

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

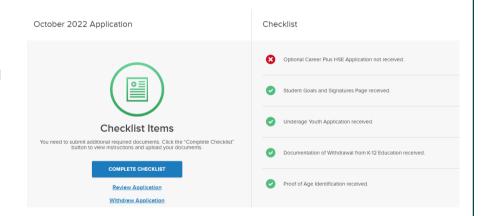
Strategy

 Implement a universal customer relationship management tool (TargetX) across all program's 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

