

NC STATE **STUDENT MEDIA**

Early Recruitment Report - Summer 2013

As part of Student Media's departmental objective to maintain a staff of well-trained, enthusiastic and dedicated students, Student Media student leaders are charged with actively 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 the 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.

Overall Comparisons for New Student Orientation 2006-2013

	Individuals	Contacts	Contacted	Eventually
2013	223	451	194 (43%)	434 (96%)
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

Interest by Media

Media	Interested
<i>Agromeck</i>	50
Business Office	22
Design	46
<i>Nubian Message</i>	14
Photography	71
<i>Technician</i>	86
Videography	25
<i>Windhover</i>	27
WKNC	110
	451

Remaining Recruitment Efforts

Tuesday, August 20, 2013

10 a.m. - 2 p.m. Student Media Open House

Third Floor, Witherspoon

11 a.m. - 1 p.m. Campus Crawl

Cates Ave to Wolf Plaza