Meeting Notes

Present: Donna St. John, Ed Martini, Tom Thinnes, Scott Warner, Hardy Figueroa, Laura Ciccantell, Scot Conant, Julie Nemire, Jeanine Bartholomew, Hardy Figueroa, Amy Routhier, Tony Dennis, Chris Stamper, Kristine Kling, Debra Gambino, Christopher Hunt and Christopher Tremblay, Chair

Meeting called to order at 10:30 a.m. by Christopher Tremblay, Chair

Introductions

Four primary meeting goals:
· To share recruitment-related information
· To discuss existing and potential best practices in recruitment
· To discuss and solve recruitment-related problems
· To celebrate recruitment milestones and accomplishments

Context: Recruitment of all new students

The three standing agenda items each month will be:
• Roundtable Updates
• Discussion Topics
  o Submit discussion topics to Christopher. The goal is to have an agenda a week before each meeting.
• Best-Practices (see attached schedule)

There was a discussion about how the group could best provide the roundtable updates electronically prior to each meeting.
• Suggestions: Google Docs, Dropbox and Briefcase in Webmail
• Christopher will decide and do a trial run for October.

Discussions
• Christopher talked about having a master campus-wide recruitment calendar. Discussion on this topic was tabled until October.
• Suggested for upcoming topics:
  o WMU Mobile App (invite other colleagues to attend)
  o HCOB ambassador program
  o Pre-college youth activities in engineering
  o Greg Rosine - What’s behind the W?
  o Use of differential tuition dollars
  o Alumni and admissions
  o How in the recruitment processes do we talk about our value?
  o Out-of-state tuition discussion
  o Share informative conference information
Roundtable Updates

**Alumni Relations:** Admission ambassadors planning revamp the alumni program. Recruiting more volunteers and current count is more than 700.

**Arts and Sciences:** Working to integrate the faculty back into the recruitment process. Sept. 19 is the “Major Excitement” event.

**Aviation:** Heading out recruitment the next two weeks. Fall 2013 freshman enrollment is up. Oct. 26 is the Michigan Teachers Aviation Day put on by government to promote aviation. Aviation passed out their Fall 2013 travel calendar of the college fairs/visits being conducted.

**Business:** Struggling in recruitment because Hal’s position is not being replaced. Ambassadors are assisting with recruitment. Attending the Nov. 13 DECA Conference in Detroit and Dec. 13, Junior Achievement Challenge.

**Education and Human Development:** Working to recruit diverse candidates in programs. A report to the state is due next week. Dr. Ming Li, the new dean started a week ago.

**Engineering and Applied Sciences:** Attending college fairs, both national and local. Offering campus visits every day except on Sunday. The college is working on an engineering view book. Short a Dean/Associate Dean. Fall 2013 CEAS freshman enrollment is up. The Michigan YES Expo is being reviewed. Last year the Expo brought more than 4,000 students. The event may be moving to January/February.

**Extended University Programs:** Regional locations have a major decrease in enrollment. We’re doing a major push for the three online degree completion programs.

**Fine Arts:** Starting audition cycle for spring semester and next year. On Oct. 6, we’re attending the Interlochen Center for the Arts (music and fine arts camp). Music implementing an online audition program called Decision-Desk.

**Graduate College:** We’re continuing to add programs and working closer with undergraduate admissions to promote the accelerated programs. The college is reviewing enrollment trends to assess the capacity of programs that offer growth. Looking more to the non-traditional student. Recruitment is pushing academic program review and mentor programs. We have new workshops listed online.

**Health and Human Services:** Participating in the Bronson/Borgess Health Fairs. We’re recruiting the allied health programs. Our college is regularly being contacted by high schools and middle schools. We’re pushing for the online degree completion and SPADA programs.

**HIGE-International:** Numbers are up for this fall with an increase of students from Saudi Arabia, China and Dominican Republic. We’re currently actively recruiting in Brazil, China and Ecuador.

**Lee Honors College:** Enrollment is highest ever. The fall 2014 invitations are being sent out.

**Undergraduate Admissions:** A three-page list of college night events was presented. Working with University Relations on revamping a new look. The new poster, open house postcard, transfer brochure and viewbook were presented. The new t-shirt was shown and will be given to new “hot prospect” recruits. The four color pen will be given to teachers at high schools.

**University Relations:** “Grab the Reins” is still the WMU tagline. “Go West” is the new campaign. We’re continuing to work with the University branding, mass marketing and print of materials.
Best Practices

College of Aviation PowerPoint Presentation – Hubspot

In 2008, the College of Aviation experienced a major enrollment decrease. Each year since, Aviation has only seen a slight increase in enrollment. The summer of 2012, the college launched a new marketing tool, Hubspot. Hubspot is an in-bound marketing software that helps attract potential students and house leads. The college continues to see a steady increase on Hubspot hits and tours at the Battle Creek campus as a result.

Next meeting: Oct. 22 from 3 to 4:30 p.m., 211 Bernhard Center
Best Practices – Featuring EUP and Recruitment

Meeting adjourned by Christopher Tremblay at 12:10 p.m.

Minutes by Terri Simmons