



Technical College System of Georgia

Georgia's Recruitment Strategy

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NRS Regional Training Reflection

Pain Point

- Multi-step intake and orientation process
- Can be overwhelming or confusing
- Required document uploads
- Inconsistency across the state

Strategy

- Implement a universal customer relationship management tool (TargetX) across all programs to streamline intake and allow for more communication with students during registration

Desired Outcomes - TargetX

- More efficient registration processing
- Ability to communicate and help students through entire registration process (text and email options)
- Student records storage
- Reporting insights
- Marketing potential
- Assist with retention in the future

October 2022 Application

Checklist Items

You need to submit additional required documents. Click the "Complete Checklist" button to view instructions and upload your documents.

[COMPLETE CHECKLIST](#)

[Review Application](#)

[Withdraw Application](#)

Checklist

- ❌ Optional Career Plus HSE Application not received.
- ✅ Student Goals and Signatures Page received.
- ✅ Underage Youth Application received.
- ✅ Documentation of Withdrawal from K-12 Education received.
- ✅ Proof of Age Identification received.

Challenges

- Lots of IT development required
- Training staff on new platform
- Updating intake/orientation process
- Students must have email to create account

Overall Recruitment Strategy

- Our Focus: Helping our programs maximize the tools available to them to meet students where they are and reach as many students as possible
- Examples include:
 - Statewide marketing campaigns
 - Providing templates and resources for outreach (e.g. One to GO campaign)
 - TargetX will serve as a universal tool that will enable programs to improve communication and support for students during recruitment

Questions?

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