Meeting Notes

Present: Chris Cheatham, Sarah Drabik, Donna St. John, Chris Voss, Hardy Figueroa, Juan Tavares, Jill Hamilton, Scot Conant, Jeanine Bartholomew, Tom Thinnes, Scott Vanavery, Shari Glaser, and Christopher Tremblay, Chair

Meeting called to order at 3:03 p.m. by Christopher Tremblay, Chair

Introduction
Scott Vanavery, Manager of Recruitment and Outreach for Haworth College of Business

Roundtable Updates

Admissions
Email being sent out to students who have not moved forward in their admission process, gives suggestions on next steps, if they are canceling what to do, and asks where are they going if they decide not to go to WMU; have three open Assistant Director of Admissions positions, will be posted together; Junior Spotlight attendance was up 19% from last year
ACTION ITEM: Scott Hennessy: can the results of the event evaluations be shared with this group?

Admissions – Scholarships
Multicultural Leadership Scholarship results: 25 confirmed and 47 verbally accepted, no declines yet; Medallion Scholarship: 15 accepts and 3 declines, students have until May 1 to respond (25 total offers)
ACTION ITEM: Chris Voss: can you track where Medallions who decline are going to instead?

Admissions - Transfer
Updated text for transfer checklist to stress that tuition payment is not due until classes start, which is different from community colleges - usually due at time of registration; 37% of admitted transfer students are registered; transfer yield intersection report now up and running

Alumni Relations
Legacy Scholarships – 125 offered, 65 confirmed so far, believe lower acceptance than last year due to sending the offers our earlier than last year; Alumni Ambassador postcard mailings are now done, no new students will get mailings at this point, question raised about the summer transfer admits
ACTION ITEM: Christopher, Hardy and Jill to discuss the mailing for summer transfer students

Aviation
Doing lots of recruitment right now, including Florida, Georgia, and Kentucky; doing elementary school visits as well over the next few weeks; tours are up – averaging 50/month

Business
Seeing retention of students from recruitment efforts; would like to see students apply sooner from community colleges

Education
Mailing packets to new student admits; participated in job fair, giving packets to exhibitors to get grad interest; participated in a CollegeWeek Live chat; remainder of scholarships awarded; talking about starting tours of Sangren Hall
Enrollment Management
Yield Intersection Reports – all scholarships now available, transfer version now available, all majors in both beginner and transfer now pulled from SGASTDN in Banner; Out of State recruitment website now in second draft (see handout); FTIAC funnel tracking progress of admitted students (see handout); FTIAC Enrollment Snapshot – new (see handout); article from CMU about enrollment increases (see handout)
ACTION ITEM: Out of State Recruitment Website: please send suggestions for websites to link up with this site to Laura Decker

Engineering and Applied Sciences
Hope to have a decision about a new Dean in a couple of weeks; in the process of hiring student ambassadors for the summer; experiencing low registration for the summer camps being offered by CEAS so far, camps are middle school focused; in yield mode right now, waiting to hear on scholarship acceptances; tour rates are really high; hosting Junior event on May 29 to promote CEAS
ACTION ITEM: Scot Conant: Please share agenda for May 29 event

Health and Human Services
School of Social Work going over community college classes to see what can be transferred to WMU; doing some community college collaboration efforts right now

International Admissions
Experiencing growth in number of applications – up 15% from last year; have several recruiters still out traveling and recruiting; in yield mode, calling/following up with students

Parent and Family Programs
Parent and Family Guide at the publisher right now, should be to campus by May 15
ACTION ITEM: Shari: please bring copies to next meeting for everyone

Discussion Topics
Comparison Checklist that debuted at the 2nd Junior Spotlight Event [Donna] (handout)
Comprehensive checklist for students applying to WMU to compare aspects of WMU to other universities they may be interested in
ACTION ITEM: Please provide any feedback regarding this list to Donna St. John

Inquiries/EMAS Management – Next Steps [Donna] (handout)
Outline of overall goals with this project, how the Admissions office will establish access to the database, and how Admissions will receive data from colleges and departments
1st hour of the May 20th meeting will be EMAS & Inquiry Training
ACTION ITEM: Donna: please find a room for the next meeting if planning on a computer lab; please let Laura Decker know which room it will be at least one week before the May 20 meeting
ACTION ITEM: Everyone: please let Donna St. John know who will be the second person from your college/department to give access to this system
ACTION ITEM: Everyone: Please provide Donna St. John the following information by May 6th meeting:
- Name
- Bronco ID (NOT PASSWORD)
- Email address
- Department
- Office Location
ACTION ITEM: Laura to inform Cara Barnes regarding change in location of meeting

Admitted Student Event Briefcase Shares [Christopher](handout)
ACTION ITEM: Everyone: please review and email Scott Hennessy any names that should be added (Laura already let him know about M. Lockett, P. Hildenbrand, and S. VanAvery)
Advertising in University Publications [Christopher](handout)
WMU should be advertised in various programs around campus
**ACTION ITEM:** Any suggestions on what programs are out there, please email C. Tremblay

Online Chat Updates [Christopher](handout)
CollegeWeek Live – this is a test year to see how well this is received, the amount of interest generated, and/or is it assisting in recruitment

**Next Meeting: May 20 from 3 – 4:30 pm, LOCATION TBD**

*Meeting adjourned by Christopher Tremblay at 4:40pm*

Minutes by Laura J. Decker

Summary of Action Items:

**ACTION ITEM:** Scott Hennessy: can the results of the event evaluations be shared with this group?

**ACTION ITEM:** Chris Voss: can you track where Medallions who decline are going to instead?

**ACTION ITEM:** Christopher, Hardy and Jill to discuss the mailing for summer transfer students

**ACTION ITEM:** Out of State Recruitment Website: please send suggestions for websites to link up with this site to Laura Decker

**ACTION ITEM:** Scot Conant: Please share agenda for May 29 event

**ACTION ITEM:** Shari: please bring copies [Parent & Family Guide] to next meeting for everyone

**ACTION ITEM:** Please provide any feedback regarding [comparison checklist] to Donna St. John

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