Meeting Notes

Present: Donna St. John, Chris Voss, Jill Hamilton, Ed Martini, Tom Thinnes, Chris Cheatham, Katherine Miller, Roxanne Buhl, Tony Dennis, Paul Hildenbrand, Christopher Hunt, Shari Glaser, Scot Conant, Julie Nemire, Catherine VanDerMass, Lisa Emery, Kristine Kling, and Christopher Tremblay, Chair

Meeting called to order at 1:00 p.m. by Christopher Tremblay, Chair

Official Welcome of Lisa Emery, Extended University Programs

Roundtable Updates

University Relations
(Best Practice Presentation)

Parent and Family Programs
Participated in final open house and WMU 101 Event in Detroit; uploaded end-of-semester newsletter that is sent to parents to the Briefcase

International Admissions
Working on census; taking applications for summer and fall

Integrated Marketing Team
(Best Practice Presentation)

Graduate College
Program outline booklet with all graduate program descriptions (includes QR codes) is complete; link will be added to WMU mobile app as well. Visitation program last week went really well, thank you to all the professors who participated.

Fine Arts
Two upcoming trips: Chicago and Texas (info in briefcase). Music major auditions in Jan./Feb. Working on DecisionDesk implementation, hope to have it up and running for Spring auditions.

Extended University Programs
EUP enrollment outreach for Fall is streamlined; students are contacted by EUP or college and then a phone call from EUP, this reduces the number of students calling in first week of the semester trying to register for classes. EUP also using faculty checklist to find out what instructors need for their class (training, technology, room arrangement, etc.); this improves the student experience. Still getting students enrolled for Spring 2014.

Engineering and Applied Sciences
Hosting classroom, school visits. Assessing exploratory students in Algebra II – results are positive. Tour website is now live: https://ceas.wmich.edu/ceastours/. About to launch summer camp agenda. Having issues with faculty bringing people to campus and not telling recruitment/advising office.
Enrollment Management (handout)
Out of State recruitment trip to Dallas for Fine Arts in February, what kind of things can be done there. New monthly recruitment meeting. Four new agreements.

**ACTION ITEM:** Upload signed copy of MI Transfer Agreement to briefcase [CONFIDENTIAL] (Laura) (DONE)

Also in the works: visit to St. Rita’s to discuss dual enrollment; East China, MI interested in doing Fine Arts, Entrepreneur, and/or Engineering Academies.

Education and Human Development
Advising is having significant communication with students who are not yet registered for Spring 2014. Search for recruitment officer underway – hope to have it filled by in January.

**ACTION ITEM:** Provide overview of what recruitment position will be doing (briefcase) (Chris C.)

“Intervention” with local high school counselors (SW MI), providing professional development and educating them on our programs.

**ACTION ITEM:** Include Admissions in this event by contacting Donna St. John (Chris C.)

Business
Grab the Reigns visits. Hosted Junior Achievement Challenge.

Aviation
Working on redesigning promotional materials (mirroring admissions). Monthly alumni newsletter – is doing really well both with blogging and social media.

Arts and Sciences
Working on follow-up with open house group. Getting ready for Admitted Student events and Medallion events – working with departments.

Alumni Relations
Participated in final open house and promoted the Legacy Scholarship. Email to 1200 applicants who identified family as alumni.

**ACTION ITEM:** Please upload email that is sent to students to the briefcase (Catherine or Hardy)

Admissions
Admitted Student invites going out between Christmas and New Year; MLS invites going out Jan. 7. Newsletter in process – will only be available on the website. Working on transfer fairs, high school visits, and national fairs. May go to NACAC fair in Dallas/Ft. Worth. Inquiry card – will need to print a half order for now.

1500 Medallion invites in the mail, still taking admission applications

**ACTION ITEM:** Please provide list of Medallion eligible students to the colleges using Briefcase (Donna, Chris V.)[COMPLETE]

**ACTION ITEM:** Upload Admitted Student invite to the briefcase (Donna)

Admissions - Transfer
Still taking Spring 2014 applicants and getting students into classes. Community College newsletter now archived to website. Working on Spring 2014 Community College visit dates.

**ACTION ITEM:** Anyone who would like to go to any of these visits, please contact Jill Hamilton.

Discussion Topics
Partnership with Facilities Management (Scott Hennessy, Wayne Pushie, Steve Gilsdorf, Tim Holysz)

Landscaping can assist with snow removal this time of year for tours and other events, but they need to know in advance the route of the tour/event.

Landscaping can provide additional landscaping during the summer in places where special events are happening.
Custodial can assist with keeping buildings clean and stocked for special events, again need advanced notice; evenings and weekends are light on support. Construction also needs to know about events in case construction is going on where your group is going (example: Fountain Plaza in Summer 2013). Form online to fill out that helps provide ALL Facilities areas with the information they need to assist you.

Form URL: [http://www.fm.wmich.edu/ap/forms/eventRequest.php](http://www.fm.wmich.edu/ap/forms/eventRequest.php)

Facilities Management email address: fm-servicecenter@wmich.edu

Everyone is invited to join the bi-monthly meetings if you need to address anything. Meetings are held every two weeks on Fridays at 8:15am in Faculty Dining Room, Bernhard Center; next meeting is January 10, 2014.

**Best Practices**

**Presentation of Landing Pages (Chris Hunt) [powerpoint]**

Areas covered:
- Digital Advertising
- What happens after a student clicks?
- The old landing page
- The new landing pages: key components
- Results of round 1 campaign

**Other Discussion:**

Getting WMU ads in all campus brochures for events

Athletics link to WMU main page

**ACTION ITEM:** Scot Conant will bring this up at next athletic board meeting

NACAC Detroit discussion: HCOb interested in attending as well

**ACTION ITEM:** Donna please reach out to Paul H. regarding spring NACAC events

**Next Meeting:** Jan. 14 from 1 – 2:30 pm, 211 Bernhard Center

*Meeting adjourned by Christopher Tremblay at 2:29pm*

Minutes by Laura J. Decker

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Summary of Action Items:

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