



OK, NOW
WHAT?



**If You Build It They Will Come:
Recruiting Students to Your Major(s)**

Yeon Erin Kim-Cho, PhD
Assistant Professor,
Communication and Media
Practice

Grand View University



WHAT WE **PLANNED**



1. **EVALUATION**
2. **PROPOSAL**
3. **IMPLEMENTATION**



WHAT WE DID



1. EVALUATION

a. Grand View:

** Marketing & Communication,
Admissions*

b. Department:



WHAT WE DID



2. PROPOSAL

- a. Community Recruitment
* *Ambassador Program*
- b. Interdisciplinary Recruitment
- c. Community College and Transfer Students Recruitment



DID



2. PROPOSAL

- a. **Community Recruitment**
- * *Ambassador Program*
 - * *Summer Multimedia Clinic*



WHAT WE DID



2. PROPOSAL

b. Interdisciplinary Recruitment

*** Campus guest speaking opportunities*

*** Cross-listing of courses w/depts*



WHAT WE DID



2. PROPOSAL

c. Community College and Transfer Students Recruitment

*** visiting, connecting, building relationships*



WHAT WE ARE DOING



3. IMPLEMENTATION

- a. Ambassador Training
- b. Information Packet
- c. Golden Circle Connection
 - 16 schools
 - 11 ambassadors
 - 6 successful visits



WHAT WE WILL DO



A poster for the GV Summer Media Clinic. The top section has a blue background with 'GV SUMMER' in white serif font and a red button that says 'APPLY NOW'. Below this, the dates 'AUG 14 - AUG 18' and time '9:00 a.m. to 3:00 p.m.' are listed, along with 'LUNCH PROVIDED.' To the right is a QR code and a stylized eye icon. The central part features a red heart-shaped mouth icon and a document icon, with text describing hands-on training by Communication and Media Practice professors and Viewfinder Magazine editors, and skills developed in storytelling, interviewing, photography, graphic design, and publication. The right side has a vertical black bar with 'MEDIA CLINIC' in white. The bottom left shows the Grand View University logo and a blue wavy pattern. The bottom right has a red camera icon. A small credit 'design by KRISTINE LE' is visible. A footer at the very bottom states the clinic cost and scholarship information.

GV SUMMER **APPLY NOW**

AUG 14 - AUG 18
9:00 a.m. to 3:00 p.m.
LUNCH PROVIDED.

MEDIA CLINIC

Hands-on training by
Communication and Media
Practice professors and
Viewfinder Magazine editors.

Develop skills in storytelling,
interviewing, photography,
graphic design, and
publication.

GRAND VIEW UNIVERSITY

design by KRISTINE LE

Clinic cost: **\$25** (scholarships available). **\$2,000 scholarship** to attend Grand View to one clinic participant.

3. IMPLEMENTATION

****GV Summer Clinic (Summer 2024)**



EKIMCHO@GRANDVIEW.EDU

