Meeting Notes

Present: Donna St. John, Chris Voss, Ken Schaefer, Mindy Swickrath, Tammi Roberts, Tom Thinnes, Sharon VanDyken, Paul Hildenbrand, Scott VanAvery, Buffy Nespodzany, Sarah Drabik, Julie Nemire, Hardy Figueroa, Doreen Odom, Billy Clayton, Gustavo Echavarria, Shari Glaser, Christopher Hunt, Christopher Tremblay, Alex Susienka

Meeting called to order at 3:05pm by Christopher Tremblay

Welcome

Alex Susienka is the new office assistant. Laura Decker has resigned and will be leaving WMU at the end of December.

Roundtable

Admissions
Marketing and communications have gone well. Admissions has been emailing a lot recently; will be sending MLS and Admitted Student Event invitations before holiday break; Admissions will be sending emails to students and parents to encourage registration for Medallion; if you are working with any students that have a 26 ACT or 3.7 or higher GPA, get applications in as soon as possible.

135 letters went out about transfer scholarships to transfer admits. The letter contains a URL to a form to fill out more information; this is an ongoing process until March 1. There is a new transfer fair opportunity that will happen at GRCC called “3-2-1 transfer” on January 28 from 1:00pm until 4:00pm in the student center in Grand Rapids. This event will target students who will transfer to WMU in the Fall of 2015; Kellogg Community College –first on-site admissions event went really well, asked WMU to do a second event in February.

Orientation is coming up December 12 for spring; will include new transfers in the spring; Dec 1 was priority deadline for spring transfers but there are a few still trailing in. Transfer Admissions will continue to provide services as long as the information is together – in remaining weeks they will be working with them until the start of the semester to help latecomers along. Launched a microsite for College of DuPage – shows one guide for Business, more coming for other programs; also has a link to visiting community colleges; hope to make history by signing a reverse transfer agreement with the College of DuPage. This will be the first time WMU has done this outside of the state.

Alumni Relations
Officially started mailing of admitted students through the ambassador program, first group of names went out (3,900 admitted up to November 1). Everyone who was not contacted this time will be contacted mid-to-late January. Deadline is February 1, $1,000 Legacy Scholarship, $15,000 for Legacy Gold Scholarship.
Arts and Sciences
Open house season is over. Contacted any student that checked in with Arts and Sciences at open house. Arts and Sciences is continuing walk-ins into the spring semester. Have new promotional materials, starting with Medallion and also have improved table displays.

Aviation
A 70-75 foot wall that highlights 75 years at WMU has gone up. The wall can be seen on Facebook. Students are looking at the wall which will help with retention and recruitment. Aviation is prepared for spring. Will attend several national college fairs – Pittsburgh, Cleveland, and Nashville, to name a few; Great Lakes Aviation Conference will be held in January in East Lansing; Women in Aviation in Dallas; Aviation will be moving forward with their “K’Aviation Program” to increase out of state numbers. Sky Broncos Team/Junior Flight – working with high schools to indoctrinate students to be a natural transition to WMU – will offer a competition at WMU in the spring – working on number of programs to target middle school students – expanding summer camp offerings to 4 this year.

Business
In yield stage – 1,335 admitted students this year- up from last year – Junior Achievement Titan Challenge is this Friday, December 12; will have 150 students competing from 18 area high schools.

Education
Counselor packet is going to 14 area high schools with contact information and fliers, this got completed today; end of November went to sports management in GR to speak to prospective students – more productive for graduate level – fair style and five minute speed dating event – challenging and provided feedback – spoke to the Teaching Academy – went very well, beginner focused scholarship apps are due in January – will be email blasting to students to complete their applications – open houses went really well. Academic program updates: FCS added child life concentration to master’s program – Org. Analysis is getting a name change, effective fall ’15: the textile and apparel studies major will be renamed to “fashion, merchandising and design.” Changes will come from the Registrar’s office; other programs and classes may be renamed; reaching out to incomplete students for spring ’15 to get more info from them if lacking.

ACTION ITEM: Sarah Drabik will email Donna St. John and Christopher list of changes.

Career & Student Employment
Post-graduation activity report (PGAR); for specific contact, contact Ewa; PGAR – student data collection of career outcomes; sent three weeks before graduation to collect the most student data when they are active students; follow-up to capture additional data or unemployed students (6 months follow up so students can add to their report); this year there were 68% responding; leadership defined and divided how they wanted the report.

ACTION ITEM: Christopher Tremblay will share the infographic prototypes from University Relations with the MRM team once they are complete.

Diversity and Inclusion
The Office of Diversity and Inclusion is conducting scholarship workshops (4); goal was to reach 100 juniors and seniors – 54 students have been reached so far – Wayne County Community College was the last area to be held – last event 5 alumni were present – Asked on evaluation – how did they find out about event? Will use this to identify the most effective way of communication.

ACTION ITEM: If anyone has scholarship forms in PDF form, please email them to Doreen Odom at doreen.odom@wmich.edu.
Enrollment Management (handouts)
Registration and admissions report – up 9 percent in freshman applications as of last week – 6 percent in admits – 3 weeks out on processing applications.

Transfer applications – down because of international applications.

Admission numbers – behind in head count and credit hours – Christopher has been in touch with the Deans; advising offices have been following up – could have budget impact if farther off than projected.

DASUM report: do not forward this on; up in freshman applications – deposits are up all over the board. Transfers – everyone is down; will not get next report from group until February.

Beginning inquiry/transfer inquiry report – See reports.

Wrapped vehicle – Christopher will be driving to Chicago with the marketing vehicle. The car will be left in Chicago in the spring; #chicagobroncos hashtag on Twitter on the car for promotion, which will encourage anyone to take a pic of the car when they see it; CWT will be heading to Harper College on Wednesday. Have been approached by Detroit Public Schools to offer dual enrollment courses; our faculty will teach in DPS setting; DPS wants more courses for 2015; no applications yet; dual enrollment for these students; classes won’t start until mid-to-late January but will finish before spring term.

Fine Arts
College of Fine Arts has hired a part time recruiting liaison; assisting through March. The Associate Dean of Fine Arts, George Brown, is leaving to go to North Carolina for a position as Dean.

Military & Veteran Affairs
Local outreach and EUP to get classes started. A class will start in January at BC air national guard – language class will also begin soon. Currently there are 12 out-of-state events scheduled for the spring. Military and Veteran Affairs is trying to get all decision-making papers in before the holiday break.

Multicultural Affairs
Recruited in south Texas – went to schools that had been previously visited; have 37 applications from recruitment but more are coming in; have been in contact through phone or email with students; applications are headed to admissions.

Parent and Family Programs
Trying to connect more with parents and families; had a phone conversation with mom about a son the other day, was going to live at home at EMU, but had such a great time with WMU open house that he is reconsidering EMU to go to WMU: specifically mentioned student ambassadors being where they needed to be and responsive.

Undergraduate Admissions
Just had their final open house for the season, 290 students at event, a lot of them registered at the last minute; 1,177 total students attend open house programs this year – 2nd highest; more-or-less off the road for recruitment – in the yield phase at the moment.
New publications – W-tattoo (Wear gold); will go to every inquiry for fall of 2016, 17, 18 (beginner and transfer inquiries); may drop this month or after the holidays; #brandedwmu; may add a URL for a webpage.

Outcomes infographic – University Relations – new yield piece; brochure passed along (Go West); how WMU stacks up among competitors; infographics and will highlight top programs; have not shared this with the Deans but will be meeting with them shortly.

New Priority Registration Proposal for Fall 2015:
Will move forward with anyone who was a Medallion Scholarship competitor or a part of Lee honors college – priority registration in March/April; stay tuned for more information; will be unveiled at the January competitions (yield action to engage students earlier, 55% goal).

Foundation Scholars – nearing 100 nominations, $50,000 dollar scholarships; December 15 is the deadline for nominations; December 22 is for student applications; January 9 will determine which students made the cut; By January 15 students will be given decisions and asked to make a video and fill out online bio form.

Review of Master Recruitment Calendar
Discussed upcoming calendar for December, January, February, and March events.

Discussion
Fall 2015 Goals by Recruitment Territory – See handout.

New Customized Enrollment Checklist – sample provided in handout packet; created by Institutional Research – pulls data from Banner and EMAS – if the student had done that it will be checked off; report is in COGNOS 10.30.50, being renamed “Fall FTIAC Enrollment Checklist”- functioning but being tweaked; language will be dynamic - customized; can do it from one WIN number at a time or a group; working on doing it by event as well or campus visits; looking to do this by academic college as well; attribute is being worked on as well; Fall ’15 FTIACs – not available to transfers yet; Suggestion: WMU email prompt, for example, “for more info, check WMU email.”

Territory FTIAC Yield Plan – Yield timeline (handout) has established phases – SSG = second semester grades requests – EMAS reports are being used – assistant directors can put in own tasks (Kalamazoo Promise, for example); going through personal contacts and working on those relationships; being sensitive to over communicate; adding personal touch to students; takes this through orientation (phase 4).

Best Practices – no best practices this month

Next Meeting: January 6, 2014, 3-4:30pm, 204 Bernhard Center

Meeting adjourned at 4:32pm by Christopher Tremblay.

Minutes by Alexander M. Susienka

Summary of Action Items:
ACTION ITEM: Sarah Drabik will email Donna St. John and Christopher Tremblay a list of changes.
ACTION ITEM: Christopher Tremblay will share the infographic prototypes from University Relations with the MRM team once they are complete.

ACTION ITEM: If anyone has scholarship forms in PDF form, please email them to Doreen Odom at doreen.odom@wmich.edu.