Meeting Notes

Present: Donna St. John, Kevin Knutson, Ken Schaefer, Tom Thinnes, Chris Cheatham, Scot Conant, Megan Martin, Jeanine Bartholomew, Hardy Figueroa, Amy Routhier, Carson Leftwich, Chris Stamper, Juan Tavares, Debra Gambino, Christopher Hunt, Shari Glaser, and Christopher Tremblay, Chair

Meeting called to order at 3:30 p.m. by Christopher Tremblay, Chair

Introductions

Thank you to everyone who shared documents on the briefcase

Roundtable Updates

University Relations (handout)
- TV/outdoor/pay per click campaign have all started; already showing an excellent increase in average hits
- Admissions is currently contacting the inquiries; inquiry requires an email address only; additional info request still in process
- Some colleges are cc’d on the submissions right now, but not all yet
- Still need recruitment contact name from other academic colleges

Undergraduate Admissions (handout in briefcase)
- Holding a transfer admissions event at KCC on Nov. 12
- The open house on Oct. 11 went well, thank you to everyone who participated/helped
- Medallion invites going out soon; also sending out qualifying letters based on ACT scores to encourage applications
- Detroit College Application Day (had 200+ applications)
- Working on campus map; purchased 30K in two sizes, big one for mailing and small one for campus visits; includes index of academic college advising offices (will bring sample to next meeting)
- Uploaded transfer scholarships for 2014; use the reference list for questions, direct questions to Admissions
- Please look over your college’s scholarship info on the Admissions’ website to see if it’s correct. Contact Jill Hamilton if changes need to be made
- 2 new out-of-state transfer scholarships

Lee Honors College
- Invitations sent out to 200 freshmen for next fall (100 responded already)
- Sent out institutional transfer invites as well
HIGE – International
- It’s been a good year, saw a 7.2% increase
- Setting up travel schedules for the Spring recruitment right now

Health and Human Services
- Busy month in Oct. with undergraduate and graduate recruitment
- Doing local recruitment and recruitment in Grand Rapids, Focus program, KVCC program, SW College visit, Niles, Dowagiac
- Had a visit of 75 Allied Heath Students, doing more in Nov.
- Doing a hospital health fair recruitment as well with Bronson and Borgess

Graduate College
- In recruitment season; Tony is currently at Dillard in New Orleans, going to San Francisco after that; good leads this year
- Had a great graduate fair in Oct; 10 MI colleges, 56 from around the country
- New admissions system – ApplyYourself; auditing needs right now, getting a system manager; should be fully implemented Fall 2014

Fine Arts
- Revamping university open house with more faculty participation
- School of Music working on Decision Desk which allows online auditions for School of Music; students must be 300+ miles away
- Art open house held in conjunction with University open house; give people a chance to see studio space, student artwork
- Portfolio reviews are happening now with visits to GRCC, KVCC, Detroit, Chicago

Extended University Programs
- Has been a learning experience gathering information from all the sites and how to share it
- Regional sessions promoting programs
- SW Masters of Social Work recruiting went very well

Engineering and Applied Sciences
- Scholarship information online has been updated
- Tour registration going live soon, will connect to university system
- Chicago recruitment was great; initiated four more invites for other recruiting
- CEAS is up 9.8% for this year’s freshman class, will not be that high next year
- No longer offering MFE classes in Muskegon; working with Registrar’s Office, EUP to get current students through their classes and get MFE info removed from various websites
- IME going through changes right now
- Science Olympiad will be March 22, 2014
- Van Buren tech bringing 74 HS students to CEAS
- Plainwell Visions program bringing 5th graders in Nov.
- Working with Aviation on a STEM partnership
- YES! Expo moved to Nov. 2014

Education and Human Development
- New Dean – Ming Li, marketing is a priority, working on a marketing position for the college
- Webmaster is currently revamping the website to bring it up to speed
- Recruitment event went well
Business

- Open house went well
- Sending out welcome letters for next year’s class; only those who are listed as “admitted” by Admissions; sending the letters out once a month based on Cognos update
  o Sidebar: What does the Admissions letter look like, colleges would like to see that;
    **ACTION:** please upload to briefcase (Donna St. John)
  o Timing of the admit letters and welcome packets are critical
  o **ACTION:** Before next meeting, each college should summarize what you are doing for communication to admitted students. Upload this summary and samples of communications to the new Briefcase created for this purpose. (ALL)

Aviation

- Sends out admit letters once a month, starting in Oct.
- Focusing on aerospace careers
- Nov. 26 – Teachers Workshop, aviation day for teachers to encourage their students to STEM paths (elementary and middle school students)
- Future Farmers of America next week in Kentucky; seeing between 4-5K students
- Going to Philadelphia soon for recruitment as well

Arts and Sciences

- Facing $1.9M budget cut so enhanced recruitment plan was canceled; will make do with what they have
  o Sidebar: question was raised about the ethical implications of recruiting students for programs that may be facing cuts/eliminations. Response: Would be unwise to eliminate recruitment based on unknown actions to programs; increase enrollment would not guarantee that a program would be saved (ex. Industrial Design program)

Alumni Relations

- 20K emails went out to alumni to ask them to enroll as alumni ambassadors; have 300+ responses already; previous ambassadors were asked to re-enroll; alumni base was alumni from 2003-forward (specifically for the postcard mailing) however, any alumnus/alumna is welcome to enroll
- Nov 24 meeting with the Board of Directors of Alumni Scholarships to discuss how to award the 125 scholarships available this year; need to decide how to allocate them, should retention be a factor? (scholarships available to children, grandchildren, step-children, or siblings of alumni only)
- What’s the impact of one-time scholarship for retention?
- What is the university’s overall retention (freshmen to sophomore)
- **ACTION:** Christopher to work with Hardy Figueroa on data regarding retention

Discussion Topics

Campus Wide CRM

- Inventory (handout) is anything missing from this sheet? Please email CWT any additions.

Master Campus Wide Recruitment Calendar (questionnaire)

- Bring to next meeting? Small group focus on this?
- Everyone is doing recruitment, how are you collecting info and getting it to the Admissions’ system? (EMAS)
- What is the benefit of the calendar? If not a calendar, what can we do?
- For leadership across campus, how beneficial would this information be?
- Maybe a webmail calendar (i.e. enrollment_calendar@wmich.edu)
• Opportunity to learn if efforts are being duplicated

Best Practices
EUP Marketing Summary (PowerPoint presentation)
• Some people still don’t know what EUP does
• Promotion: generate inquiries for programs/target specific audiences and should be trackable
• Lot of time spent on search engine
• Total marketing investment of $600K
• Creative Brief Template – asks who is your target audience and how do you reach them?
• Landing pages – all paid ads will lead to a landing page with an inquiry form
• Organizational Learning and Performance (MA) had 46 hits for 11-12; had 168 hits for 12-13
• Recruiting - customer relationship management philosophy: want to connect to students one-on-one
• Enrollment Funnel: suspects/prospect/inquiry/applicant/admit/student/alumni
• Recruitment architecture: inquiry/initial response/dialog/advisor meeting/follow-up/application/admit and enroll
• Addressing stages of recruitment for non-traditional students
• Plan for moving forward: understanding recruitment/retention, continue to improve marketing ROI, continue to track/understand conversion and yield rates (did upload PPT to briefcase)

Other Discussions
• Mobile Counselor App – Scott Puckett working on proposal for EUP, Admissions, Grad College, HIGE- International
• Think about what you want to discuss for December meeting; prioritizing what can impact our recruitment year
• Admissions numbers and when they are available – Friday Report
  ACTION: New regular agenda item at these meetings
• Undergraduate prospect information sharing between colleges and Admissions
• Subcommittees: pros and cons
  o Good for things that don’t affect everyone who attends the meetings
  o Inquiry Management Committee (Conant, St. John, Thiness, Hildenbrand, Routhier)
    ▪ What are current practices; ideal practices; opportunities
    ▪ Donna will call the first meeting
• Bring buzzer to next meeting for roundtable

Next Meeting: Nov. 18 from 3:30 – 5pm, 211 Bernhard Center

Meeting adjourned by Christopher Tremblay at 4:44pm

ACTION: Before next meeting, each college should summarize what you are doing for communication to admitted students. Upload this summary and samples of communications to the new Briefcase created for this purpose. (ALL)
ACTION: Christopher to work with Hardy Figueroa on data regarding retention
ACTION: Admissions numbers and when they are available – Friday Report

Minutes by Laura J. Decker