

**Date of Board Meeting:** October 15, 2024

**Subject:** Expand recruitment efforts within Fort Bend County

**Recommendation:** Approve the hiring of two additional recruiters to increase outreach in Fort Bend County.

**Background and Rationale:**

Fort Bend County has experienced significant population growth over the past decade, with areas such as Lamar Consolidated Independent School District (LCISD), Fort Bend Independent School District (FBISD), and Needville Independent School District (NISD) seeing substantial increases in student enrollment. This surge presents an opportunity for WCJC to expand its reach and better serve the educational needs of these communities. Hiring two additional recruiters dedicated to the Fort Bend region will enable WCJC to build stronger relationships with local high schools, guide students through the admissions process, and increase enrollment by ensuring prospective students are aware of the academic and workforce training opportunities available at WCJC.

FBISD and LCISD, two of the largest and fastest-growing districts in the area, currently serve a student population that is projected to continue expanding in the coming years. As students from these districts transition from high school to post-secondary education, it is essential that WCJC has the recruitment capacity to effectively communicate its programs, such as vocational training, transfer pathways, and workforce development opportunities, to meet the varying needs of prospective students. With NISD in the college's taxing district, an enhanced recruitment presence will increase the college's visibility and fostering connections that are essential for supporting students and families in their educational decision-making.

By expanding the recruitment team, WCJC will be better positioned to respond to the unique needs of the growing Fort Bend County community, which includes first-generation college students, English language learners, and families seeking affordable higher education options. This targeted recruitment strategy will ensure WCJC remains a competitive and accessible educational institution in one of the fastest-growing areas in Texas, while also strengthening its role as an essential resource for the communities in its taxing district.

**Cost and Budgetary Support:** \$82,388 – 95,720 increase to the FY25 Recruitment budget

**Strategic Priority Alignment:**       Student Success       Community Impact  
    Resource Optimization       Institutional Excellence

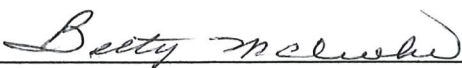
**Resource Person(s):** Amanda Allen, Ed.D.; Executive Vice President

**Signatures:**

  
Cabinet-Level Supervisor

Oct. 10, 2024  
Date

**President's Approval:**

  
President

10/10/24  
Date