

The FIT Challenge:
2020 FIT at 75: Bringing the Future Into Focus
This report reflects the status of tasks through the beginning of the Fall 2008 semester

Goals and Initiatives	Tasks	Comp. Date (√)
<u>Goal 4</u> Engage in Strategic Recruitment		
<p style="text-align: center;"><u>Cross Cutting Initiative 4.1</u></p> <p>Develop strategic enrollment plans for students in several markets.</p>	<p style="text-align: center;"><u>4.1.1</u></p> <p>Engage consultants to conduct market research in order to gather information about potential markets:</p> <ul style="list-style-type: none"> • Assess recruitment efforts; • Develop a marketing communications plan. <p><u>Status – Fall 2008</u> <i>Stamats was engaged to conduct market research and research was conducted in Summer/Fall '07. A recruitment plan is pending.</i></p> <p><i>Several projects have been initiated to lay the groundwork for a strategic recruitment/enrollment plan:</i></p> <ul style="list-style-type: none"> • <i>The Admissions Office is working with SUNY to revise the SUNY application to meet the needs of the FIT applicant.</i> • <i>SAT/ACT scores will be used as a tool for admissions decisions as well as a placement tool.</i> • <i>The creation of a Visitor Center/Welcome Center is being explored.</i> • <i>E-portfolio review is being implemented and a plan for better internal coordination of portfolio review is being developed.</i> • <i>The provision of campus tours as part of the admissions process is being considered.</i> • <i>Mini- movies for each Art and Design major have been created to be used as a recruitment tool (see initiative 4.4 below).</i> • <i>The College website is being overhauled with a spring '09 launch date.</i> • <i>The Look Book/View Book was redesigned in Fall '08.</i> • <i>Strategic key messages have been created and are being vetted (see 4.4.2 below).</i> • <i>A signage program has been funded through the capital budget.</i> • <i>The creation of an institutional video was funded through the '09 budget process.</i> • <i>A search for a Vice President of Enrollment Management and Student Success (new position) has begun. One of the Vice President's charges will be to transform the Admissions Office which currently is an application processing operation into a full scale Admissions operation which includes strategic recruitment. Funds were set aside during the '09 budget process to establish and support this new unit.</i> 	<p>Spring '06 (√) (engage consultants)</p> <p>Summer '07 Fall '07 (conduct research)</p>
<p style="text-align: center;"><u>Cross- Cutting Initiative 4.2</u></p> <p>Take proactive steps to attract a greater number of applicants from New York City</p>	<p style="text-align: center;"><u>4.2.1</u></p> <p>Based on the results of market research, develop a plan to increase communications about Business and Technology and Art and Design programs to the New York City high school population.</p> <p><u>Status – Fall 2008</u> <i>Funds are being used this semester to promote evening/weekend programs. Advertising was</i></p>	<p>Fall '07 Delayed</p>

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	<i>purchased in Spring '08.</i>	
<u>Cross-Cutting 4.3</u> Increase the number of bachelor degree program cohorts transferring from other institutions.	<u>4.3.1</u> Develop a plan to increase the number of domestic and international transfer students into bachelor degree programs without affecting internal acceptance. <u>Status – Fall 2008</u> <i>A study of the impact of this initiative on enrollment and space must be conducted. This has been delayed.</i>	Fall '08 Delayed
<u>Cross Cutting Initiative 4.4</u> Enhance strategic recruitment efforts focused solely on the School of Art and Design and Business and Technology.	<u>4.4.1</u> Based on the results of market research, develop recruitment strategies for the full range of FIT programs in these two schools. <u>Status – Fall 2008</u> <i>Work is in progress for promoting/advertising evening/ weekend programs in these two schools.</i> <i>Mini-videos for each major department in Art and Design are being produced.</i>	Fall '07 (✓) & on-going
	<u>4.4.2 – New Task</u> Develop an institutional vision statement (derived from each School's mission statement which includes key messages and core competencies). <u>Status – Fall 2008</u> <i>A draft of strategic messages has been developed and will be vetted this semester</i>	Fall '08 & on-going
<u>Business and Technology Initiative 4.1</u> Educate prospective students and their parents about degree program choices.	<u>4.1.1</u> Design promotional materials including websites and brochures by major. <u>Status – Fall 2008</u> <i>A brochure was produced for every major. Websites will be developed as part of the institutional website redesign.</i>	Fall '06 (✓) & on-going
	<u>4.1.2</u> Increase the number of Business and Technology courses in Saturday Live. <u>Status - Fall 2008</u> <i>The Director of High School Programs has been working with Business and Technology chairs to increase the number of courses offered. Five new Business and Technology courses have been added to the pre-college curriculum, with more being considered.</i>	Fall '08(✓)
<u>Liberal Art Initiative 4.1</u> Increase external visibility for the Liberal Arts.	<u>4.1.1</u> Include the Liberal Arts in FIT marketing:	Fall '07 (✓)

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	<ul style="list-style-type: none"> • Market the importance of liberal arts in an FIT education; • Market the availability of liberal arts courses to external summerim, winterim and non-degree students. <p>Status – Fall 2008 <i>Marketing materials include the importance of a liberal arts education – redesigned website, look book, directory materials and other communication vehicles.</i></p>	& on-going
	<p style="text-align: center;"><u>4.1.2</u></p> <p>Enhance the Liberal Arts website.</p> <p>Status – Fall 2008 <i>This is part of the overall plan to redesign the FIT website which will be launched in Spring '09</i></p>	Fall '07 (√) Delayed
<u>Liberal Arts Initiative 4.2</u> Collaborate with the School of Continuing and Professional Education.	<p style="text-align: center;"><u>4.2.1</u></p> <p>Explore and promote options, which may include:</p> <ul style="list-style-type: none"> • specialized certificate programs; • pilots of various schedules to attract more students in summer, summerim, and winterim; • Summer ESL Institute 	Fall '07 & on-going Delayed
<u>School of Graduate Studies Initiative 4.1</u> Strengthen the school's visibility in order to attract a strong caliber of students and faculty and to secure external support through research and fundraising.	<p style="text-align: center;"><u>4.1.1</u></p> <p>Based on the results of market research, develop a recruitment and marketing plan to support the school mission. It should include:</p> <ul style="list-style-type: none"> • Creating a website; • Expanding advertising and public relation efforts; • Increasing community involvement in school activities; • Reaching out to other educational institutions and industries; • Attracting noteworthy speakers, personalities, and faculty; • Hosting industry-sponsored competitions. <p>Status – Fall 2008 <i>\$65,000 was funded for Graduate School market research in the '08 budget. Market research was completed in Spring '08 (Stamats) and a marketing plan is being completed. Funding has been allocated in the '09 budget to begin implementation of the plan.</i></p>	Fall '07 (√) & on-going
<u>Continuing and Professional Studies Initiative 4.1</u> Enhance strategic recruitment efforts focused on promoting the School of Continuing and Professional Studies.	<p style="text-align: center;"><u>4.1.1</u></p> <p>Expand marketing, public relations, and advertising plan for the School of Continuing and Professional Studies' programs and studies.</p> <p>Status – Fall 2008</p>	Fall '07 (√) & on-going

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	<p><i>The Office of Communications and External Relations and the School of Continuing and Professional Studies have collaborated vis-à-vis advertising campaigns. Improvements have been achieved in the School of Continuing and Professional Studies catalogue, ad content, design and placement. Plans to promote the growth of evening/ weekend Fashion Design and Fashion Merchandising Management programs are underway and market research focusing on the adult learner has been funded for '08-'09.</i></p>	