Meeting Notes

Present: Chris Cheatham, Sharon Van Dyken, Tammi Smith, Julie Nemire, Billy Clayton, Buffy Nespodzany, Hardy Figueroa, Chris Voss, Mindy Swickrath, Melinda Lockett, Doreen Odom, Tom Thinnes, Scott VanAvery, Roxanne Buhl, Christopher Tremblay

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

Roundtable
Arts and Sciences
Offering college-wide tours to departments for the first time this year; focusing transfer recruitment on KVCC, KCC, and GRCC.

Aviation
75th Anniversary celebration was very successful – standing room only; traveling to lots of national college fairs – Florida has a lot of students looking outside the state right now; attended Future Farmers of America Convention in Louisville, KY.

Business
Scott finished his first recruitment season; HCOB is up 95% from last year at this time; new packets to students this year; reached out to faculty members to contact students as well.

Career and Student Employment Services
Employer relations – we usually have an employer on-site every day; will start listing the top employers on the website.
ACTION ITEM: Laura, follow-up with Buffy about a presentation (Ewa).

Development and Alumni Relations
Legacy Scholarship (www.mywmu.com/s/1428/gid2/index.aspx?sid=1428&gid=2&pgid=1473) up and running now, added spouse to list of possible applicants, application applies to Legacy Gold applicants as well, just need to be out-of-state students; Ambassador program getting starting, sending out postcards, envelopes, and stamps to first group this week; President Dunn now a regional representative for the Hispanic Association of Colleges and Universities (HACU)

Diversity and Inclusion
Scholarships Workshop (Postcard): offers sessions for students to find out what scholarships WMU and other organizations have to offer first-year students.
ACTION ITEM: If you have a department scholarship for first-time students, please email Doreen at doreen.odom@wmich.edu.

Education and Human Development
Last month went to approximately 15 high school fairs, now following up with inquiries; starting to send admitted student packets; new undergraduate sports major; scholarship applications are now live on the website; TeachLive labs are now up and running – teaching in front of a virtual classroom.
Engineering and Applied Sciences
Finishing up heavy recruitment season and now in retention phase; had a Paper Engineering Open House last Saturday which was well attended; change to Math requirements affecting engineering students, letters will be sent to all admitted students making them aware of the change (handout).

Enrollment Management (handouts)
First year tab will probably be discontinued in the portal because all that information is on the website; will probably establish a first-year i-window instead with the student tab.

Extended University Programs
Doing a lot of Fall EUP events – next up is the MBA info event.

Fine Arts
Hired a part-time recruiter for the college (temporary) – starting at this Friday’s open house; attending many visual art fairs.

Health and Human Services
Starting to get aggressive in recruitment efforts, reaching out to hospitals and high schools – targeting health care areas and getting them connected to campus; reaching out to Spring 2015 transfer students to get them moving forward.

Military & Veterans
Finishing up national recruitment and then starting local recruitment in Battle Creek; partnered with EUP at Vet Expo; 84 ConApp students with WMU right now, working on a communication plan for those students.

Multicultural Affairs
Outline of the CAMP Program and what it has to offer (handout).

Transfer Admissions
Have an on-site visit at KCC next week – lots of students registered; currently updating email communication and website details; starting sending out the Michigan Community College newsletter again, adding Chicago to the mailing list.
**ACTION ITEM:** If you still have updates for the transfer scholarships website (wmich.edu/admissions/transfer/scholarships/), please contact Mindy.
**ACTION ITEM:** Mindy, send Laura the newsletter to share with MRM [done].

Undergraduate Admissions
WMU Night at the Museum had 75 students and 23 applications; WMU 101 had 81 students; College Decision Day in Detroit had 322 students apply and 220 admitted; Friday, Nov. 14 Open House is full; Dec. 5th is Medallion deadline.

Foundation Scholarship
- WMU employees cannot nominate someone for this scholarship
- Use the email as an FYI to people in your network
- Deadlines: December 15 for nominations; December 22 for students to turn in applications
- Can donate to this account
**ACTION ITEM:** Laura, email Foundation Scholarship information to MRM [done].

Yield Discussion (handout)
**ACTION ITEM:** Email Laura anything you’re doing for yield that isn’t already on this list; please include time period if known.
Best Practice – Online Orientation Demo (Steve Miller)

- 2 years in the making, brought in EUP and Graduate College
- Features include: welcome screen, Dr. Dunn message, Dr. Stapleton message, 8 modules for undergraduates and 6 modules for graduates
- Modules are not required right now
- Students posting discussions are monitored by Transfer Student Services
- Targeting every admitted transfer student
- Would like to make it mandatory by next Fall
- Looking to add a third section for international students

ACTION ITEM: Contact Steve Miller if you would like access to this system (must choose undergrad and grad, can’t have both).

ACTION ITEM: Steve Miller to send Laura a sample of the online transfer email to share with MRM.

Other Announcements

Orientation Schedule 2015 has been approved; some pending issues:

- New April Transfer Admission program
- 2 day overnight make-up session with different format being considered

Going down to 10 orientation sessions and 1 on reserve
Doing an after noon transfer transition program in July

Next Meeting: December 9, 2014, 3-4:30pm, 204 Bernhard Center

Meeting adjourned by Laura Decker at 4:32pm

Minutes by Laura J. Decker

Summary of Action Items:

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