

Filemaker Pro 8 Additional System Request

Outreach & Recruitment Database

Function of the System

This system would track the recruitment of students and college outreach for the entire college. Currently there are several systems or portion of systems that house some recruitment information. I was recently made aware of one in TPAC (formally EESE) and a portion of the Credential Center houses outreach information. It is unknown if any other systems existing systems also have outreach information.

The goal of this system is to have one system for CED outreach rather than have it spread out.

Proposed Database Functions

1. Track prospects
 - a. Initial contact
 - b. Materials sent
 - c. Matriculation
 - d. Degree/Credential Progress
2. Allow faculty & staff that recruit to enter information
3. Create Reports
 - a. Ex. Outreach Events
 - i. # of students outreached to be sorted by:
 1. term
 2. department
 3. area of interest
 4. initial contact
4. Assist in sending Materials
 - a. Create Mailing Labels
 - b. Generate emails & letters
 - c. Send emails
5. Assist in getting prospects
 - a. Online form that can be filled out, information retrieved & added to database

Proposed Views

1. Prospect Information
2. Educational Information
3. Outreach & Recruitment and Contact Report

4. Outreach & Recruitment Reports
 - a. By Event
 - b. By School (including CSULB)/Community College
 - c. By Area of Interest
 - d. By Department

Fields for Outreach & Recruitment Database

Please note; there are two types of outreach student the college may come in to contact with. The first is a matriculated CSULB student who has a student id number. This student should have their contact information tracked in the hub. The second is a prospective student who has no affiliation with CSULB. This student will not have a student id number and will have to be tracked using another method. The social security number for either type of student will not be tracked nor will be available to this system.

Student Information

Student ID
Last Name
First Name
Middle Name
Birthdate
Street Address
City
State
Zip
Primary Phone
Secondary Phone
Email

Educational Information

Major
Class Standing
Current Institution
Transfer Institution
Transfer Date
Graduation Date
Credential
Notes

Outreach & Recruitment Events

Area of Interest
Initial Contact Date
Initial Contact Term (Fall, Winter, Spring, Summer)
Initial Contact By
Department

Event
Current Status (student, teacher, administrator, etc.)
Current Institution
Notes

Contact Report

Multiple Fill in boxes w/corresponding
Contact Person
Date

Notes

Same as other systems.

Credential Center Example with Additions

Below is an example from the Credential Center of their outreach tracking portion of the system. Additional fields have been added as an example of the data they wish to track.

Header & Science Prospects	
Date Created	
SS Number	SS Number
Birthdate	birthdate
ID #	Contact ID
Last Name	Last Name
First	First Name
Middle	Middle Name
Street	Street
City	City
State	State
Zip Code	ZIP Code
Evening Phone	Evening Phone Numbr
Day Phone	
Email	Email
Body	
Notes: Notes	
credential	
Issuance Date	
ssuance dat	
BA Date	BA Date
BA Major	ba major
BA Institution	ba institution
Materials Sent	Materials Sent
OUTREACH & RECRUITMENT EVENTS	
Area of Interest	
Initial Contact Date	Initial Contact Date
Initial Contact By:	Initial Contact
Event	Event
Current Status	Current Status
Current Institution	Current Institution
Details: Current Status Details	