationships. Our goal is not more candidates, but better-prepared candidates to meet the diverse needs of P-12 schools.

<b>Key Strategic Recruitment Priorities</b>			
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>
Recruitment outreach <b>Objectives:</b> 1.1 Conduct new visits based on needs assessment 1.2 Early branding opportunities 1.3 Participate in University recruitment events 1.4 Call Me MISTER and MERR	Develop targeted communication <b>Objectives:</b> 2.1 Identify enrollment pipelines 2.2 Direct mail campaign 2.3 Deploy electronic reminder postcards	Social Media <b>Objectives:</b> 3.1 Grow identity and presence on ECU social networking sites 3.2 Utilize sites for event promotion	Marketing <b>Objectives:</b> 4.1 Develop and promote EPP video for use on website 4.2 Revitalize alumni relations

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## **EKU Service Region**

There are 22 counties in the EKU Service Region: Bell, Boyle, Casey, Clay, Estill, Garrard, Harlan, Jackson, Knox, Laurel, Lee, Leslie, Lincoln, McCreary, Madison, Owsley, Perry, Powell, Pulaski, Rockcastle, Wayne, and Whitley Counties.

