WMU Monthly Recruitment Meeting
March 18, 2014
3-4:30pm, Western View Apartments Conference Room

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
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

Discussion Topics -- 30 minutes

Admitted Student Event Briefcase Shares
Advertising in University publications
Online Chat Update

Best Practices -- 30 minutes

Today: Introduction to EMAS (David Longjohn)
Next Month: LGBT Presentation or other topic?

SUGGESTED FUTURE BEST PRACTICE TOPICS
How to position cost/value/affordability
HCOb Ambassador Program
Pre-College Youth Activities (A&S, CEAS)
Integrated Marketing Committee/What's Behind the W
Alumni Admissions Ambassadors
Use of Differential Tuition
Conference Learnings
Out of State Tuition
amazingmail.com
Career Parents
WayFinding Committee Update
Dining Services
Out of State Recruitment Plan

ALL FUTURE MEETINGS

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
YIELD SUMMIT - TBD
Nov. 11, 2014 – 204 BC, 3-4:30pm
Dec. 9, 2014 – 204 BC, 3-4:30pm
Re: Today's Meeting

From: Thomas P Thinnes <tom.thinnes@wmich.edu>

Subject: Re: Today's Meeting

To: Christopher W Tremblay <christopher.tremblay@wmich.edu>
Cc: Scott W Warner <scott.w.warner@wmich.edu>

Hal! You won't be the first (or last) person I owe!

Just to give you a little update:
Atlanta was great. We got some really good strong hits, approximately 30 to 35. Mostly aviation (obviously), but also several engineering, and business. Louisville was cancelled because of weather (the storm of the century hit - sarcasm!). We were in Orlando for the Women in Aviation conference. Not much of a recruiting event, but reconnected with a ton of alumni, a lot of good will, and industry connections. We visited two of five aviation high school programs. Two were still operational: Louisville, KY and New Albany, IN. Three were no longer around: Lexington and Frankfort, KY and Atlanta, GA. We are continuing to focus on aviation schools as we criss-cross the mid-west.

Upcoming:
Education for Employment Aviation Students - March 18
College Week Live Chat - March 26
Comstock Science Club w/ Engineering - March 27
Sun 'n Fun Air Show, Lakeland, FL - April 1 - 6
NACAC: Detroit - March 31 - April 1
College Night in Kalamazoo - April 1 (Maple Street Magnet School)
NACAC: Grand Rapids - April 2
Aviation Outlook Day - April 4
NACAC: Cleveland - April 6
NACAC: Buffalo - April 8-9
Non-Traditional Career Fairs - April 15, April 17
College Night in Kalamazoo - April 15 (Milwood Magnet School)

If you need anything else, let me know. Have a good meeting.

Tom

Tom Thinnes
Director of Recruitment and Outreach
Western Michigan University
College of Aviation
(269) 964-5768
tom.thinnes@wmich.edu

From: "Christopher W Tremblay" <christopher.tremblay@wmich.edu>
To: "Thomas P Thinnes" <tom.thinnes@wmich.edu>
Cc: "Laura Decker" <laura.j.decker@wmich.edu>
Sent: Tuesday, March 18, 2014 2:02:24 PM
Subject: Re: Today's Meeting

This may cost you....jk! :)

Christopher

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

From: "Thomas P Thinnes" <tom.thinnes@wmich.edu>
To: "Christopher W Tremblay" <christopher.tremblay@wmich.edu>
Recruitment Initiatives  
Office of University Relations  

Media Buy - March/April:  

- **Television/cable:**  
  - Cable buy across the state on networks targeting 14-17 year old prospective students  
  - News on WWMT  
  - Selected CW programs in W. Michigan  
  - Walking Dead second half season sponsorship across the state  
  - Nationally broadcasted spot in the NCAA Tournament game (3/20)  

- **Billboards:**  
  - Kalamazoo: 10  
  - Grand Rapids: 13  
  - Detroit: 20  
  - Lansing: 3  

- **Online pay-per-click:**  
  - Search engine marketing (i.e. Google Adwords) and targeted online display banner campaigns generate leads in Michigan and Chicago through custom designed landing pages. Since 10/9 we have received nearly 1,000 leads.  

- **Radio:**  
  - Wait Wait...Don't Tell Me  
  - 7:30 p.m. Thursday, March 20  
  - WMU will have (2) nationally broadcasted spots in the show  

- **Print:**  
  - Western Michigan University Magazine  
  - Spring edition will publish in the next two weeks
March 2014
Monthly Recruitment Meeting Update

Yield Intersection Report
"Guide to Using YIR" in the works – coming soon!

Summer Camps
Website and Poster
Promotion Plan

College of DuPage Visit

Out of State/Non-Michigan Residents Website (Draft 1)

FTIACs Funnel

Academic Calendar Changes will be proposed effective Fall 2015
- Starting before Labor Day
- Classes to start day after Fall Welcome ends
- 2-day Fall Break
Summer Camps

During the summer, Western Michigan University offers a wide variety of summer camps geared toward students of all ages. Our camps range from academic to sports, with a little bit of everything in between. These camps do vary in cost based on requirements, but there are some that offer scholarships to assist with the expenses. For more information on any of our exciting camps, please click on the links below for each specific camp.

Sort by... Date ▼  Reverse Order

WMU Wc
Department: 
Title: 
February
Topic: (Sports, Bronco Athletics)
Cost: $85
Grade: 9
Age
Grade

WMU Football: 2014 Coaches Clinic

March 21 – March 22 (Sports, Bronco Athletics)
Cost: unknown
Adults.

WMU Men's Soccer Spring Prospect Camp

April 5 – April 5 (Sports, Bronco Athletics)
Cost: $125
Grade: 9 – 12

Campus Kids Summer Program

June 9 – August 29 (Kids, Children's Place Learning Center)
Cost: $40
Free to kids currently enrolled in Children's Place.

Third Coast Writing Project: 2014 Camp for Young Writers

June 16 – June 27 (Writing, English)
Cost: $150
Age: 8 – 14
Grade: 3 – 9
GO to summer camp at WMU.

The following is a partial list of offerings for summer 2014. Registration is under way for many of the camps, and space is limited.

**12 Themed Weeks for Kids**
June 9 through Aug. 29
School-aged children who have completed Kindergarten to age 9
Monday through Friday
7 a.m. to 8:45 a.m.
Children's Recreational Center
$45 registration fee
$150.00 to $200.00 per child for week-long classes
For WMU students, staff and community that range from $3.20 to $7.00.

**Challenge Yourself**
Each camp is one week each, beginning June 23
Students entering grades 6 to 12, including 2014 graduates
Residence hall facilities on the WMU campus
$1,265 for residents who live on-campus
$1,050 for students who live off-campus
Competitive scholarships are available.

**Music Seminar for High School Students**
July 13 through 26
• brass
• woodwind
• percussion
• string
• vocal/choral
• keyboard
Students in grades 9 to 12, including 2014 graduates
Residence hall facilities on the WMU campus
$1,265 for residents who live on-campus
$1,050 for students who live off-campus
Competitive scholarships are available.

**Keith Hall Summer Drum Intensive**
June 16 through 21 and June 23 through 28
Various dates and levels
Clayton Center
$215 Renaissance Hall housing and meals / $625不住在大学的课程包括$550
Final concerts are Friday and Saturday at the Union Cabaret and Grille in downtown Kalamazoo.

**Third Coast Writing Project for Young Writers**
June 16 through 27
• Twisted Tales (students age 8 to 10)
• Writers’ Toolbox (students age 11 to 14)
Monday through Friday
6:30 a.m. to 2:30 p.m.
Brown Hall
$90 includes computer, text, tools and writing supplies

**Aviation**
June 22 through 27 and July 20 to 25
July 13 through 18
Students aged 13 to 17
Residence hall facilities on the WMU campus
$1,500
$250 deposit due May 27 minus a $250 deposit due June 20

**High School Students**
July 13 through 18
Students aged 13 to 17
Residence hall facilities on the WMU campus
$1,500
$250 deposit due May 27 minus a $250 deposit due June 20

**Gear up**
June 15 through 25
One of the following high schools: Bay City, Benton Harbor, Pennfield, Richland or Kalamazoo Central
Students will have the opportunity to apply to the following
• Engineering Academy
• Aviation Academy
• Fine Arts Academy (June 15-19)
• Health Academy
• Business Academy
• Education Academy (June 22-25)

**Young readers: McGinnis Reading Center and Clinic**
June 24 through Aug. 1 (2014)
Students in grades kindergarten through 8
Monday through Friday
9 a.m. to 3 p.m.
411 Sager Hall
$25 registration fee
$25 per week
Certified teachers provide reading and writing instruction and guidance for students with reading and writing deficits.

**Build Your Own Microcontroller Weather Station**
June 23 through 27
$250

**Aerospace Engineering: The Sky is Not the Limit**
Aug. 18 through 22
$250

**Upward bound**
June 23 through Aug. 1
Students in grades 9 to 12
In the Upward Bound Program, low-income, first-generation college students build the skills they need to succeed in college.

**Bronco Hockey Complete I**
July 28 through Aug. 1
$3900

**Bronco Hockey Complete II**
Aug. 4 through 8
$3900

**Bronco Hockey Elite**
Aug. 11 through 15
$3900

**Bronco Men's Soccer Spring Prospect**
April 5
$125

**Bronco Women's Soccer for High School Teams**
Feb. 28 through March 9
$80

**Bronco Football Coaches Clinic**
March 21 through 22
$80

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July 13 through 18
Students aged 13 to 17
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$1,500
$250 deposit due May 27 minus a $250 deposit due June 20

**Advanced Aviation**
July 13 through 18
Students aged 13 to 17
Residence hall facilities on the WMU campus
$1,500
$250 deposit due May 27 minus a $250 deposit due June 15

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One of the following high schools: Bay City, Benton Harbor, Pennfield, Richland or Kalamazoo Central
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WMU Summer Camps Promotion 2014

News Release
To be drafted/sent by University Relations

Website
Enrollment Management to write, create, and launch.
Website will provide info by topic, title, date, and A-Z.
Website to have PDF of flyer.

Flyer (Q=1,000)
University Relations will design.
Enrollment Management will pay for.
Uses of Flyer:
- 25 x 12 (300) For Admissions Assistant Directors
- 200 For Academic College recruiters (50x4)
- 100 Among departments hosting Summer camps
- 25 KC-COPs
- 25 KACAN Meeting
- 20 Monthly Recruitment Meeting
- 330 Extra

E-mail to High School Counselors
Admissions to create/send (proposed).

EM-DASH
Story with a link

Monthly Recruitment Meeting
Flyer to be distributed
<table>
<thead>
<tr>
<th>Topic</th>
<th>Department</th>
<th>Camp Title</th>
<th>Start</th>
<th>End</th>
<th>Costs</th>
<th>AgeL</th>
<th>AgeH</th>
<th>GradeL</th>
<th>GradeH</th>
<th>URL</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kids</td>
<td>Children's Place Learning Center</td>
<td>Campus Kids Summer Program</td>
<td>2014-06-09</td>
<td>2014-08-29</td>
<td>40</td>
<td></td>
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<td></td>
<td></td>
<td><a href="http://www.wmich.edu/childcare/campuskids.html">http://www.wmich.edu/childcare/campuskids.html</a></td>
<td>Free to kids currently enrolled in Children's Place.</td>
</tr>
<tr>
<td>Engineering</td>
<td>Aerospace Engineering</td>
<td>The Sky is Not the Limit</td>
<td>2014-08-18</td>
<td>2014-08-22</td>
<td>325</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td><a href="http://www.wmich.edu/engineer/events/camps.html">http://www.wmich.edu/engineer/events/camps.html</a></td>
<td></td>
</tr>
</tbody>
</table>
WMU College of DuPage (COD) Recruitment Plan
V 1.2 | March 2014

ALIGNMENTS
Alignment to WMU Strategic Plan: 4.1b

Alignment to WMU Academic Affairs Strategic Plan:
Strategy 2.4: Increase and refine recruiting efforts to include regional, national, and international emphases

STRATEGIC GOALS, OBJECTIVES, TACTICS, AND MEASURES

Goal: To increase enrollment from the College of DuPage from 7 in Fall 2013 to 30 by Fall 2016 and 50 by Fall 2018.

<table>
<thead>
<tr>
<th></th>
<th>Objectives</th>
<th>Individual Responsible</th>
<th>Tactics</th>
<th>Measures</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Appoint a COD lead person</td>
<td>Jill Hamilton?</td>
<td></td>
<td></td>
<td>Rebecca has scheduled her visit.</td>
</tr>
<tr>
<td>2</td>
<td>Conduct a piloted, preliminary visit in April 2014</td>
<td>Rebecca Monterusso</td>
<td></td>
<td></td>
<td>Complete.</td>
</tr>
<tr>
<td>3</td>
<td>Be added to COD's distribution list for invitations to colleges for visits</td>
<td>Christopher Tremblay</td>
<td></td>
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</tr>
<tr>
<td>4</td>
<td>Review COD AA/AS graduation requirements to see how coursework aligns</td>
<td>Laura Decker, Ken Schaefer</td>
<td></td>
<td></td>
<td>Laura Decker completed a preliminary review.</td>
</tr>
<tr>
<td>5</td>
<td>Create a COD web microsite like we have for our other CCs</td>
<td>Scott Puckett, Jill Hamilton</td>
<td></td>
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</tr>
<tr>
<td>6</td>
<td>Invite COD reps to C4 event</td>
<td>Jill Hamilton</td>
<td></td>
<td></td>
<td>In progress.</td>
</tr>
<tr>
<td>7</td>
<td>Regularly visit COD every semester</td>
<td>New Chicago representative and Academic College Recruiters (as determined)</td>
<td></td>
<td></td>
<td>To begin in Fall 2014.</td>
</tr>
<tr>
<td>#</td>
<td>Task Description</td>
<td>Responsible Party/Contact Details</td>
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<td>8</td>
<td>Incorporate COD responsibilities into the Chicago recruitment representative's role</td>
<td>Donna St. John</td>
<td></td>
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<tr>
<td>9</td>
<td>Conduct a focus group with current COD students</td>
<td>Steve Miller &amp; Jill Hamilton</td>
<td></td>
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<tr>
<td>10</td>
<td>Visit with WMU Deans and COD Deans in Chicago</td>
<td>Christopher Tremblay to work with respective Deans</td>
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<tr>
<td>11</td>
<td>Connect with Pride Alliance student organization in connection to our LGBT Recruitment Plan</td>
<td>TBD</td>
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<tr>
<td></td>
<td></td>
<td>Alex Susienka making contact.</td>
<td></td>
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<tr>
<td>12</td>
<td>Connect with the Veterans Office</td>
<td>Tracy Quaeda?</td>
<td></td>
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</tr>
<tr>
<td>13</td>
<td>Add WMU links to the COD website</td>
<td>Christopher Tremblay</td>
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<tr>
<td></td>
<td></td>
<td>Expected to be completed by COD by May.</td>
<td></td>
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<tr>
<td>14</td>
<td>Connect LHC Dean to Associate Provost in charge of Honors Program at COD</td>
<td>Christopher Tremblay</td>
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<td></td>
<td></td>
<td>Complete.</td>
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<tr>
<td>15</td>
<td>Obtain COD Transfer Progress Reports from IR</td>
<td>Christopher Tremblay, Tracy Pattok</td>
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<tr>
<td></td>
<td></td>
<td>Requested from IR.</td>
<td></td>
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<tr>
<td>16</td>
<td>Create Transfer Guides for certain majors</td>
<td>Ken Schaefer</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Identify programs that match with WMU (n=15) (Accounting, CIS, Criminal Justice, Early Childhood, Fashion Merchandising, Graphic Design, Health Info Tech, Nursing, Speech Language, Interior Design, Management, Marketing, Theater, Music, Dance)</td>
<td></td>
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<tr>
<td>17</td>
<td>Run Transfer Credit Evaluations for all currently enrolled COD students to determine how many credits each student transferred and/or if Associate Degree was conferred</td>
<td>Jill Hamilton</td>
<td></td>
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<tr>
<td>18</td>
<td>Research how to offer Honors Program Transfer Scholarships</td>
<td>Jill Hamilton</td>
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<td></td>
<td></td>
<td>Send an e-mail to <a href="mailto:Christopherd@cod.edu">Christopherd@cod.edu</a></td>
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<tr>
<td>19</td>
<td>Make contact with PTX Chapter advisors</td>
<td>Jill Hamilton</td>
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<tr>
<td>20</td>
<td>Obtain list of current Fall 2014 inquiries from COD from EMAS</td>
<td>Jill Hamilton</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>21</td>
<td>Obtain master list of all COD enrollees from all semesters (not just Fall)</td>
<td>Jill Hamilton</td>
<td></td>
<td></td>
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<tr>
<td>22</td>
<td>Review DuPage courses for potential transferability to WMU</td>
<td>Ken Schafer, All Academic Departments</td>
<td></td>
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</tr>
</tbody>
</table>
Out of State Students (Non-Michigan Residents)

Western Michigan University offers services and scholarships to assist out-of-state students with the transition from their home state to WMU. We offer two scholarships specifically geared toward out-of-state students as well as an opportunity to apply for in-state residency after your first year at WMU. If you have additional questions about the links below, please contact Admissions at (269) 387-2000.

In-State Residency Information and Application
The residency policy at WMU allows students from out-of-state to become eligible for Michigan residency after 12 consecutive months of living in Michigan. Students may apply for in-state resident status by completing a residency application. Click here for more information and the application. For questions, contact wmu-residency@wmich.edu or call (269) 387-2386.

Washington DC Tuition Assistance Grant (DC TAG)
(For residents of the District of Columbia only)
DC TAG provides up to $10,000 toward the difference between in-state and out-of-state tuition at WMU. Click here for more information about this grant.

Out-of-State Student Scholarships
- Presidential Gold Scholarship (for first-year students)
- Presidential Silver Scholarship (for first-year students)
- Non-Michigan Resident Comm. College Transfer Scholarship

Find your Admissions representative
- Illinois
- Indiana
- Ohio
## FTIAC Funnel

<table>
<thead>
<tr>
<th>Date</th>
<th>FTIAC Admits</th>
<th>FTIAC Deposits</th>
<th>% of Class Deposited</th>
<th>FTIAC Housing Contracts</th>
<th>% of Class with Housing Contract</th>
<th>FTIAC Orientation RSVPs</th>
<th>% of Class with Ori RSVPs</th>
<th>D&amp;H</th>
<th>%</th>
<th>D&amp;O</th>
<th>%</th>
<th>H&amp;O</th>
<th>%</th>
<th>All 3</th>
<th>%</th>
<th>At Least 1 of the 3</th>
<th>%</th>
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<tbody>
<tr>
<td>2/14/2014</td>
<td>10,021</td>
<td>1,019</td>
<td>10%</td>
<td>586</td>
<td>6%</td>
<td>457</td>
<td>5%</td>
<td>411</td>
<td>4%</td>
<td>311</td>
<td>3%</td>
<td>275</td>
<td>3%</td>
<td>211</td>
<td>2%</td>
<td>NA</td>
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<tr>
<td>2/25/2014</td>
<td>10,242</td>
<td>1,157</td>
<td>11%</td>
<td>802</td>
<td>8%</td>
<td>670</td>
<td>7%</td>
<td>349</td>
<td>3%</td>
<td>201</td>
<td>2%</td>
<td>95</td>
<td>1%</td>
<td>341</td>
<td>3%</td>
<td>1,502</td>
<td>15%</td>
</tr>
<tr>
<td>2/28/2014</td>
<td>10,316</td>
<td>1,193</td>
<td>12%</td>
<td>857</td>
<td>8%</td>
<td>725</td>
<td>7%</td>
<td>594</td>
<td>6%</td>
<td>511</td>
<td>5%</td>
<td>472</td>
<td>5%</td>
<td>365</td>
<td>4%</td>
<td>725</td>
<td>7%</td>
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<td>10,514</td>
<td>1,259</td>
<td>12%</td>
<td>953</td>
<td>9%</td>
<td>861</td>
<td>8%</td>
<td>664</td>
<td>6%</td>
<td>595</td>
<td>6%</td>
<td>575</td>
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<td>445</td>
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<td>1107</td>
<td>10%</td>
<td>1096</td>
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<td>767</td>
<td>7%</td>
<td>745</td>
<td>7%</td>
<td>750</td>
<td>7%</td>
<td>565</td>
<td>5%</td>
<td>761</td>
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### Goal
- **3,400 FTIACs (domestic and international)**
- **17% Percent of 3400 Goal Met** (based on students completing all 3 steps: housing, deposit, orientation)

D and H=Submitted Deposit and Housing Contract
D and O=Submitted Deposit and Orientation Reservation
H and O=Submitted Housing Contract and Orientation Reservation
<table>
<thead>
<tr>
<th>College</th>
<th>Date</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>Aviation</td>
<td>March 26</td>
<td>TBD</td>
</tr>
<tr>
<td>Education</td>
<td>March 27</td>
<td>Noon to 8 pm</td>
</tr>
<tr>
<td>Business</td>
<td>April 1</td>
<td>8 am to 5 pm</td>
</tr>
<tr>
<td>Arts and Sciences - Pre</td>
<td>April 2</td>
<td>1 pm to 6 pm</td>
</tr>
<tr>
<td>Health/Pre Med</td>
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<td></td>
</tr>
<tr>
<td>Arts and Sciences General</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>Psychology</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>Paper Engineering</td>
<td>TBD</td>
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</tr>
</tbody>
</table>
Coordinated Recruitment Strategies

How it all began...

- Admissions relationships with:
  - CEAS, HCoB, Aviation
- Admissions receives inquiry data from department recruitment efforts
- Establish the submission of inquiry information from all academic colleges and selected departments
- Admissions develops process to share student inquiry information

CRM

- EMAS = Enrollment Management Action System
- CRM = Client Resource Management
- Recruitment database - Used by Admissions for over 15 years
  - Mailing publications, letters, postcards
  - Tele-counseling
  - email campaigns (since 2010)
Quick facts about EMAS database

- Active recruitment records = 235,000+
- Annual mailings = 250,000+
- Annual telephone recruitment = 100,000+
- Annual email campaigns = 600,000+

Overview

- Used throughout the enrollment funnel
  - Prospect (Stage 1) 155k
  - Inquiry (Stage 2) 63k
  - Applicant (Stage 3)
  - Decisioned (Stage 4)
  - Confirmed (Stage 5)
  - Enrolled (Stage 6)

Next Steps

- Collect necessary information
- Finalize inquiry process
- Communicate strategy to appropriate WMU leadership
- Develop and schedule training
Why Big Growth Starts with Killing Ideas

Ideas alone are failing us! Opportunity Thinking™ begins with killing the notion that ideas are the starting place for growth. Defining the opportunity first leads to bigger ideas that win and increases the odds for success.

Opportunity Thinking™ is a new approach to innovation developed by Dr. Pam Henderson, a former faculty at Carnegie Mellon University, co-founder and CEO of NewEdge, Inc. and author of You Can Kill An Idea, But You Can’t Kill An Opportunity.

Opportunity Thinking™ is a creative journey that taps six sources - market forces, business models, technology, organizations, environments, and design to discover big places to play. The approach has transformed the way companies and organizations - from Fortune 500 to start-ups to non-profits - find big ideas that win and create sustainable growth.

Following Dr. Henderson's presentation, she will be joined on stage by local entrepreneurs and an intrapreneur for a spirited conversation on seizing opportunities.

Panelists:

Heather Isch
Vice President
LKF Marketing

Greg Miller
Senior Director, Global Category Innovation
Kellogg

Ernie Pang
Founder and Chief Simple Officer
Simply Eight

Dr. Pam Henderson
CEO, NewEdge, Inc. and author
You Can Kill An Idea, But You Can’t Kill An Opportunity

Mar. 21
7:30 - 9:30 a.m.
Western Michigan University
The Fetzer Center
2350 Business Court, Kalamazoo, MI 49008

Inforum Member - $30; Non-Member - $45
SPECIAL OFFER: $20 Western Michigan University students, faculty, administration and friends (promo code: WMUMAR21)
(includes breakfast and panel discussion)

Register: https://www.inforummichigan.org/events/why-big-growth-starts-killing-ideas-sw

Inforum is one of the few professional organizations in the country – and the only one in Michigan – that combines strategic connections, proven professional development programs, a respected forum for new ideas, and original research to accelerate careers for women and boost talent initiatives for companies.

Contact: Melissa Hattle, 313.578.3230 mhattle@inforummichigan.org
www.inforummichigan.org