Georgia’s Recruitment Strategy

Rosaline Tio
October 20, 2022
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
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?

Rosaline Tio
rtio@tcsg.edu
404-679-5950