

| Goal 3: Recruitment | | | |
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| 1-2 Year Strategies | 3-4 Year Strategies | 5-year Program Evaluation and Goal Setting for next 5 Years | What are the expected results and outcomes? |
| Recruitment calendar up and running with education program facilitator leading the efforts | Recruitment calendar up and running with education program facilitator leading the efforts adding events and opportunities as they arise | Evaluate to see if on track for projected enrollment numbers Revise plan as needed yearly to maintain enrollment numbers | 15 new enrolled students each year for a total of 75 students by 2026 |
| WDSE Underwriting segments x3 spots 2022 | | Work with Director of Marketing and Communications to assess the effectiveness of advertising on public television | Program highlights to attract new students |
| Radio spots x3 in 2022 | | Work with Director of Marketing and Communications to assess the effectiveness of advertising on the radio | Program highlights to attract new students |
| Social Media | Social Media | Work with Director of Marketing and Communications to assess the effectiveness of advertising on social media | Provide recruitment segments for FB and Instagram |
| Develop and maintain tribal community relationships | Develop and maintain tribal community relationships | All education faculty and staff are visible in the tribal communities and volunteers for various activities/events | Tribal community knows and supports the 4-year education program |