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# Student Recruitment Best Practices

Report Briefing  
Northern Labor Market Clearinghouse

September 22, 2009

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# Research Purposes

- 1) Literature review
- 2) Identify target markets for post-secondary education
- 3) Markets and potential in northern Alberta.



# Literature Review

- 1) 30 Best Practices - includes operational / administrative
- 2) Use of technology for communicating and social networking is increasing but traditional face-face and print still plays an important role.

How many of the best practices is your college using?



## Canada Postsecondary Market

- 1) College Offerings – Diploma / University Transfer Maximum
- 2) 65% enrollments are < 25 years old
- 3) 35% enrollments 25 – 64 years old (majority <45)

Enrollment trends not significantly different across northern Alberta .

Why should this be a concern for the northern colleges?



# Northern Alberta

- 1) Largest market = > 25 years old with high school or less
- 2) Programs / Services should be configured to match regional
- 3) Higher Education needs could be targeted toward diploma, certificate, and post-diploma credentials that are under the mandates of the northern Colleges.

How much can your college afford to do outside its credentials?



## Costs

- 1) Dilutes credential image / markets don't mesh well
- 2) No differentiation in the post-secondary market
- 3) Half of enrollments are transferred out of the region
- 4) Loss of niche markets & rural expertise reputation



# Well Done!

## Examples of Programs Done Exceptionally Well

(outside Apprentice Training Contracts)

- 1) Fort Murray – Performing Arts / Technician Programs
- 2) Northern Lakes – Adult Education / Office Technology
- 3) Grande Prairie – Human Services / Business Administration



# Regional Coordination

Acknowledge each others expertise

Cooperate vs. Compete

Cross reference efforts and resources invested in programs / services

Brokerages / collaborations – first choice should be each other

New programs / external hosting should be joint proposals



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# Your Research Investment

What do you do with the research findings?

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# Your Research Investment

Is your college open to regional differentiation?

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# Your Research Investment

Is your college open to sharing expertise across the region?

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# Your Research Investment

Does your college recruit to the highest markets  
in the region or to the easiest markets?

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