Meeting started at 3:04 p.m. by Donna St. John

State of Washington letter (handout) - A handout was given to the group stating that we cannot currently recruit from Washington State.

Welcome Dachea Hill (Director of Admissions) - A warm welcome was given to Dachea (DA-Shay) Hill who is the new Director of Admissions.

Summer Camps – WMU is promoting summer camps early this year.

  Feedback from the group: Some camps need a little more time to provide updated information.

Enrollment Numbers (handout) – Freshman Admits are up 8 percent. Transfer admits are down 30 as of last week. Freshman deposits are up, RSVPs are up 36 percent, Medallion Scholarship Competition is up 2 percent.

Roundtable Updates (1 minute each) – 30 minutes

In the College of Fine Arts, the Art, Dance, Music, and Theater departments are in their final push to complete applications and interviews. The last audition day is on Saturday next week and will be twice as big as past auditions. Theater is doing their last one in March. Dance is finishing Friday, February 20. Art has one more application period through April 1. The College of Fine Arts is currently recruiting two staff members, one person for Recruitment and one for Marketing and is in the process of making final decisions soon.

Arts and Sciences (handout) – Pre-Professional Health Programs are something for Admissions to think about including on applications. Specifically designations on applications and other promotional information (Viewbook, for example) for these programs. The Master Recruitment Calendar needs to put the Honors First registration sessions in April.

ACTION ITEM: All departments send Donna dates you want to see on the MRC calendar to be updated by Admissions.

Aviation made 80 new contacts from their trip to Pittsburgh. They are heading out to other places soon so please forward any materials to Tom that other departments might want them to hand out to prospective students at the events. Aviation is moving forward on investigations in Punta Gorda, Florida for a new WMU Aviation campus.

The Haworth College of Business held two receptions the night before the Medallion Scholarship Competitions. They had over 80 guests at the first night and 60 guests attend the second. Their Grab the Reins visits happened and a prospective student from Cincinnati, Ohio just visited WMU. The College is growing in popularity as programs are continuing to be ranked nationally.

The Education and Human Development department is going to Grand Rapids for an Exercise Science event to promote WMU. The department also redesigned their flat sheets and a College Profile Page was
also created recently. They are making decisions on upcoming scholarships and cosponsoring vendor tables at MACAC with the Graduate College on March 26 and March 27.

**ACTION ITEM:** Sarah D. will send handouts (flat sheet and college profile page printout) from the Education and Human Development department to Admissions.

The **Lee Honors College** has sent out 385 commitments to freshman and is continuing to send out more. They also attended the Romulus event and the ASEs. Anthony Helms is overseeing the Honors First program and has been working with Christopher on Honors First material.

**International Admissions** had a 12% increase and received 184 more students. They also posted a new position for an Associate Director of International Admissions which will be posted until March 1. Their travel schedule is also in full swing.

The **Career and Student Employment Services** The Career Fairs went well. The fairs had a new format and most of the attendees were there for 30 second commercial practice or interviews. The department is now finished with Career Fairs. There were 180 employers and 2,000 students who attended the event, making a 6 figure fair for the office and the largest event held on campus so far. Costs were $640 for an employer to come to campus. At the Government/Non-Profit Fair there were 70 employers and 420 students who attended. A thank you to Arts and Sciences and K College, who were sponsors of the fairs and help spread the word to students. There were 40 employers and 200 student interviews the following day after the career fairs ended.

The **Parent and Family** database for Family Connections is over 100 new subscriptions in the last 2 weeks. Shari is also putting the finishing touches on the Parent and Family Guide and will be sending it in this week.

In the **Health and Human Services** department, a new MSW is in Southwest Michigan. HHS has been promoting that new degree. They also held a Friday reception before Medallion and had 30-40 new students and parents attend. They are currently in the process of hiring an Assistant Director of Student Engagement and Success.

**Financial Aid** reached their Feb 16 deadline for endowed scholarships. Summer I applications are up on the Financial Aid website. Summer II will go up in the next couple weeks. Admitted Student Events are going well for Financial Aid in the new format. Just had MI College Goal Sunday and had a better turnout than previous years with 60 students attending. February and March outreach is doing sight-seeing to SW Michigan high schools to promote Financial Aid now. If anyone wants to have the list of high schools, contact Ashley Braatz at ashley.braatz@wmich.edu.

The Bronco Buds program in **Diversity and Inclusion** will see 1,000 sixth graders starting March 16 through April 1. Students are still enrolling from Kalamazoo Public Schools into First Year Seminar classes.

The **Transfer Admissions** area is on the road. Anyone can go to www.wmich.edu/admissions/freshmen/visitingyou/ to see where the Admissions staff is traveling. Admissions saw over 70 students at the Feb. 11 KVCC onsite Admissions program. Next week is an event at Kellogg Community College.

In the **College of Engineering**, the new dean, Dr. Houssam Toutanji, will join the college July 1. Yielding efforts are underway and each department is reaching out to highly qualified admits with a letter or email. Scot Conant is collecting copies of the letters and reviewing them before they are sent. Most are targeting only admits with a Math ACT of 30+. A packet of information, including a welcome from the Society of Women Engineers (SWE) and female faculty members will be sent to admitted females at the end of this month. This is an effort paid for through the NSF STEP grant. Kelsey will be attending the Louisville NACAC this weekend. WMU SWE is partnering with a Stryker initiative and the Air Zoo to host events this Saturday (Feb. 21). Over 500 area middle school students are expected to attend. We will do our best
to capture names. The National Society of Black Engineers is working with area high schools and community organizations to host a series of ACT Prep workshops, beginning this weekend. Great news! Scholarship applications were UP over last year. A huge push was made at the end of January, with the help of Admissions (thank you!).

There are 9 upcoming recruiting events this spring for the Extended University Programs. EUP is using customer relationship systems and it is estimated that 78% who attend events by EUP apply to WMU. 600 students attended events at regional locations last year and EUP is hoping to tighten retention and recruitment numbers next year.

CAMP is still recruiting all over Michigan. They are focusing on SW Michigan and holding College 101 bilingual nights for students and parents interested in WMU. They are also going to Financial Aid to help translate the Financial Aid process. CAMP is traveling to Texas from March 9-13 to visit applied students. They are also doing Skype for 20 MLS students from the Rio Grande area.

Development and Alumni Relations – The Legacy Scholarship deadline has passed. All applications have been organized and sent to the Board for review. There was a record number of applications this year with 394 applications. Out-of-state applications were lower this year as opposed to last year. Each student that is selected for the Legacy Scholarship will receive $1,000 and the Legacy Gold recipients will receive 1 year of out-of-state tuition for $15,000. If a student identifies an alumni family member their chances of enrolling at WMU is higher. Development and Alumni Relationship has $125,000 in Legacy Scholarship money. There are 125 scholarships at $1,000 each, and Alumni Relations are pushing for more money for the next few years.

Review of Master Recruitment Calendar (handout)

Review of February, March, April – Upcoming events: MLS Scholarship Competition is on Saturday, Admitted Student event in Troy on Thursday, Medallion Scholarship interviews are next week; Foundation Scholarships also are going on next week.

Discussion - Any hot topics/burning issues?

Mo Salinas has accepted a position with EUP in Grand Rapids; pro-WMU; Friday, February 27 is his last day with Admissions.

The Education and Human Development department had a question about EMAS and the Junior Spotlight registration form in the Briefcase. There was a request to add a College sort field. Also, MLS numbers are down in EMAS for the Education and Human Development department. EMAS showed eligible students but there has been no response from anyone to get numbers higher or information for those students.

ACTION ITEM: Alex will contact Scott Hennessy about adding College field.

Spotlight invite went in the mail on February 16.

CAMP had students who registered for the MLS Competition but were told they were not. This got straightened out by Admissions but CAMP is still getting calls.

ACTION ITEM: Donna will look into Spotlight questions and registered student email inquiry.

The Aviation department has Chicago-area students. Is there a Skype for MLS opportunity for them like Texas? Typically, Skype is offered when a student lives 3 or more hours away from campus. Aviation also has two students who registered for MLS this weekend and there is a large room for event. The room size may reflect negatively to the two students who attend instead of acting as a welcoming environment.

ACTION ITEM: Donna will talk to Scott Hennessy and Christopher Tremblay about MLS Skype inquiries.
Admissions is offering tours during spring break.

**ACTION ITEM:** Donna will follow up with Scott Hennessy about spring break tours and Native American tours.

There was an article in mLive about campus safety at WMU. WMU is now going to have campus residence liaison officers that will be interacting with students and ensure residential housing is safe on campus.

*Meeting adjourned at 4:00p.m. by Donna St. John*

Meeting minutes by Alexander M. Susienka

**Review of Action Items:**

**ACTION ITEM:** All departments send Donna dates you want to see on the MRC calendar to be updated by Admissions.

**ACTION ITEM:** Sarah D. will send handouts (flat sheet and college profile page booklet) from Education and Human Development to Admissions.

**ACTION ITEM:** Alex will contact Scott Hennessy about adding *College* field.

**ACTION ITEM:** Donna will look into Spotlight questions and registered student email inquiry.

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