WMU Monthly Recruitment Meeting
February 18, 2014
3-4:30pm, 211 BC

Goals
- To share recruitment-related information
- To discuss existing and potential best practices in recruitment
- To discuss and solve recruitment-related problems
- To celebrate recruitment milestones and accomplishments

Roundtable Updates (1 minute each) – 30 minutes
- Alumni Relations
- Arts and Sciences
- Aviation
- Business
- Diversity and Inclusion [New]
- Education and Human Development
- Engineering and Applied Sciences
- Enrollment Management
- Extended University Programs

Fine Arts
- Graduate College
- Health and Human Services
- International Admissions
- Integrated Marketing Committee
- Lee Honors College
- Parent and Family Programs
- Undergraduate Admissions
- University Relations

2014 MCAN Conference Exhibitor Opportunity (separate handout to be shared)

Discussion Topics -- 30 minutes
- Online Chats (Scott Hennessy and Jessica Brooks) [15 mins.]
- Orientation (Steve Booher and Steve Miller) [15 mins.]

Best Practices -- 30 minutes
- Today: Financial Aid packaging, awarding, and communication (Mark Delorey)
- Next Month: Social Media (Cara Barnes, University Relations)

ALL FUTURE MEETINGS

Mar. 18, 2014 – Western View Apartments Conf. Room, 3-4:30pm
Apr. 15, 2014 – 211 BC, 3-4:30pm
May 20, 2014 – 211 BC, 3-4:30pm
June – no mtg, orientation month
Jul. 15, 2014 – 211 BC, 3-4:30pm
Aug. 12, 2014 – 204 BC, 3-4:30pm
Sept. 16, 2014 – 204 BC, 3-4:30pm
Oct. 14, 2014 – 204 BC, 3-4:30pm
Nov. 11, 2014 – 204 BC, 3-4:30pm
Dec. 9, 2014 – 204 BC, 3-4:30pm
February 2014
Monthly Recruitment Meeting Update

Veterans/Military Recruiter position

Yield Intersection Report
10.30.10 in Cognos – see sample provided

Go West Scholarship
-For domestic, non-residents receiving the Presidential Gold and Silver Scholarships
-$2,500 first year award only
- Presidential Gold = $11,500 for first year, $9,000 all remaining years = $38,500 total
- Presidential Silver= $9,500 for first year, $7,000 all remaining years = $30,500 total

New Notecards Printed
For Admissions Office use

FUTURE DISCUSSIONS
-Promoting specific academic programs
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Public Folders → Report Location: Office of Institutional Research
February 18, 2014

Dear «FNAME»,

Congratulations! In recognition of your strong academic achievement, we are excited to award you a Presidential Gold Scholarship worth $36,000 over four years ($9,000 per year). You are one of a select group of students identified to receive this award at Western Michigan University. The details of the award are outlined in the enclosed scholarship criteria document. In order to accept the scholarship, return one copy of the enclosed acceptance form as soon as possible.

In addition, we are most pleased to announce—for this year only—that all students eligible for the Presidential Gold Scholarship will also receive the one-time freshman year Go West Scholarship* worth $2,500, disbursed in equal amounts ($1,250 for fall 2014 and $1,250 for spring 2015, non-renewable), bringing your total admissions scholarship offer to $38,500 over four years (Presidential Gold Scholarship: $9,000 per year for four years and one-time freshman year Go West Scholarship: $2,500).

This scholarship is for full time freshmen who enroll in the fall semester immediately after high school graduation. If you have questions about the Go West Scholarship, contact our office at (269) 387-2000.

I look forward to seeing you on campus for the 2014 New Student Orientation this summer. In the meantime, have a great senior year!

Sincerely,

Penny Bundy
Director of Admissions

Enclosure

*While students are otherwise not eligible for more than one scholarship from the Office of Admissions, this one-time freshman year Go West Scholarship is awarded in addition to your Presidential Gold Scholarship. Only students with non-resident status may qualify for these awards; residency changes will affect eligibility.
February 18, 2014

«FNAME» «LNAME»
«STR1»
«STR2»
«CITY» «STATE» «ZIPC»

Dear «Fname»,

By now, you should have received an offer letter for the Presidential Gold Scholarship worth $36,000 ($9,000 per year for up to four years).

We are pleased to announce this year that all students eligible for a Presidential Gold Scholarship will also receive the one-time freshman year Go West Scholarship* worth $2,500, disbursed in equal amounts ($1,250 for fall 2014 and $1,250 for spring 2015, non-renewable), bringing your total admissions scholarship offer to $38,500 over four years (Presidential Gold Scholarship: $9,000 per year for four years and one-time freshman year Go West Scholarship: $2,500).

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From: Christopher W Tremblay <christopher.tremblay@wmich.edu>  
Subject: Fwd: 2014 MCAN Conference Exhibitor Application  
To: William Harris <chris.harris@wmich.edu>, Mark Delorey <mark.delorey@wmich.edu>, Jennifer C Hsu <jennifer.hsu@wmich.edu>, Walter Malone <walter.malone@wmich.edu>, Charlotte Giscombe <charlotte.giscombe@wmich.edu>, Gustavo Echavarria <gustavo.echavarria@wmich.edu>  
Cc: Laura J Decker <laura.j.decker@wmich.edu>, Christopher Tremblay <christopher.tremblay@wmich.edu>, David S Reinhold <david.reinhold@wmich.edu>, Martha B Warfield <martha.warfield@wmich.edu>

Dear Colleagues,

I am writing to invite you to consider partnering with Enrollment Management at the upcoming April 14 Michigan College Access Network Conference in Lansing.

We have the opportunity to have a WMU table (or tables) to showcase our amazing resources and support for low-income students, first-generation college-going students, and students of color (to use MCAN's language). WMU has much to offer these populations!

Here's what I would like to know from you:

1) Would you like to provide materials to be included at our table? 
2) Would you like to attend the event and staff our exhibit table? 
3) Would you like for your area to pay for a separate exhibit table? ($300 to $500 charge)

Please e-mail Laura Decker at laura.j.decker@wmich.edu by Friday, February 21 to express your interest for any of the 3 options listed above.

Based on responses, I will determine who will attend to represent WMU related to option 2 above. I will share that update as decisions are made.

Below is more info from MCAN.

As you look at my distribution list above, feel free to forward to anyone else at WMU who should know about this event. My list was not intended to be exhaustive.

And I will be sharing this opportunity at Tuesday's Monthly Recruitment Meeting for those who attend that.

(Laura: please immediately register us for the $500 exhibitor category, charging to EM, not carry forward as I expect this will be an annual event for us.)
Thanks for considering this opportunity,

Christopher

Christopher W. Tremblay
Associate Provost for Enrollment Management
Western Michigan University
christopher.tremblay@wmich.edu
WMU BA '94, MA '99

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> 2014 MCAN Conference Exhibitor Application

> When
> Monday April 14, 2014 from 8:00 AM to 5:00 PM EDT
> Add to Calendar

> Where
> Lansing Center
> 333 E. Michigan Ave.
> Lansing, MI
> Driving Directions

> The 2014 Michigan College Access Network Conference is Monday, April
> 14 at the Lansing Center in Lansing, Michigan. This year's theme,
> "College is..." will focus on messaging the college access movement
> in Michigan. The time has come for a paradigm shift in our work.
> Throughout the conference, the Michigan College Access Network will
> ask attendees to examine the word college and redefine its commonly
> held perception for the collective messaging of our work.

> Michigan College Access Network works to ensure that every Michigan
> resident has the opportunity to pursue and succeed in postsecondary
> education. Our day-long conference provides an opportunity for
> community and education leaders to meet, share ideas, and
> participate in educational workshops meant to increase college
> readiness, participation, and completion in their community.

> We are expecting over 400 attendees and want your organization to be
> represented in our exhibit area. All exhibitors will be placed
> directly adjacent to the registration area in addition to the
> welcome and plenary session space where the highest foot traffic
> will occur throughout the day-long conference.

> We would love to provide your institution with a table and space to
> talk with conference attendees about the support services - staff,
> resources, and programs - available to students at your institution.
> The exhibitor space is a great opportunity for you to share what
> your institution is doing to help support students, particularly
> low-income students, first-generation college-going students, and
> students of color through degree completion.

> Please consider being an exhibitor at the 2014 MCAN Conference at one
> of our two levels:

> Gold Exhibitor $500

> Gold Exhibitor Includes: Skirted table, electrical outlet, breakfast
> and lunch, logo in conference program, logo on conference website
> with direct link to your organization's website.

> Silver Exhibitor $300

> Silver Exhibitor Includes: Skirted table, electrical outlet,
> breakfast and lunch, and name in conference program and on
> conference website.

> We have a limited number of tables available for exhibitors so be
> sure you register to secure a table today! You can secure your
> exhibit table by using a credit card through our website or through
> mail via a check. To reserve a table online or pay by check,
> register at the link below.

> To learn more about our conference, we encourage you to visit
> If you have questions please contact Jamie Jacobs, Director of
> Professional Development, at jamie@micollegeaccess.org or
> 517.316.1713.

> All my best,

> Brandy Johnson

> Executive Director, Michigan College Access Network
PEOPLE COME HERE BECAUSE THEY’RE LOOKING FOR SOMETHING. It’s not about packing up the car and going to a different town. For them it’s about discovery. What they find is a challenge—something unexpected—that opens up new frontiers. Go West. Discover. Explore. This is one of America’s great universities. A lot of people who have become successful—skilled, happy, wealthy and influential—started by heading West. Western Michigan University. It’s your turn to GRAB THE REINS.

wmich.edu/GoWest
WMU Students Impress at the 2014 TAPPI Student Summit

A group of 35 WMU Engineering Students from Paper Engineering, Chemical Engineering, Graphic and Printing Science, and Mechanical Engineering and Kate Miller who is the Student Recruitment and Outreach Officer for Paper Engineering at WMU, attended several workshops and presentations at the 2014 TAPPI Student Summit. There was an Engineering Competition that the group of students from Western Michigan University dominated and the consensus was that the competition was the student’s favorite part of the trip. To see more about the competition and summit visit: TAPPI Student Summit. There were several job offers which resulted in only a few remaining WMU freshman still looking for jobs next summer. Employers sought out Kate Miller to offer compliments on how they were so impressed with how well prepared our students were. Kate shared comments from Nicole, a Mill Manager from Voith who said she can always tell a Western Student before she even looks at their resume based on the attire and confidence. Bob from Mica Corporation indicated he “couldn’t believe he was interviewing freshmen”, he said the “WMU freshmen were comparable to the other schools upper class students from a preparedness and course experience standpoint”. Phil Slesinski, a WMU Alumni now doing the interviewing for International Paper indicated our students “Absolutely stood out from the other schools.” The WMU group was able to experience industry field trips were described as phenomenal, they were able to tour two RockTenn facilities (Board Plant and Box Converting Plant) as well as a SAM Pilot Coating facility that has only been open for a couple of months. Kate communicated how thankful she was for all the support from so many generous contributors both financially and otherwise, she included a special thank you to the Paper Technology Foundation for the financial support. Miller stated that, “Trips like these change lives and it is so wonderful to be able to offer these experiences to our students.” The event was hosted by the State University of New York’s College of Environmental Science and Forestry, where they happen to have a new Biomass boiler, that generates 25% of the electrical and 65% of the thermal power for the entire campus using wood pellets. To learn more about the boiler visit: Biomass Magazine.

Margaret Joyce is Recognized by IPC

Dr. Margaret Joyce will be receiving a Special Recognition Award from IPC at the IPC APEX EXPO 2014 in March in recognition of her leadership in Printed Electronics and exemplary guidance in creating IPC’s Educational Outreach. This award will be presented to Dr. Joyce at the IPC awards luncheon on Wednesday March 26 at the Mandalay Bay Convention Center. Thousands of industry professionals from more than 50 countries attend this premier event— featuring advanced and emerging technologies in printed board design and manufacturing, electronics assembly, test and printed electronics! The event provides exposure to new suppliers with new solutions and the chance to connect with colleagues from around the world. For more information visit: IPC, Association Connecting Electronics Industries.
Upcoming CEAS 2014 Summer Camps

Build Your Own Microcontroller Weather Station, Electrical and Computer Engineering camp:
Monday, June 23, 2014 through Friday, June 27, 2014. Friday is 8:30 am - 12:30pm.
This week-long, half day camp will introduce students to microcontroller programming, sensors and microcontroller interfacing. Students will assemble parts to a weather station by engaging in the following activities: learning the basics of electricity, connecting sensors to a microcontroller, basic microcontroller programming (with a demonstration of electronic music), and logging data. The week will culminate in a fully operational (and modifiable) weather station which students will take home. No previous experience with electrical circuits or programming required.

Introduction to Video Game Programming, Computer Science camp:
Monday, July 7, through Friday, July 11, 2014, and Monday, July 14, through Friday, July 18, 2014 from 1-4:30pm.
The course will be based on the visual programming tool called GameMaker. Students will be taught the basics of game programming using a tool that has a drag and drop interface, allowing students to create programs without learning programming language syntax.

The Sky is Not the Limit, Aerospace Engineering camp:
Monday, August 18, 2014 from 9am - 4:00pm, through Friday, August 22, 2014. Friday is 9am - 2:00pm.
This camp will introduce students to the field of aerospace engineering through a week of fun, hands-on exploration activities. In morning sessions, the students will experience the full process of designing and executing a robotic space mission: target selection, science objectives definition, spacecraft design, launch planning, and mission control. In afternoon sessions, the students will engage in active learning activities related to the broader field of aerospace engineering, including glider design, high-altitude balloon flight, and rocketry. The week will conclude with a visit to the Kalamazoo Air Zoo.

WMU Engineering Experience camp:
Monday, June 23, 2014 through Friday, June 27, 2014. Friday is 9:00 am - 4:30pm.
Get your hands on innovative technology and design and create new objects. With a focus on materials science, manufacturing, mechanical engineering and nanotechnology, participants will have memorable experiences that could spark ideas for up and coming technology. Contact Kathryn Bishop at Kazoo School at: kbishop@kazooschool.org, or call 269-345-3239.

Click here for more information on camps listed above.

Upcoming CEAS Events

Engineers Week 2014 Features “Adventures in Light Jet Aircraft Development” Presentation
35th Annual Engineers Week Dinner on Tuesday, February 18, 2014 at the Fetzer Center on the campus of Western Michigan University. Social hour starts at 5:30 p.m.; dinner will be served at 6:30 p.m., followed by the program at 7:30 p.m.. For further information, please visit: Engineers Week

Research Poster Competition
April 15, 2014. For more information click here.
Orientation
Publications and Communication

Mailings

January 14: Orientation Postcard to all beginner admits
February 18: Postcard to all beginners admitted after January. 14, not yet signed up for Orientation
March 18: FYE publication sent to all beginner admits
April 1: FYE publication sent to all beginners admitted after March 18
April 15: FYE publication sent to all beginners admitted after April 1
May 1: FYE publication sent to all beginners admitted after April 15
May 15: FYE publication sent to all beginners admitted after May 1
June 1: FYE publication sent to all beginners admitted after May 15
July 1: FYE publication sent to all beginners admitted after June 1
August 1: FYE publication sent to all beginners admitted after July 1
Sessions 1-14 Send letter to those who missed scheduled session with additional dates they can sign up for.

Email Blasts

April 1: Two email blasts:
• All beginners, Admissions deposit paid, not signed up for Orientation
• All beginners, no deposit paid, not signed up for Orientation

May 1: One email blast to all beginners that have not yet signed up for Orientation
June 1: One email blast to all beginners that have not yet signed up for Orientation
Session 1-14 Email sent to all students/guest signed up for Orientation Friday before the upcoming sessions begin as reminder.
Sessions 1-14 Send email to student/guest that missed attending their scheduled session (day after)

Phone Calls

March 1 (ongoing): Ambassadors call everyone admitted, not yet signed up for Orientation.
March 1 (ongoing): EMAS level 500 (Adm. Deposit paid), next step calls
April 1: Calls to students who signed up for Housing but not Orientation (Ambassadors)
May 1: Calls to students who signed up for Housing but not Orientation (Ambassadors)
May 1 – May 15: Calls to students who paid deposit, but not signed up for Orientation (FYE)
May 1 – July 1: Calls to students as they are admitted (FYE)
June 1-July 2: Reminder calls about upcoming Orientation session (Ambassadors)
Session 1-14 Call (1) Student the day after they miss their scheduled session
Session 1-14 Call (2) About a week after student missed scheduled session if no connection has been made.
Session 1-14 Call (3) about 2 weeks after student missed scheduled session if no connection has been made.