

**AIM, EIS Web Reporting & EMT Connect2 Training
for Missouri S&T Faculty & Staff**

Learn Ways to Better Target

Your Department's New Student Recruitment Efforts

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As part of our continuing effort to enhance and target our recruitment of quality students, we have incorporated ACT's AIM (ACT Information Manager) and EIS (Enrollment Information Service) student databases into our recruiting process.

To assist all faculty, administrators and staff members involved in freshmen recruitment, Enrollment Management has organized a summer training schedule for each software package.

The training sessions will be scheduled in 106 Parker Hall. These "hands-on" sessions are composed of four parts: AIM, EIS and web reporting for the first half then EMT Connect 2 training for the second half. Training materials will be provided to each participant and attendees do not need to attend both parts of the training.

AIM, EIS, Web Reporting & Hobson Email Training Dates and Times

All training sessions are from 2:00 – 4:00pm

August 11th, 2008

August 27th, 2008

September 16th, 2008

September 25th, 2008

HOW TO REGISTER

The training sessions, materials, software, and student data is free of charge to all appropriate Missouri S&T faculty, administrators, and staff.

To register for a session, contact:

Rachel Morris,

Enrollment Management Data & Technology Coordinator

rachelm@mst.edu

341-4452

102 Parker Hall

If we encounter greater than anticipated demand or scheduling conflicts, additional training sessions will be provided.

Missouri S&T's RECRUITMENT REPORTING and E-COMMUNICATION SERVICES

ACT Information Manager (AIM): a database of high school senior students who have sent us their score is used to help identify hot prospects and recruit current high school seniors interested in Missouri S&T. AIM provides a probability assessment of students' likelihood to attend Missouri S&T based on the profiles of students who enrolled at Missouri S&T in 2000, 2001, 2002, 2003 & 2004. The system helps in our strategic planning and territory management by allowing users to group and view ACT assessment data by geographic regions, market segments, counties, school districts, and high schools. With this software, recruiters are able to view a student's overall ACT record, i.e. scores, demographic profile data, and personal interest inventory. Users will have access to the entire academic and interest profiles of all high school seniors who send their ACT scores to Missouri S&T.

Enrollment Information Services (EIS): a national database of all ACT tested college bound students used for Assessing Current and Potential Student Markets and Recruitment Planning. EIS helps with recruitment planning by providing specific annual data about Missouri S&T's market potential, market penetration/yield, and market position/competition. This database does not provide individual student names; instead it provides student profile data for every student tested in the nation in previous years. This information is extremely helpful for strategic enrollment planning by major, setting realistic enrollment goals, and assessing the enrollment potential on a major by major basis.

Campus Web Reporting: a campus tool used to track a current prospective student's progression through the admission process. The Enrollment Management division provides this web reporting tool to the entire campus. The system is updated weekly and provides admission funnel reports by each academic program, both undergraduate and graduate. This system was created by Missouri S&T's IT office.

Hobson's EMT Connect2: an online communications tool used to help all Missouri S&T units create, send and track communications to prospective students. It is a free service provided by the Enrollment Management division.

Connect2 helps campus offices manage and utilize prospective student data to create personalized email and homepage interactions with the prospective students without the assistance of the Admissions Office. These Web-based tools allow each campus department to:

- efficiently handle and respond to incoming inquiries from prospective students interested in their programs
 - build and maintain a department specific marketing contacts database
- segment the entire Missouri S&T prospective student pool for more targeted promotion efforts (events, scholarships, summer camps, etc)

- create and execute targeted communication campaigns to increase the number of prospects who apply for admission to their program
 - provide quick and personalized service to all departmental key contacts

Please note: All student information shared in the sessions and via the databases is to only be used for legitimate university purposes and cannot be shared with outside or unauthorized parties. The student information is considered confidential and federally protected by the Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) standards.

QUESTIONS

Additional questions, comments, or suggestions regarding the training schedule, should be forwarded to Rachel Morris at rachelm@mst.edu or by phone 341-4452.