**Strategic Theme: Branding BSC for Beyond**

**Goal:** Hire a Hobson’s software Specialist

**Steps**
- Approval through the budget process
- Create a detailed job description and fill position
- Training

**Resources**
- Budget for new position
- Office space - available right now
- Training – ongoing

**Champion:**
- Karen Erickson

**Time Frame**
- Coincides with budget process April – June 2012
- Hire date Aug/Sept 2012
- Training – ongoing

**Who needs to be involved**
- HR, position review committee, admissions, student affairs, NDUS, Hobson’s champions
- Current Hobson’s account manager

**Success**
- This position would work with each department to get its message in the hands of students (individual marketing /focus)

**Hurdles:**
- We need future marketing to drive students to the landing page
- Resources for positions/ training

**Goal:** Building a Bismarck State College Recruiting Office

Bismarck State College currently employs one full-time recruiting person. That number is low and needs to be increased through a phased approach. The recruiting office plan is unique because it must operate in conjunction with another action plan – hiring a full-time person to work with the Hobson’s customer relationship management software that provides the data necessary to do focused recruiting.

**Steps**
- Train employees to assist in recruiting efforts
- Add a full-recruiter to fully leverage Hobson’s
- Set measures to determine success
Resources

- Hiring of a recruiter

Success

- Consistent message about the college
- Increased enrollment