Meeting Notes

Present: Ken Schaefer, Kevin Knutson, Chris Cheatham, Sarah Drabik, Katherine Miller, Julie Nemire, Hardy Figueroa, Roxanne Buhl, Christina Stamper, Juan Tavares, Debra Gambino, Shari Glaser, Tierra Marshall, and Christopher Tremblay, Chair

Meeting called to order at 1:03 p.m. by Christopher Tremblay, Chair

Roundtable Updates

Lee Honors College
Have had 590 freshmen show interest in LHC, of that, will lose about ½ of them so working on a plan for getting in contact with remaining students.

International Admissions
Lots of traveling for recruitment going on right now; HIGE website now features where the recruiters are traveling to so potential students know if they are going to be nearby; working on improving application process

Fine Arts
Several people went to Texas last week to do recruitment at high schools in Dallas/Ft. Worth area, next step is to bring counselors from those high schools to WMU for a visit; final rounds of auditions for most CFA areas happening this month

Engineering and Applied Sciences
Hosting high school students for Engineers’ Week; recently returned from successful student summit (handout); Paper/Chemical Engineering and Computer Science hosting open houses

Enrollment Management (handouts)
Veteran/Military Recruiter position may be coming; new yield intersection report in Cognos (10.30.10); new Go West Scholarship for domestic, non-residents receiving the Presidential Gold and Silver Scholarships, $2500 first year only award, this is a pilot program at this time; new notecards printed in Admissions to send personalized notes to students; WMU looking to recruit more National Merit finalists, going to offer them the Dean’s Medallion Scholarship; MCAN opportunity (handout); GoWest ad, will be in community college newspapers, is an interactive print ad which links to a live video

ACTION ITEM: Contact Elena Wood in Admissions if you are interested in getting some notecards

Education
Introduction of Sarah Drabik, Student Recruitment and Outreach Officer for Education; continuing to contact admitted students; sending packets to high school counselors with info about WMU; sending a group to the Dominican Republic to talk about the Ph.D. in Education

Diversity and Inclusion
New to MRM; wants to help with recruitment and creating a helpful environment for students with needs
**Business**
Working on the Grab the Reins campaign, 20 visits so far this semester; September had a Junior Achievement event, doing follow-up with those students from 6 high schools; hosting around 150 students to assist with making decisions for college; P. Hildenbrand currently at Lake Michigan College doing transfer student recruitment

**Alumni Relations**
Completed Legacy Scholarship applications, results will be in next week; sent first Alumni Ambassador mailing, which included Illinois, will send second mailing in the next three weeks and a third one later that will include transfer students

**Admissions**
MLS – 160 students signed up; 3 positions currently open in Admissions; Spotlight program invites went out; Medallion selection next week; Grand Rapids Admitted Student Event is Feb. 20

**Admissions - Transfer**
KVCC on-site program went well; KCC on-site visit will be next week; sent emails to around 1200 Phi Theta Kappa advisors around the US; Spring visits currently underway

**Discussion Topics**
**Online Chats (Scot Hennessey and Jessica Brooks)**
Powerpoint Presentation
3 main topics: Live chats, use of social media, and blogs – how to make better use of them

**Orientation (Steve Miller and Steve Booher)**
TTP – 4 programs during the summer, Friday mornings 8-12pm
Do a mailing every week encouraging students to sign up for TTP
Looking for ways to enhance TTP
Transfers do make decisions about universities later than freshmen
TTP can now get involved with Fall Welcome with some events geared specifically to them

New Student Orientation – 12 overnight sessions throughout the summer
Outline of publications and communication (handout)

**Best Practices**
**Financial Aid (Mark Delorey)**
Powerpoint Presentation

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**Next Meeting:** March 18 from 3 – 4:30 pm, *Western View Apartments Conference Room*

*Meeting adjourned by Christopher Tremblay at 4:40pm*

Minutes by Laura J. Decker

Summary of Action Items:
**ACTION ITEM:** Contact Elena Wood in Admissions if you are interested in getting some notecards