

Academic Affairs Recruitment and Retention Report January 26, 2007

The colleges and departments within academic affairs are making regular and consistent progress with their respective recruitment and retention plans. This report is a partial list of recruitment and retention activities, either completed or ongoing, in academic affairs.

College of Arts and Sciences

Recruitment

- Each department and program has developed a detailed recruitment plan and funding is being provided for recruitment activities and materials.
- Faculty participation in recruitment and retention events has been very good. Recent activities include:
 - Sixty-three professors have volunteered to participate in the 2007 Medallion Scholars event. Twenty-two professors will serve as judges.
 - Faculty members are participating in efforts to revitalize the Lewis Walker Institute for the Study of Race and Ethnic Relations. This represents one major initiative that will foster a more positive climate for faculty and students of color.
- The college has identified graduate and undergraduate programs that can accommodate additional enrollment.
- Departments are working to upgrade their Websites.
- Funding has been provided to invite prospective graduate students to visit campus.
- Many departments have advanced significant curriculum revisions which were designed to eliminate barriers and bottlenecks in programs, increase the attractiveness of programs, enhance flexibility to facilitate student progress toward graduation, increase interdisciplinary preparation, and updating courses and programs to ensure students' competitiveness for chosen career fields. At the last meeting in October, actions were taken on 44 course proposals.

Retention

- Associate Dean Wendy Ford recently joined the First Year Experience Advisory Committee to facilitate efforts at the dean's level to address problems unique to freshmen in an attempt to increase freshman-to-sophomore retention.
- Senior professors have been invited to teach first- and second-year courses.
- Faculty member participation in the mid-term grading initiative will be increased.
- Advisors are working to establish strategies for early intervention with students experiencing academic difficulty.
- The college is sponsoring a Web-based professional development opportunity for campus advisors/chairs/deans entitled "Components of a Successful Faculty Advising Program: Institutional Commitment, Professional Development, Incentives, and Recognition."
- Wendy Ford is working directly with the Colleges of Engineering and Business on curricular changes that should help with bottleneck courses.
- Chairs have been asked to ensure that students receive helpful information in response to inquiries.

- The following activities are underway to communicate the good news about student achievement:
 - Each department and program is developing events to recognize student achievement.
 - Website redesign to highlight student achievement.
 - The college plans a college-wide recognition ceremony to honor student achievement.
- A new program to help fund student career development is proposed.
- The college has expanded funding to help support student research projects.
- The college sponsored “Major Excitement,” an event showcasing programs and allowing students to obtain program information directly from faculty.

College of Aviation

Recruitment

- The University has admitted 237 students who intend to major in aviation sciences.
- COA students will call admitted students to improve yield.
- College representatives will participate in various national college fairs and attend the Women in Aviation Conference in Orlando.

Retention

- The freshman retention rate (fall to spring) is at 96%.

College of Education

Recruitment

- Chairs and advisors have been notified of programs with capacity for enhanced student enrollment and have targeted them for enrollment efforts.

Retention

- College advisors are working with students to assist them in selecting courses that help them move smoothly through programs. When courses are cancelled due to low enrollment, advisors are helping students move to other sections.
- The college is working on curriculum changes (e.g., early childhood education) and related advising activities designed to lower current time-to-degree program completion.
- In fall semester, the advising office contacted students who had not registered for spring courses. Students informed advisors that they were not registering for the following reasons: financial, moving closer to home for employment, “not ready for college.”
- The college is currently seeking faculty sponsorship for a curriculum change to add a non-teaching degree option in education to assist students who elect not to pursue a teaching degree.

College of Engineering and Applied Sciences

Recruitment

- Mailed a letter and flyer to all accepted students outlining the FYE at CEAS and the on-campus living learning facility in Bigelow Hall.
- Each department has sent or is sending letters and e-mails to each accepted student in their programs.
- Each student organization has sent or is sending e-mails to accepted students that would have a relationship with the organization.
- Hosted an open house on 1/27 following Medallion Scholarship at Parkview for all CEAS students. Each student/parent received a letter from the Dean inviting them to Parkview after the Medallion competition. Over 60 students and their parents visited with faculty at the Parkview facility.
- Hired a new CEAS part-time Web master (who started 1/29) to update college-wide Web sites.
- Computer Science is hosting a special on campus event for accepted students on February 23rd.
- IME is hosting a special on campus event for accepted students in February.
- ECE is hosting a special on campus event for accepted students in February.
- SME (a corporation in the BTR) is hosting a company recruiting event at 6:30 p.m. on February 22nd for CCE students.
- The Manufacturing Engineering program started offering classes in Benton Harbor at WMU's Lake Michigan College site.
- Whirlpool has agreed to make the BS in Manufacturing Engineering one of their "show case" program degrees. This means they will promote the degree and pay for their employees' tuition for the program.
- Regional Engineering Week is planned and scheduled for February 20th at the Fetzer Center where high school students are invited to attend and a scholarship will be given to a local high school student to pursue engineering at WMU.
- IME is sending recruiting teams to three community colleges on the east side of the state in February and March.
- CEAS continues to meet (next meeting February 2nd) with KVCC to fine tune articulation and recruiting.
- CEAS is finalizing the schedule and seats in individuals A&S classes for the fall 2008 cohort groups.
- Hosted over 140 grade school and middle school girls on Saturday, January 22nd, for a program on engineering career.
- Sharon VanDyken and CEAS faculty hosted 70 Three Rivers High School students for a day at Parkview for tours and lectures on engineering.
- Hosted over 50 high school students from three high schools in December for our Senior Design Conference.

Retention

- Funded (over \$6,000) and implemented supplemental instruction in six high-risk engineering courses: Statics, Dynamics, Material Science, Digital Electronics, Electrical Circuits, Mechanics of Materials.
- Sent a reminder to all faculty about mid-term grades.
- Continuing to fund and offer tutoring in Bigelow Hall five nights a week.

- Establishing a college task force to discuss high-risk engineering science courses. Dr. Steve Butts has agreed to chair the task force.
- Added Gentex as a co-op hiring company.
- Regional Engineering Week is planned and scheduled for February 20th at the Fetzer Center. All freshman engineers in cohort groups (over 240) have been invited and will get a free dinner.
- IME is hosting a pizza party and lab tours for all undecided CEAS students in February
- Created a spring 2007 ENGR 1002 for ‘at-risk’ engineering students with a director mentor (Betsy Aller).
- Tracey Moon from Career Services is teaching a special section of IME 120 to focus at-risk students on career success.
- IME with CEAS advisory staff held a half-day retreat on teaching and recruiting millennial students on January 26th.

College of Fine Arts

Recruitment

- SOA Recruitment Committee will submit a recruitment plan to the faculty by the end of spring 2007. The committee has developed a feedback instrument for gauging faculty perspectives on future recruitment strategies.
- Two SOA faculty members served as jurors for the Southeast Michigan Scholastic Art Awards at Detroit Country Day School.
- SOA has sent representatives to portfolio days at the Art Institute of Chicago, Kalamazoo Institute of Art, and Kendall School of Design.
- Director of Exhibitions, Don Desmett, will be hosting Kalamazoo Education for the Arts (EFA) students at the RCVA in spring 2007.
- The SOA sponsored booths at the Michigan Art Education Association Meeting in Lansing, MI, and the National Art Education Association Meeting in New York City.
- Bill Charland will host the annual Michigan Art Education Association Summer Workshops in Sangren Hall. These workshops have been meeting at MSU for the past 6 years and are relocating to our campus. Plans call for the 2008 workshops to be offered in the new RCVA and South Kohrman Studios.
- Senior level photography students continue to return to their high schools to present their thesis work.
- Thirty Hackett High School art students visited campus to take a guided Sculpture Tour.
- To date, thirty-eight students have been accepted to the dance program for fall 2007-- 25% of the freshman student enrollment goal.
- Five transfer applicants were accepted to the dance program. All will enroll as dance majors. One transfer student will join the department for the spring 2007 semester and two transfer students will join the department in fall 2007. Two current WMU students will change to dance majors: one will become a dance major in spring 2007 and one will become a dance major in fall 2007. The number of transfers has exceeded the department’s goal of four.
- Two students who left WMU after the spring 2006 semester returned as dance majors in spring 2007.

- The department has its final entrance audition on February 23, 2007. To date, forty-two students have registered for this audition. The department is extremely concerned about having several more requests for entrance auditions than it is able to accommodate. Additionally, the department cannot take in a large freshman/transfer class if it will not have personnel to teach the courses. (Two term positions are currently vulnerable due to the budget challenges.) By the end of the February audition, more than 150 prospective students will have auditioned for entrance to the Department of Dance at Western Michigan University.
- The School of Music (SOM) sponsored a recruitment booth staffed by four faculty members and 8 students at the International Association for Jazz Education Convention in New York City this January.
- Performance of the Jazz Octet and workshops by Steve Zegree and Scott Cowan at the International Association for Jazz Education Convention in New York City, January 11-13. All performances were well attended with positive reactions from those in attendance and interested in attending WMU as graduate students.
- Double Reed Festival held on January 12-13. Very positive reports with good attendance by high school oboe students, directors, and private oboe instructors.
- The Jazz Octet and Dr. Cowan did a recruitment tour to the following high schools: Muskegon, Mona Shores, Stevensville, East Kentwood, Forest Hills Central, and Comstock Park.
- The Department of Theatre has ongoing contact with high school students who express interest in WMU, including conversations with advisors and faculty, tours, classroom visits, etc.
- Faculty members attended Michigan high school theatre events, meeting with teachers and potential students.
- Planning continued for our event in the spring of 2007 when the Department of Theatre will host a training weekend for English, speech, and theatre teachers from around the state. Our faculty and staff will offer numerous workshops and we anticipate that this contact with teachers will significantly boost our recruitment efforts at their schools.
- The Department of Theatre is working closely with EFA to prepare for a February production that will include outreach to several regional high schools.
- The Department of Theatre has extended its outreach beyond Kalamazoo County to include contact with nearly two dozen high schools in Southwest Michigan.
- WMU theatre students have been placed in several local schools to work as teaching artists.

Retention

- School of Art (SOA) advisors are following the CFA 5-step retention plan and are currently reviewing the performance of first-year students to identify those at risk. Letters are being sent to students perceived to be at-risk and meetings with academic advisors are being scheduled. SOA is initiating a database of those leaving WMU.
- The Department of Dance held its January town meeting at Cici's Pizza, combining social time with announcements about the spring 2007 semester's activities. Turnout was relatively low: 25 students, 6 full-time faculty, and the chair.
- The chair and advisors in the Department of Theatre contacted students not enrolled for a full load. They received faculty input about any students having difficulty in classes and

followed-up with students. Schedules were reworked for students having academic difficulty. They continue to work with students experiencing difficulties (ranging from poor grades to weak time management skills) in order to increase their chances of success at WMU. They have worked extensively with students whose debt threatened their ability to continue at WMU.

Haworth College of Business

Retention

- Faculty teaching freshman and sophomore classes have agreed to participate in midterm grading.
- Mr. Halbert Bates (formerly Director of Advising, HCoB) has been named Director of Recruiting and Retention. He will increase high school and community college outreach and identify/counsel freshmen and sophomore students at risk.
- The Student Leadership Advisory Board (made up of Presidents of all HCoB registered student organizations) developed and conducted their first "Business Bash" on January 16 and 17. Each organization had an information table and conducted activities primarily aimed at freshmen and sophomores. Hundreds of students were in attendance. The next "Bash" will be held in September.
- The Dean, two members of the Student Leadership Advisory Board, two SLAB faculty advisors, and Linda Ickes (Associate Director of WMU's Career and Student Employment Services) met all BUS 1750 classes to discuss HCoB, student organizations, and careers in January.
- Opened a second desk in the Advising Office to quickly handle "easy" questions, thus improving student satisfaction with advising services.
- Met with all HCoB staff members to discuss a standard level of professionalism for student workers. Telephone answering scripts and dress code issues were raised, and a subgroup is considering designing a standard shirt or vest for all student employees to wear while on the job. The focus is on "customers" receiving a consistently better experience when interacting with student employees.
- Received approval from the WMU space allocation committee to use two rooms in Schneider for a Career Services Center.

College of Health and Human Services

Recruitment

- A recruitment event was held in December for KRESA allied health students.
- The college is working with KAMSC to plan a day-long event in April for area KAMSC and allied health students.
- College personnel will participate in the Faculty Showcase of the Medallion Scholarship Competition.
- Dean Washington sent a welcome letter to newly admitted students.

Retention

- The college will host a reception for students on the Dean's List.
- An e-mail message was sent to all students in academic difficulty offering assistance.

- The student newsletter was published and distributed.
- The Dean has asked all chairs and directors to encourage faculty members to provide frequent and ongoing evaluation of and feedback on students' academic performances.

Haenicke Institute

Recruitment

- Representatives from the Study Abroad program participated in the final Admissions Open House for fall semester.
- Thirty-five new students have enrolled in CELCIS for spring 2007, ten students more than expected.
- Eight students transferred into CELCIS from other English programs. (Only one student transferred out to another IEP).
- At present, CELCIS spring 2007 enrollment stands at 100 students. The last time we had 100 or more students was spring 1997.
- Thirty-five students have arrived from the Catholic University of Daegu for a four-week intensive English program. This is a major piece of the CELCIS strategy to become better known in Korea.
- The Director accompanied Dr. Raja Aravamuthan to Chennai, India to recruit engineering students. This was a pilot effort to determine if on-site admission is feasible. An evaluation of the effectiveness of this approach will be published soon. Several students will attend WMU in the fall as a result of this trip.
- The HIGE Website has been updated. Contact information for each HIGE functional unit has been added to make it easier for current and prospective students to reach the correct office on the first attempt.

Retention

- CELCIS sent 25 of its 33 graduates into Western at the end of the fall 2006. Of 105 students enrolled in fall 2006, 33 graduated. Of the 72 who did not graduate, 65 have re-enrolled in CELCIS for the spring 2007. This is a 90% retention rate.

Extended University Programs

Recruitment

- The EUP Website, as a whole, had 43% more unique visitors in December 2006 than in December 2005. For the same period, the BBA program page had a 169% increase in visitors. In the past 6 months, the MPA program page has had more hits (1,766) to the site than any other academic program.
- The Southwest campus conducted an e-mail campaign to inform teachers in Berrien County of class availability.
- The Grand Rapids Campus was engaged in a number of recruiting activities:
 - Twenty-five prospective student names were added to the database and information packets mailed to these prospective students.

- Flyers and postcards mailed to PADM, FCS, HRD, CTE and Reading students promoting classes with low enrollment.
- Staff is watching course enrollments daily and contact students on wait lists to enroll them immediately.
- Follow-up postcards were sent to prospective students who received information packets or had an advising appointment within the past 4 weeks.
- The Muskegon campus signed a six-month contract with V100 radio to endorse WMU. Postcards were sent to all EDLD students who have not taken EDLD 6020 and Literacy students who have not taken ED 6120 encouraging them to register.
- The Traverse City campus announced an MA/Engineering Management information meeting in January in the local newspapers.
- Traverse City campus staff met with advisors from the University Center of Grand Valley to discuss collaborative ways to recruit for our programs.
- The Battle Creek Campus contacted PADM students in Lansing to inform them of various classes available in Battle Creek for spring 2007.
- The Battle Creek campus sent program flyers to all of our current contacts, area companies, and three area intermediate school districts that distribute flyers to teachers.

Retention

- EUP conducted an extensive student survey designed to evaluate service strengths and areas for improvement for campuses. (Available from the dean.)
- The Southwest campus continued its calling campaign for spring 2007 with students who have not registered.

Lee Honors College

Recruitment

- LHC is currently updating current recruitment brochures and materials.
- Individual applications are currently being processed.
- LHC is providing leadership and active participation in the Medallion Scholarship Competition

Retention

- The LHC has held firm their numbers of clusters this semester and have added a number of courses for fall and are actively working to increase the number of courses for spring 2008.
- The LHC graduate assistant is developing a freshman-mentoring plan for incoming students.
- The LHC has more than doubled (25-30 students to approximately 70 students) its typical participation in the College's student association.
- Two students have been nominated for national distinguished scholarships.

Office of Admissions

- The Office of Admissions' home page has been enhanced to allow individuals visiting the site to go directly to the online application, thus eliminating at least five steps previously required.
- The office is launching a series of 14 e-mail messages to admitted students as part of our yield activities. These messages are "pre-orientation" pieces that provide admitted students with information about academic advising, reminders to apply for financial aid, placement testing, and the FYE.