Meeting Notes

Present: Chris Cheatham, Sarah Drabik, Donna St. John, Chris Voss, Ken Schaefer, Hardy Figueroa, Juan Tavares, Jill Hamilton, Scot Conant, Tom Thinnes, Scott Vanavery, Shari Glaser, Tammi Smith, Tony Dennis, Paul Hildenbrand, Julie Nemire, Melinda Lockett, and Christopher Tremblay, Chair

Meeting called to order at 3:03pm by Christopher Tremblay, Chair

Introduction
Billy Clayton, Student Recruitment and Outreach Officer for Military Veterans
Tammi Smith, Assistant Director of Advising-Recruitment, College of Arts and Sciences
Melinda Lockett, Associate Director of Academic Advising, College of Health and Human Services

Roundtable:
Alumni Relations
Board of Directors deciding on how to allocate $150K for Legacy Scholarship, there will be a special committee to determine how to distribute this money.
ACTION ITEM: Please share with Hardy any thoughts or ideas you may have about these funds.

Arts and Sciences
Will be sending a freshman postcard for summer melt as well as one for parents about two weeks after the student postcard; parent postcard is new this year.
ACTION ITEM: Tammi: please send sample of both postcards to Christopher Tremblay.

Aviation
Metro Detroit Youth Day was a successful event; will be holding an event at Kalamazoo 10 to promote Aviation at the premiere of Planes movie; Osh Kosh event coming up, working with CEAS on this.

Business
Orientation numbers at approximately 450; doing a summer melt postcard as well.
ACTION ITEM: Scott: please send sample of both postcards to Christopher Tremblay.

Education and Human Development
Sent out orientation postcards; will be sending out an email for the fall Welcome Back BBQ; new publications being finalized – both undergraduate and graduate; college viewbooks now on the website.

Engineering and Applied Sciences
Dean search update – Edmund Tsang asked to continue as Interim Dean for 14-15; Sunseeker on the road right now; Oshtemo Fun Days event at Fletcher Field; Freshmen Kick-off BBQ; RSO Expo Day being held in Valley 3 for freshmen.

Enrollment Management
(see handouts)

Fine Arts
Seminar! Music Camp is underway – on average, 40% yield of students who attend this camp attend WMU; Julie attended an Interlochen event to discuss recruitment, advertising, financial aid, etc.
Graduate
Finalizing fall and spring recruitment calendar – encourage faculty to attend; working on getting ApplyYourself up and running – to go live this fall; enrollment for Masters should be flat but enrollment in PhDs will be down; working on Fall Grad Fair – Oct. 6.

Health and Human Services
Orientation numbers are looking good; Comstock Middle School event went so well they want to do it every year; hosting a Welcome Back pizza party in the fall; updating the advising website.

International
New initiative to approach international students attending US high schools; numbers are looking good for fall; orientation starts on Aug. 25; finalizing recruitment travel schedule for 14-15.

Military & Veterans
Marine event on July 12 was successful, made contact with many admits.

Parent and Family
Hosting a hospitality tent again this fall; reminder that some of our students are parents and that WMU offers affordable and hourly child care: http://www.wmich.edu/childcare/; getting the next Parent and Family newsletter together.
ACTION ITEM: If you have general information you want included in this newsletter, please let Shari know.

Undergraduate Admissions
Up four staff members since the last MRM, now have two Chicagoland representatives; coordinating a tour of the WMU medical school August 13 or 14; moving forward on materials being printed; posting the transfer recruitment representative position soon; hosting Chicagoland BBQ – 76 students and family members confirmed so far; also hosting a Detroit BBQ: Friday August 1.

Review of Strategizing Sessions (Donna St. John)
(see handouts)
ACTION ITEM: For the August 12 college/department outlines, please bring a handout of what you are doing within your area; no powerpoints please.
ACTION ITEM: If you have not done so already, please email David Longjohn your information to get yourself setup for EMAS access.

Review of Master Admissions Calendar (Scott Hennessy)
(see handouts)
There are a lot of new additions to this calendar and some things are still tentative
ACTION ITEM: If you have any new additions to the calendar, please let Scott know and he will get them added to the master spreadsheet; please only submit major recruitment events.
Calendar will be available in a calendar briefcase and updated regularly.

Admitted Student Events (ASE) Review (Scott Hennessy)
(see handouts)
Most of the students who attended ASE did not attend an open house
Review of the options (handout):
- CEAS prefers to give presentations to families
- Parent and Family would prefer the showcase to connect with families
- CASP and Aviation would prefer students and parents together
Should we discontinue the Grand Rapids ASE?

Other options:
- Fall Event in GR
- Different location – definitely preferred by the group
- Replace GR event with Kalamazoo event
- Saturday afternoon event, still in GR

Review of Inquiry Forms (Christopher Tremblay)
(see handouts)

Action Item Update from May 2014 MRN:

**ACTION ITEM:** Scot Conant to get information about what is allowable to give to potential students (NCCA Requirements).

Response from Jeff Stone, Intercollegiate Athletics:

*You can provide prospective student-athletes with similar items that you provide to prospective students. The exception to this would be when we (the athletic department) arrange the visit and then I would hold all giveaways. If you don’t know a prospective student-athlete is part of a group, you can proceed as you would normally. From a communications perspective, you can communicate with prospective student-athletes as you do with general prospects. If you regularly call prospects as part of your outreach efforts, student-athletes could be a part of this process. You can always accept calls from prospective student-athletes as they are initiating the contact.*

Strategizing Sessions:  
- July 24, 2014, 1-5pm, 208 Bernhard Center  
- Aug. 6, 2014, 1-5pm, 208 Bernhard Center

Next Meeting: Aug. 12, 2014, 3-4:30pm, 204 Bernhard Center

Meeting adjourned by Christopher Tremblay at 4:33pm

Minutes by Laura J. Decker

Summary of Action Items:

**ACTION ITEM:** Please share with Hardy any thoughts or ideas you may have about (Legacy Scholarship) funds.

**ACTION ITEM:** Tammi: please send sample of both postcards to Christopher Tremblay.

**ACTION ITEM:** Scott: please send sample of both postcards to Christopher Tremblay.

**ACTION ITEM:** If you have general information you want included in the Parent and Family newsletter, please let Shari know.

**ACTION ITEM:** For the August 12 college/department outlines, please bring a handout of what you are doing within your area; **no powerpoints please.**

**ACTION ITEM:** If you have not done so already, please email David Longjohn your information to get yourself setup for EMAS access.

**ACTION ITEM:** If you have any new additions to the calendar, please let Scott know and he will get them added to the master spreadsheet; please only submit major recruitment events.