



Professional Development Day

Recruitment & Retention

January 17, 2025 | 8:00 am - 1:00 pm | Founders Hall

8-9 Coffee and scones | Front Foyer Hallway

9-9:50 Welcome and Introductions | FH 118

Top 5 Actions for Recruitment - Enrollment Management
Why Our Students Choose Cal Poly Humboldt - IRAR

9:50-10 Break

10-10:50 Concurrent Sessions I

Stronger Together: Recruitment & Retention as a Collective Effort

Strategic Enrollment Management Committee | FH 118

Admissions, Facilities, & Financial Aid | FH 125

Driving Enrollment with Substantive Community Partnerships - Social Work & Forestry, Fire & Rangeland Management | FH 163

Student Panel: What attracted you to Cal Poly Humboldt? Why do you stay? | FH 166

10:50-11 Break

11-11:50 Concurrent Sessions II

Passion Driven Engagement for Student Success

Department Commitments: Politics, Art & Film, Math & Comp Science, Engineering | FH 166

Pelican Bay, Online, and Engaged Students - Communication Department | FH 125

Engaging our Communities: Admissions, Office of Diversity, Equity and Inclusion and the Educational Opportunity Program, Student Support Services (EOP/SSS) | FH 206

Graduate Studies/General Ed & Mapping the Challenges Academic Programs | FH 232

12-1 Lunch & Discussion: **Now What? Optimize Your Outreach: finding prospective students with simple search engine and web techniques** | FH118 and lunch in Front Foyer Hallway

Office of Academic Affairs and Center for Teaching & Learning 