

# NC STATE **STUDENT MEDIA**

## Recruitment and Retention Report

### Early Fall 2013

#### HIGHLIGHTS

- 378 individual students expressed interest in at least one medium during the recruitment period (up from 333 in 2012 and consistent with previous numbers of 389 in 2010 and 399 in 2009).
  - Reached 212 freshmen during New Student Orientation.
  - Reached 10 new transfer students during transfer orientation (down from 24 in 2012).
  - Reached 156 students at Campus Crawl and the Student Media Open House (up from 71 in 2012). Of the 156, there 90 freshmen, 35 sophomores, 20 juniors, 4 seniors, 3 graduate students and 4 students of indeterminate class status.
- Based on these numbers, we can expect to have around 50 students join a medium's staff and 42 stay through the end of the fall 2013 semester.

#### NEW STUDENT ORIENTATION

As part of Student Media's departmental objective to actively recruit incoming students and work to retain those students throughout their time at N.C. State, Student Media's student leaders are charged with engaging in recruitment efforts during New Student Orientation and the beginning of the fall semester. This report is an early assessment of that effort.

New student orientation hosted 16 freshman sessions and three transfer sessions. Editors/managers were provided with a list of interested students at the end of each of the five weeks. The contacted field represents the number of individuals contacted by Monday at 9 a.m. following each week's orientation.

During our new student orientation efforts we made 451 contacts with 223 individuals, which was slightly less than the average number of contacts in previous years but the exact average of individuals. This year did, however, mark the lowest contact rate since we began tracking in 2006, with only 43% contacted by the Monday following each week's orientation. All interested students were contacted eventually.

#### Overall Comparisons for New Student Orientation 2006-2013

	Individuals	Contacts	Contacted	Eventually
2013	223	451	194 (43%)	451 (100%)
2012	229	460	246 (53%)	451 (98%)
2011	238	470	445 (95%)	470 (100%)
2010	254	584	390 (67%)	558 (96%)
2009	253	504	342 (68%)	504 (100%)
2008	198	365	289 (79%)	N/R
2007	165	312	238 (76%)	N/R
2006	230	304	135 (44%)	N/R

**POST-ORIENTATION**

Student Media participated in two recruitment efforts beyond new student and transfer student orientation. We again hosted an open house on the Tuesday of the first week of classes, from 10 a.m. to 2 p.m. Two hours of open house coincided with Campus Crawl, where we also had a table. Student Media opted not to participate in graduate student orientation this year, as it took place at the same time as the other two recruitment efforts. Interest from both Campus Crawl and Open House increased this year, with 60 additional individuals indicating interest in one or more media. A contact rate of 57% by the Monday following the week’s efforts is higher than in recent year due to the student leaders receiving multiple reminders.

**Overall Comparisons for Post-Orientation 2007-2013**

	Individuals	Contacts	Contacted	Eventually
2013	210	397	225 (57%)	225 (57%)
2012	150	290	141 (49%)	148 (51%)
2011	154	286	0 (0%)	0 (0%)
2010	190	384	364 (95%)	384 (100%)
2009	190	317	78 (25%)	146 (46%)
2008	236	403	196 (49%)	N/R
2007	127	169	N/R	N/R

**Overall Recruitment Comparisons 2006-2013**

	Individuals	Contacts	Contacted	Eventually
2013	378	734	354 (48%)	611 (83%)
2012	333	701	371 (53%)	582 (83%)
2011	335	706	445 (63%)	470 (67%)
2010	389	905	691 (76%)	905 (100%)
2009	399	774	412 (53%)	636 (82%)
2008	382	709	507 (72%)	N/R
2007	273	481	346 (72%)	N/R
2006	230	304	135 (44%)	N/R

All duplicate individuals/contacts have been removed from these numbers.

**BY MEDIA**

Overall interest in Student Media remained relatively consistent. WKNC and *Technician* saw some increase, while interest in video is dwindling. The radio station and daily newspaper (encompassing design and photography) remain the largest draws and maintain the largest staffs.

**Interest by Media 2006-2013**

Media	2013	2012	2011	2010	2009	2008	2007	2006
<i>Agromeck</i>	65	72	63	74	80	70	62	55
Business Office	33	31	23	46	42	54	9	N/R
Design	70	83	74	93	82	N/R	N/R	7
<i>Nubian Message</i>	21	32	21	44	33	50	22	18
Photography	109	99	138	167	147	125	73	39
<i>Technician</i>	158	110	116	147	143	151	134	75

Video	43	72	99	101	64	N/R	N/R	N/R
<i>Windhover</i>	37	49	50	51	63	36	46	26
WKNC	198	153	122	182	120	149	111	76
	<b>734</b>	<b>701</b>	<b>706</b>	<b>905</b>	<b>774</b>	<b>709</b>	<b>481</b>	<b>296</b>

All duplicate individuals/contacts have been removed from these numbers.

### OPEN HOUSE

Open House was again scheduled to coincide with Campus Crawl, held from 10 a.m. to 2 p.m. on Tuesday, Aug. 20. "Previous" indicates the number of people who expressed an interest in that medium during New Student Orientation who then attended the open house. "New" represents those students who had not previously indicated interest in Student Media during the recruitment effort. Slightly more than half the contacts were new, while 64 of the 120 individuals who attended open house had previously indicated interested in Student Media.

#### Open House Attendance by Media 2013

Media	Total	Previous	New
<i>Agromeck</i>	17	6	11
Business Office	0	0	0
<i>Nubian Message</i>	4	1	3
<i>Technician</i>	74	37	37
Video	3	2	1
<i>Windhover</i>	5	3	2
WKNC	61	35	26
	<b>164</b>	<b>84</b>	<b>80</b>

Duplicate individuals are included in these numbers, as some students visited with multiple media during the open house. *Technician* includes those interested in photography and design.