Meeting Notes

Present: Donna St. John, Chris Voss, Jill Hamilton, Kevin Knutson, Ken Schaefer, Tom Thinnes, Chris Cheatham, Katherine Miller, Hardy Figueroa, Roxanne Buhl, Tony Dennis, Paul Hildenbrand, Debra Gambino, Christopher Hunt, Shari Glaser, and Christopher Tremblay, Chair

Meeting called to order at 3:31 p.m. by Christopher Tremblay, Chair

Official Welcome of Chris Cheatham, College of Education and Human Development

Admitted Student Events
- Gold Pride Receptions for admitted students will now be called “Admitted Student Events”
- Will hold two programs in Kalamazoo (one on Feb. 4 and one on March 12 – day event); six total (five in MI, one in Chicago)
- March 12 event will give students a chance to see campus
- Had targeted geographically-based mailings in the past, now every admitted student will receive an invite

Roundtable Updates

University Relations
Mass media campaign still underway through end of December; landing page still going strong – just under a million impressions and 313 inquiries

Parent and Family Programs
Open house very beneficial; Career and Student Employment Services – career parent software – info resources for parents to help their students get jobs

Integrated Marketing Team
Behind the W workshop – training about internal brand building, communication, etc.; 3 workshops total, next round starts in January

Lee Honors College
Mailing to admitted students – 800 received the mailing

Graduate College
MI Academic Sciences meeting in Metro Detroit, grad students present research and recruitment; Minority Visitation Program (lots of universities) Dec. 5-7, 2013

Extended University Programs (handout)
Fall has a lot of info sessions (50+) going on; focused on graduate programs and University Studies program
Engineering and Applied Sciences
Had students visit from Petoskey; engineering open house went well; Gull Lake Partnership is a resource for area home school students, they will be bringing 45 students on Nov. 21 to campus to take part in hands-on activities, tours, and information sessions (15 students will be high school age)

Enrollment Management (handout)
Manufacturing Engineering program admission is being suspended; high school graduate projections for 25 major US metro areas released; out of state recruitment summit; orientation 2014 schedule

Education and Human Development
Currently, recruitment is poor for College of Education – good news, can only go in one direction; working on marketing materials; solidifying recruitment position; developing strategic enrollment plan that is data driven

Business
Oakland Community College visits; KVCC visit was disappointing; Four Winds Casino recruitment event went well

Aviation
Trip to Philadelphia went well (40-50 contacts); Baltimore (60-70 contacts)

Arts and Sciences
Uploaded some of the letters from department chairs and the post card for summer melt; open houses going well

Alumni Relations
Working with parents and students through the Legacy Scholarship; students who do not receive the scholarship are notified as well as students who do; recruiting ambassadors to contact all admitted students

Admissions (Campus Map)
Big map being sent out to people who have a planned campus visit; small map being given to people already on campus who stop by the office; if you need any contact Donna St. John; Dec 5: WMU 101 Event – learning about WMU in a fun way

Admissions - Freshmen
Fall open house is December 6; Dec. 6 is the deadline for Medallion application; Medallion invites go out this week

Admissions - Transfer
Constant Contact communication – community college newsletter with latest admissions news/activities

ACTION ITEM: If you have information you would like to add to this newsletter, please let Jill Hamilton know.

Discussion Topics
Inquiries Management (subcommittee)
• Meeting was topically full
• Fun to see recruitment strategies
• There is a gap between admissions and departments
• How can academic colleges receive info without admissions being overwhelmed?
• Would it be beneficial for departments to receive admissions training?
• Purchase names from ACT, SAT, Adv. AP, College Fish (Phi Theta Kappa)
• Specific policies about how these are allowed to be used
• Inquiry card – can we create a standard card across the board and receive them systematically?
• Policy for collecting names (K-8)
• ACTION ITEM: Create briefcase for sample inquiry cards so subcommittee can review them; create a prototype design (Laura)
• ACTION ITEM: Invite Penny Bundy to next meeting to discuss top sources of inquiries/first contact/source code
• ACTION ITEM: Everyone with an inquiry card, please scan/upload to briefcase

Academic Colleges Admitted Student Communication (handout)
• New subcommittee: C. Voss (lead), R. Buhl, C. Cheatham, and J. Hamilton
• ACTION ITEM: Still need the following colleges to submit their admitted student communications:
  o Aviation, Health and Human Services, Fine Arts, Grad College (if any); Admissions documents as well
  o After all the information has been collected, Christopher/MRM would like to see the subcommittee review these pieces and put together a compilation of what is being sent – sequential pieces, event pieces, informational pieces, etc.
• Graduate program communication varies throughout the university; working to make sure departments are following up with prospects

Best Practices
Presentation of Mobile Counselor Application (Puckett and Hennessy) (handout)

Next Meeting: Dec. 17 from 1 – 3:30 pm, 211 Bernhard Center

Meeting adjourned by Christopher Tremblay at 5:04pm

Minutes by Laura J. Decker