Meeting Notes
Present: Chris Cheatham, Sarah Drabik, Sharon Van Dyken, Scott Vanavery, Shari Glaser, Tammi Smith, Paul Hildenbrand, Julie Nemire, Jill Hamilton, Billy Clayton, Buffy Nespodzany, Ken Schaefer, Hardy Figueroa, Roxanne Buhl, Tony Dennis, Kristine Kling, Anthony Helms, and Christopher Tremblay, Chair

Meeting called to order at 3:00pm by Christopher Tremblay, Chair

Welcome
Buffy Nespodzany, Employer Relations Specialist, Career and Student Employment Services

Roundtable

Arts and Sciences
Major Excitement – change in venue, will now be outside of Sangren Hall, having high school and ATYP students attending this event; doing three CollegeLive chats this fall.

Aviation
Going to lots of college fairs right now; ambassadors doing high school visits; 75th Aviation Education Anniversary has various events going on this fall.

Business
Hosted the first Entrepreneurship Forum for the semester - guest speakers Bold Socks, these events are open to everyone; the Trading Room is up and running; getting ready for visits; 330 new transfer students this fall.

Career and Student Employment Services
Engineering Expo will be on October 2, 10am – 3pm, 114 companies so far.

Development and Alumni Relations
Still working on criteria and disbursement plan for the Legacy Scholarship; currently recruiting alumni admission ambassadors to write cards to incoming students.
ACTION ITEM: If interested in becoming an alumni ambassador, email Hardy.

Education and Human Development
Recently visited KVCC; hosted “Welcome Back” BBQ last week – 720 attendees; set scholarship deadlines for this year to get them in sooner and processed faster; start travel schedule next week.

Engineering and Applied Sciences
Doing lots of visits right now; new viewbooks; sending out mailings to area math and science teachers; prepping for open houses.

Enrollment Management
Went to Promoting the Publics last Friday – excellent turnout for WMU; President Dunn will be signing an agreement with Grand Rapids called “To college, through college” that encourages area students to get through college; distributing teacher kits to KPS teachers; Undergraduate Studies Council charged with increasing number of faculty participating in recruitment and retention.
Extended University Programs
Grand Rapids campus hosting a Social Work and CECP information session on October 3; MBA information session will be in the first week of November (date still be finalized); WMU will have booths during Art Prize, which is Sept. 24 to Oct. 4; updating the “Getting Started” checklist for incoming students.
**ACTION ITEM:** If interested in having a booth at Art Prize, email Roxanne Buhl – Sept. 27th would be the best date to have a booth there.

Fine Arts (Handout)
Many visits coming up; working with Admissions for increasing recruitment in Chicago

Graduate College
University Graduate Fair will be October 6, offering departmental visits, presentations on applying to different colleges; travel scheduled finalized.
**ACTION ITEM:** Laura to get this information to Scott H. for the recruitment calendar (done)

Health and Human Services
Working with EUP on hybrid courses in Muskegon and Grand Rapids.

International Admissions
Working on getting ApplyYourself set up in International Admissions

Lee Honors College
Excellent enrollment this fall; starting up Bronco Buddies program with KPS and Allegan county schools; KVCC transfer fair in a couple of weeks; launching Tau Sigma Honor Society for Transfer Students with first inductions in November.

Military & Veterans
New recruitment materials (inquiry card and brochure), will continue to use Admissions’ material at recruitment events; visit in Grand Rapids last weekend with EUP; going to TN, KY, and OH in the next few weeks.

Parent and Family
Working more on retention at this time of the year; Parent and Family cards will be sent out this week; getting lots of inquiries about Homecoming week; Res. Life will no longer be hosting overnight visits for family during Homecoming (Lil’ Sibs Weekend discontinued).

Undergraduate Admissions (Handouts – Go West poster and inquiry card)
**To request inquiry cards:**
Email: admis-inventory@wmich.edu
Subject Line: Inquiry Card Supplies
Body needs to include: department name, contact name, email address, phone, number of pieces being requested, and the date these pieces need to be received by your department

**To request posters:**
Email: admis-inventory@wmich.edu
Subject Line: Recruitment Poster Supplies
Body needs to include: department name, contact name, email address, phone, number of pieces being requested, and the date these pieces need to be received by your department

Sign-up sheet sent around for access to Admissions collaboration briefcase.
**ACTION ITEM:** If you missed the sign-up sheet, please email Scott Hennessy to get access

Other Updates
-Question to the group: do we want a Financial Aid representative to attend the MRMs?
**ACTION ITEM:** Email Christopher Tremblay or Laura Decker your thoughts on this.

- Admissions admit letters are being re-written

**ACTION ITEM:** If you have any thoughts about anything that should be included in the letter, email Christopher Tremblay

- Legacy Scholarship will be advertised in the WMU Magazine
- Enrollment Update
- EMAS Access (Handout)
- Classroom Visits: If students want to visit a class during a visit how is that handled?

**ACTION ITEM:** Scott V., Sarah D., Tammi S. – subcommittee charged with coming up for a plan/procedure for this process.

**Discussion Items:**
- Academic College Recruitment Materials and Website Update

**ACTION ITEM:** Laura to email colleges who have not yet submitted materials

*Yield Meeting will now be the November MRM*

**Best Practice**
Financial Aid Packaging – Mark Delorey (Handout)

Next Meeting: October 14, 2014, 3-4:30pm, 204 Bernhard Center

Meeting adjourned by Christopher Tremblay at 4:35pm

Minutes by Laura J. Decker

**Summary of Action Items:**

**ACTION ITEM:** If interested in becoming an alumni ambassador, email Hardy.

**ACTION ITEM:** If interested in having a booth at Art Prize, email Roxanne Buhl – Sept. 27th would be the best date to have a booth there.

**ACTION ITEM:** [Univ. Grad. Fair] Laura to get this information to Scott H. for the recruitment calendar (done)

**ACTION ITEM:** [Admissions Collaboration briefcase] If you missed the sign-up sheet, please email Scott Hennessy to get access

**ACTION ITEM:** [Fin. Aid rep. joining MRM] Email Christopher Tremblay or Laura Decker your thoughts on this.

**ACTION ITEM:** [Admissions admit letters] If you have any thoughts about anything that should be included in the letter, email Christopher Tremblay

**ACTION ITEM:** [Student visitors wanting to visit classes] Scott V., Sarah D., Tammi S. – subcommittee charged with coming up for a plan/procedure for this process.

**ACTION ITEM:** [Recruitment materials] Laura to email colleges who have not yet submitted materials