Meeting Notes

Present: Chris Cheatham, Sharon Van Dyken, Tammi Smith, Julie Nemire, Billy Clayton, Buffy Nespodzany, Ken Schaefer, Hardy Figueroa, Tony Dennis, Juan Tavares, Donna St. John, Chris Voss, Mindy Swickrath, Melinda Lockett, Doreen Odom, Ashleigh Watson, Fareed Shalhout, Chris Hunt

Meeting called to order at 3:05pm by Laura Decker

Welcome
Mindy Swickrath, Coordinator of Transfer Admissions

Roundtable

Arts and Sciences
Actively recruiting at three community college (KVCC, Kellogg CC, and GRCC); planning on three CollegeLive chats over the next month, putting them in between open houses for students who may have additional questions.

Aviation
Out doing recruitment right now, lots of high school visits and college fairs; recently celebrated 75th anniversary with pancake breakfast event.

Business
Tuesdays with professionals; currently out doing recruitment.

Career and Student Employment Services
Engineering Expo had a record number of attendees – 1000 students, 350 next-day interviews; will send out a “for-hire” report as a follow-up.

Development and Alumni Relations
Legacy application should be up and running November 1 – continuing with $1000/one-time scholarship, pending board approval.

Education and Human Development
Out doing recruitment right now, been to 14 regional fairs and one national fair; working with Special Education to increase numbers there; visit days at KVCC; sending out admitted student packets; retention numbers increased for Education; following up with inquiries from online graduate fair.

Engineering and Applied Sciences
Last month we sent letters and view books to over 600 math and science teachers in Michigan and Chicago areas. We have been hearing back from several with requests for campus tours and in-class presentations. We are getting those scheduled now and will keep Admissions in the loop.

Extended University Programs
EUP has the following events going on:
10/3/2014 - recruiting event in Grand Rapids for CECP, SWK, OLP programs 49 RSVP's and 25 attendees
10/9-10/14 - MISHRM conference (booth) - Metro Detroit
10/15/14 - Lansing Community College University Center fair
10/22/14 - Grand Rapids Occupational Therapy
10/30/14 - Metro Detroit SPADA
11/12/14 - Four Winds Casino Employee Education Fair - Hartford
11/13/14 - Four Winds Casino Employee Education Fair - Dowagiac
11/13/14 - Grand Rapids MBA
11/14/14 - Four Winds Casino Employee Education Fair - New Buffalo
March 2015 MBA
May 2015 Grand Rapids all programs fair

Fine Arts
Recently visited SW Michigan College and KVCC; also attended Interlochen and Cincinnati NACAC events.

Graduate College
Hosted first virtual graduate fair with University of Wisconsin, which went well; ApplyYourself is now up and running and going fairly well, getting good reports out of it; Graduate Fair had nearly 80 colleges and departments attend, good turnout; doing recruitment in Nashville.

Health and Human Services
Attended a recruitment and retention conference this past weekend.

International Admissions
Had a good increase from last year – almost 10%; busy with new students; started recruitment for next year, Juan starts traveling this weekend.

Lee Honors College
Enrollment for 2015 projected to be up; sending out transfer invites right now; developing a brochure for international students; now has a graduate student, Fareed Shalhout, helping with recruitment events.

Military & Veterans
Starting up three weeks of recruitment all over the country, ending at an education fair – these fairs require an invite, has been reaching out to all branches of the military to try to get more invites; inquiry cards are helping to reach out to military students.

Transfer Admissions
Michigan community college recruitment in full force; on-site schedules up and running; transfer students can attend Open House events; still early in application process.

Undergraduate Admissions (handouts)
Half way through the recruitment season; caught-up in the application process; Friday, Oct. 17 – second Open House; also doing WMU Night at the Museum, College Decision Day, WMU 101; sponsoring two buses from Detroit for WMU visit; Medallion and MLS invitations going out soon; created a Fall newsletter for new students. **ACTION ITEM:** Donna/Laura, share this newsletter with the MRM group.

University Relations
GoWest commercial in second week, showing in Kalamazoo, Detroit, and Grand Rapids, positive responses so far; also doing outdoor and online advertising in same areas right now.

Monthly Recruitment Calendar Update (handout)

EMAS Access Update
**ACTION ITEM:** Please contact Dave Longjohn if you still need to set up your access.
Discussion Items:
Bronco for a Day (Scott Hennessy) – handout
Probably needs to be tailored to each college’s availability; try to do the academic part of a visit in the afternoon
ACTION ITEM: Please provide Scott Hennessy what days/times work best for your college to have a student over for a visit.

Fall 2014 Yield Rates by Events (Scott Hennessy) – handout

Best Practice Presentations for Dec/Jan?
ACTION ITEM: Please email Laura or Christopher with any ideas.

Next Meeting: November 11, 2014 (YIELD), 3-4:30pm, 204 Bernhard Center

Meeting adjourned by Laura Decker at 3:40pm

Minutes by Laura J. Decker

Summary of Action Items:
ACTION ITEM: Donna/Laura, share this newsletter with the MRM group.
ACTION ITEM: Please contact Dave Longjohn if you still need to set up your [EMAS] access.
ACTION ITEM: Please provide Scott Hennessy what days/times work best for your college to have a student over for a visit.
ACTION ITEM: Please email Laura or Christopher with any ideas [for Best Practice presentations].