WMU Monthly Recruitment Meeting
August 12, 2014, 3-4:30pm
204 Bernhard Center

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

Welcome
Sharon Van Dyken, Director of Academic Advising, College of Aviation

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
Military & Veteran Affairs
Parent and Family Programs
Undergraduate Admissions
University Relations

Strategizing Sessions:
Aviation and Fine Arts Update (15 minutes each)

Discussion:
Admissions Related Conferences
Yield Summit?
Absences in September due to Fall Recruitment Travel
WMU Rankings Summary [draft]

Best Practices
Career Parents – Lynn Kelly-Albertson (30 minutes)

ALL FUTURE MEETINGS
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
Jan. 6, 2015 – 204 BC, 3-4:30pm
Feb. 17, 2015 – 204 BC, 3-4:30pm
Mar. 17, 2015 – 204 BC, 3-4:30pm
Apr. 21, 2015 – 204 BC, 3-4:30pm
May 26, 2015 - 204 BC, 3-4:30pm
June 2015 – no meeting (Orientation)
July 7, 2015 – Strategizing Session 1 – 208
Bernhard Center, 1-5pm
Aug. 4, 2015 – Strategizing Session 2 – 208
Bernhard Center, 1-5pm
College of Aviation
Recruitment Activities – September 2014 – August 2015

Goals for incoming students: 350
- The College of Aviation has been charged with doubling their enrollment. To accomplish this, the CoA’s Recruitment and Outreach department has adopted its quest for 350. The goal of the department is to have 350 new students entering the College of Aviation each year. This number will be comprised of FTAC, Transfer, and International students.

New Initiatives
- Growth of the CoA presence at the FFA conference
- Expansion into the Florida market
  - Attending NACAC fairs
  - Continued presence at Sun ‘n Fun
- Expansion of aviation camps offered
- Increased communication with aviation specific programs nationwide, coupled with possible visits and establishment of pipeline into the WMU program.

Communication Strategy
- Using Hubspot, prospective students are put into a workflow system where we can manage automated communications, along with personal touches along the way. Working the interested candidates, they will be worked from general inquiry, providing additional content to nurture the relationship and continue interest in aviation and Western Michigan University. Through managing these contacts, interested students will be encouraged to tour the College of Aviation and WMU. This will be followed by the submission of an application and ultimately enrollment into the University.
- Both print and electronic media will be used to foster this relationship between the interested student and the College of Aviation.
- Email correspondence and phone calls are in place to communicate with students as they move down the sales funnel.

National College Fairs
- NACAC – Cincinnati Sunday, September 14
- NACAC – Indianapolis Tuesday, September 16
- NACAC – Louisville Sunday, September 21
- NACAC – Chicago Saturday, September 27
- NACAC – Milwaukee Sunday, September 28
- NACAC – Minnesota Tuesday – Wednesday, October 7 – 8
- NACAC – Jacksonville Saturday, October 11
- NACAC – Orlando Sunday, October 12
- NACAC – Philadelphia Sunday, October 26
- NACAC – Baltimore Monday – Tuesday, October 27 – 28
- Future Farmers of America Wednesday – Saturday, October 29 – November 1
- NACAC – Pittsburgh Thursday – Friday, February 5 – 6, 2015
- NACAC – Louisville Saturday, February 21
- NACAC – Buffalo Wednesday – Thursday, March 18 – 19, 2015
- NACAC – Atlanta Sunday, March 22, 2015
- NACAC – West Michigan Wednesday, April 1, 2015
- NACAC – Boston Thursday – Friday, April 9 – 10, 2015
- NACAC – Cleveland Sunday, April 12, 2015
Other College Fairs
- Air National Guard – Battle Creek  Saturday, September 20
- Air National Guard – Battle Creek  Spring, 2015

Outreach Activities
- Major Excitement – Main Campus  Thursday, September 18
- Dudley Elementary Night of Flight  Thursday, September 25
- High on Kalamazoo Balloon Fest  Friday – Sunday, September 26 – 28
- WMU Education Day  Saturday, November 15
- Great Lakes Aviation Conference  January 23 – 24, 2015
- Women in Aviation National Conf  March 5 – 7, 2015
- Ohio Aviation Maintenance Symp  March, 2015 (tentatively)
- Aviation Outlook Day  Friday, April 3, 2015
- College Nights in Kalamazoo  Tentative – Date TBD
- Battle Creek Sophomore Future Trach  Tentative – Date TBD
- Sun n’ Fun, Lakeland, FL  April 21 – 26, 2015
- Various Elementary and Middle School Outreach and Field Trips
  - Dates and Schedule TBD
  - Prairie Ridge Elementary
  - King Westwood
  - Washington Writers’ Academy
  - Godwin Middle School Aviation Experience
- Girl Scout Aviation Weekend  Date TBD
  - Girl Scout overnight at the College of Aviation
- Regional Airline Association Conv  2015 Date TBD
- Air Zoo – Science Innovation Hall of Fame  2015 Date TBD
- Non-Traditional Career Fairs
  - Coordinated through the Calhoun Intermediate School District
  - Eight to twelve different middle schools attend these events
  - Approximately six to eight different sessions
- Caledonia High School Visit and Tour  June, 2015
- Metro Detroit Youth Day  2015 Date TBD
- EAA AirVenture, Oshkosh  July 20 – 26, 2015
- Organization of Black Aerospace Conf  August 12 – 14, 2015
- Air Zoo Girls and Boys STEM Acad  2015 Date TBD
- Oshtemo Family Fun Day  2015 Date TBD
- Constantine Back to School Fair  2015 Date TBD
- Thunder Over Michigan Air Show  August 29 – 30, 2015

Career Days
- MIAT Career Day  2014-15 Date TBD
- Aviation Day for Michigan Teachers  2014-15 Date TBD (Tentative)
- Kent Career Tech Center Career Day  2014 Date TBD
- Marquette University High School (Possible)  Friday, February 27

WMU Supported Events
- Open Houses
  - Participating as a presenter and exhibitor
  - Offering tours of the CoA campus
- STEMulating Careers Event – MLK Celebrations
• Medallion Scholarship Competition
  o Participating as an exhibitor
  o Offering tours of the CoA campus
• Multicultural Leaders Scholarship
  o Participating as an exhibitor
  o Offering tours of the CoA campus
• Admitted Student Events
  o Participating as a presenter
  o Offering tours of the CoA campus
• Junior Spotlight Events
• College Week Live Chats Dates TBD
• Orientation
  o Parent and Family Mixers
  o CoA Event on Day 2

Aviation Specific High School Presentations
• West Michigan Aviation Academy
  o Monthly lunch visits
  o Scheduled Tours
  o Junior Flight Team
  o WMAA Leaders of Tomorrow GALA
• Davis Aerospace Technical High School
  o Monthly lunch visits
  o Junior Flight Team
• Education for Employment – Air Zoo
  o Semester presentations
  o Scheduled Tours
  o Junior Flight Team
• Calhoun Area Career Center
  o Semester presentations
  o Scheduled Tours
  o Junior Flight Team
• Kent County Career Center
  o Semester presentations
  o Scheduled Tours
  o Junior Flight Team
• Howell High School
  o Semester presentations
  o Crosswinds Aviation

Aviation Summer Camps
• MI Gear Up Summer Aviation Camp - Support
• Beginning Aviation Camp Dates TBD, June and July 2015
• Advanced Flight Camp Date TBD, July 2015
• Advanced Maintenance Camp Date TBD, July 2015

Lunch High School Visits (To be coordinated with Office of Admissions)
• Kalamazoo, Calhoun, Van Buren, Allegan counties
• Fall semester
• Spring semester

Kit Fox Events
• Anybody that asks!
College of Fine Arts
Campus-Wide Recruitment Update
Prepared for Recruitment Strategizing Session – August 6, 2014

What are your goals for incoming student enrollments: FTIAC, Transfer, Graduate, International?

Three units in the College of Fine Arts – Dance, Music, and Theatre – are at their capacity and goals for enrollment are to maintain current enrollment numbers. The School of Art has capacity available and efforts are being facilitated to strengthen recruiting efforts to fill that space.

What new initiatives are you launching this year?

The College of Fine Arts is enlarging its focus on recruiting in Texas. The purpose of the Texas Recruiting initiative is to get ahead of the decline in high school graduates that is anticipated in our region over the next decade. We are looking to develop an on-going presence in Texas that will result in the CFA having 10 students from that region in the college on a continuous basis with a goal of enrolling 10 students by Fall 2016 and maintaining that level for the future.

Our efforts to attract that number of new students will be focused on four targeted activities:

1. Consistently attend established auditions/portfolio reviews;
2. Direct mail campaign;
3. Continue to build relationship with arts teachers and administrators in the area;
4. Leverage CFA alumni teaching in Texas.

See Appendix A for further details.

Describe your communication plan components (with a focus on inquiries, applicants, admits)

- This should include print and electronic examples.

To date, the CFA has not had college-wide marketing pieces but each individual unit has developed its own. With the planned hiring of a full-time marketing professional to be based in the dean’s office, promotion materials will be centralized and strengthened. Additionally, it is planned that this individual will coordinate college recruitment efforts.

Individual units have maintained their own contacts with prospective students and applicants, and have been directed on how to forward this information to the office of admissions for input of prospective student contact data into EMAS.

What off-campus events are you attending? (i.e., college fairs)

The College of Fine Arts is planning to have a presence for the first time at several of the Performing and Visual Arts College Fairs on the NACAC circuit, as these students have self-selected the arts as their major so they fit our recruiting profile better.

Selected events include:

Chicago Performing and Visual Arts Fair scheduled at DePaul University on Sunday, September 21: 1:00 to 3:30 pm.

As in the past, we are also planning to attend the Interlochen Performing and Visual Arts Fair on Sunday, October 12 from 1:00 to 3:00 pm.

Additionally, we may explore the St. Louis Fair (Monday, September 22: 7:00 to 9:00 pm) and/or Cincinnati Fair (Monday, October 13 from 7:00 to 9:00 pm).
What specific transfer recruitment initiatives are you implementing?
CFA attends the KVCC transfer fairs and has well-developed articulation agreements with GRCC.

What events are you hosting? (i.e., visit program, open house, tour of your facility)
- Include pre-/post event communication efforts
Each unit of the College of Fine Arts facilitates on campus audition/ portfolio days focused on recruiting new students into the program. Additionally most units host various events that contribute to attracting students to WMU including the Saturday Morning Art program and the various music days hosted by the School of Music.

What outreach are you doing? (i.e., special group visits, presentations off-campus)
The College of Fine Arts is continuously engaged in presenting to off campus audiences and utilize these events, both students and faculty lead, to highlight WMU as a competitive choice for college.

What specific efforts for yield are you planning to do? (i.e., calls, events, campaigns, etc.)
Due to the competitive entrance requirements for the College of Fine Arts, our units tend to experience less melt that other units. Additionally, we tend to build stronger relationships with our new students and keep communication open and frequent. With most CFA programs maintaining waiting lists of interested students, vacancies are able to be filled quickly.
# Admissions-Related Conferences 2014-2015

<table>
<thead>
<tr>
<th>Conference</th>
<th>Dates</th>
<th>Location</th>
<th>Attending</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMAS Pro National Conference</td>
<td>June 17-19, 2014</td>
<td>Charlotte, NC</td>
<td>Dave Longjohn, Jon Orweller, Lorrie Racine</td>
</tr>
<tr>
<td>ACT Enrollment Planners Conference</td>
<td>July 23-25, 2014</td>
<td>Chicago</td>
<td>Mo Salinas, Andre Carr (Sarah Drabik)</td>
</tr>
<tr>
<td>Aligning Experts Summit</td>
<td>July 21-23, 2014</td>
<td>Chicago</td>
<td></td>
</tr>
<tr>
<td>MACRAO New Professionals Workshop</td>
<td>August 7-8, 2014</td>
<td>Lansing</td>
<td>Ashley McCann, Erin Leigh</td>
</tr>
<tr>
<td>NACAC National Conference</td>
<td>September 18-20, 2014</td>
<td>Indianapolis</td>
<td>Donna St. John, Scott Hennessy</td>
</tr>
<tr>
<td>Indiana ACRAO</td>
<td>October 20-21, 2014</td>
<td>Ft. Wayne, IN</td>
<td></td>
</tr>
<tr>
<td>AACRAO SEM Conference</td>
<td>October 26-29, 2014</td>
<td>Los Angeles</td>
<td>Christopher Tremblay</td>
</tr>
<tr>
<td>IACRAO</td>
<td>October 29-31, 2014</td>
<td>Alsip, IL</td>
<td></td>
</tr>
<tr>
<td>National Orientation Directors Association Conference (NODAC)</td>
<td>November 2-5, 2014</td>
<td>Orlando</td>
<td>Steve Booher</td>
</tr>
<tr>
<td>WACRAO Conference</td>
<td>November 5-7, 2014</td>
<td>Green Bay, WI</td>
<td></td>
</tr>
<tr>
<td>MACRAO Conference</td>
<td>November 5-7, 2014</td>
<td>Boyne Falls, MI</td>
<td></td>
</tr>
<tr>
<td>Michigan Pre-College and Youth Outreach Conference</td>
<td>November 16-17, 2014</td>
<td>WMU</td>
<td>Ashleigh, Erin, Shaun, New Transfer Coordinator?</td>
</tr>
<tr>
<td>Collegiate Information and Visitor Services Association (CIVSA) Annual Student Conference</td>
<td>January 9-11, 2015</td>
<td>Lexington, KY</td>
<td>As many as possible!</td>
</tr>
<tr>
<td>National Institute for the Study of Transfer Students</td>
<td>February 4-6, 2015</td>
<td>Atlanta</td>
<td>New Transfer Coordinator?</td>
</tr>
<tr>
<td>Indiana IACAC Spring Congress</td>
<td>February 25, 2015</td>
<td>Indianapolis</td>
<td></td>
</tr>
<tr>
<td>ACT State Conference</td>
<td>TBD</td>
<td>Lansing</td>
<td></td>
</tr>
<tr>
<td>MACAC Annual Conference</td>
<td>March 26-27, 2015</td>
<td>Kalamazoo</td>
<td>As many as possible!</td>
</tr>
<tr>
<td>Ellucian Live</td>
<td>April 11-15, 2015</td>
<td>New Orleans</td>
<td>Marcy?</td>
</tr>
<tr>
<td>Michigan College Access Network Conference</td>
<td>April 12-13, 2015</td>
<td>Lansing</td>
<td>Andre Carr?</td>
</tr>
<tr>
<td>AACRAO Annual Conference</td>
<td>April 12-15, 2015</td>
<td>Baltimore</td>
<td>Marcy? Christopher?</td>
</tr>
<tr>
<td>WACAC MIDW Conference</td>
<td>May 2015?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IACAC Conference</td>
<td>???</td>
<td>???</td>
<td></td>
</tr>
<tr>
<td>Collegiate Information and Visitor Services Association (CIVSA) Annual Conference</td>
<td>June 3-6, 2015</td>
<td>Nashville</td>
<td></td>
</tr>
<tr>
<td>MACRAO Summer Summit</td>
<td>Summer 2015</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AACRAO Technology and Transfer Conference</td>
<td>July 12-14, 2015</td>
<td>Austin, TX</td>
<td>New Transfer Coordinator?</td>
</tr>
<tr>
<td>EDUWeb</td>
<td>August 2015</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Western Michigan University rankings and pride points

Overall
- One of 147 public research universities as designated by Carnegie
- Listed by U.S. News & World Report as one of top national universities for 23 consecutive years
- One of 101 public colleges and universities granted a chapter of Phi Beta Kappa
- Annually listed by Princeton Review as one of the Best Midwestern College
- Only Michigan university listed for four consecutive years by Military Times' EDGE Magazine as a "Best for Vets" school (2011-2014)
- Since 2009, annually listed as a Military Friendly School by GI Jobs magazine
- 2013 and 2014 (will be announced Sept. 16) INSIGHT Into Diversity Higher Education Excellence in Diversity--HEED--Award
- One of Money magazine's Best Colleges for Your Money (2014)
- No. 5 on "Best Bang for the Buck" list of top-12 best values in higher education in the nation by PolicyMic (2013)

Sustainability
- 2014 Climate Leadership Award from Second Nature
- 2014 Gold rating from STARS--the Sustainability Tracking, Assessment and Rating System
- 2013 Detroit Free Press Michigan Green Leader
- Recognized by the Sustainable Endowments Institute as one of 80 national campus sustainability leaders
- Nine LEED-certified buildings on campus with a dozen still in the certification process
- Most extensive electric vehicle charging network of any campus in Midwest

Individual programs--undergraduate
- Accountancy--among a select 1 percent of business schools worldwide that have received specialized AACSB accreditation for their accountancy programs.
- Aviation--among the top three such programs in nation, with a flight team that won the 1983, 1998 and 2002 National Intercollegiate Flying Association championships
- Engineering management--named one of top three such programs in the nation in 2006 by the American Society for Engineering Management and ranked among the top five for five consecutive years.
- Food and consumer goods marketing--program is home to the nation's largest annual gathering of food marketers and enjoys a near 100 percent placement rate.
- Industrial and entrepreneurial engineering--first and only such program in the nation accredited by ABET, the Accreditation Board for Engineering and Technology
- Integrated Supply Management--5th in nation (Gartner Report 2014)
• Jazz studies—one of top three schools in U.S. for DownBeat awards
• Lee Honors College—one of oldest honors programs in U.S. with student credentials that rival ivy league
• Music—designated an All-Steinway School in 2013 by the renowned keyboard company
• Nonprofit Leadership—American Humanics named WMU’s program the top such program in the nation in 2010
• Paper and printing—WMU is the only college or university in the world where you can go from paper pulp to the printed page on one campus
• Sales and business marketing—considered one of the best sales programs in the country, and has been named a "Top University Sales Program" by the Sales Education Foundation
• Theatre—has received top honors at the prestigious American College Theater Festival at the Kennedy Center in Washington, DC.

Individual programs—graduate rankings, U.S. News & World Report
• Audiology—45
• Occupational therapy (Kalamazoo)—21
• Occupational therapy (Grand Rapids)—36
• Physician Assistant—38 (highest in Michigan)
• Speech language pathology—35
• Rehabilitation counseling—45
• Social work—66

Other graduate program accolades
• Blindness and Low Vision Studies—the oldest and largest—and considered the premiere program of its kind—in the world. WMU wrote the book for this discipline. (U.S. News does not rank this discipline. There are only 20 schools in the U.S. with a significant program.)
• Creative writing—has had two finalists for the National Book Award over the past five years, with one taking top honors in 2010
• Engineering management—named No. 1 in nation in 2006 by the American Society for Engineering Management
• Evaluation—Evaluation Center was the first of its kind and remains one of the top such centers in the world, serving such clients as the U.S. Marine Corps; U.S. Department of Education; National Science Foundation; several state departments of education; and the Alger, Heifer, Kellogg and MacArthur foundations.
• Geosciences—tapped by the state of Michigan in 2011 to house the Michigan Geological Survey and direct the management of geological resources
• Medieval studies—home annually to the largest and most comprehensive academic gathering in the world for those who focus on the Middle Ages
• Psychology—tapped by the Michigan Legislature in 2014 to boost the state’s research and training capacity in the field of autism
• Science Education—2008, science education faculty named third most productive graduate faculty group in nation by Academic Analytics of Pennsylvania
You are our partner! We need your help to make sure your student stays focused on his/her career!

Check out these tools at www.wmich.edu

FOCUS 2.0 - Career Assessment for students and parents to take free

“What can I do with a major in...?” links to career descriptions, salaries, and necessary skills.

CareerParents is a unique online community where you will be able to get up to speed on what your student will need to do during his or her college years in order to increase the odds they will gain the skills needed for reaching their career goals. The community includes parent coaching webinars, videos, a place to post questions, and the text of three free books that can be downloaded.

87% of WMU students are engaged after graduation in a job or continuing their education, 68% of those students completed an internship. Career planning pays off!

Career and Student Employment Services http://www.wmich.edu/career/parents

Free downloads

GO WEST. W