WMU Monthly Recruitment Meeting
September 16, 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 Career & Student Employment Services!

Roundtable Updates (1 minute each) – 30 minutes
- Alumni Relations
- Arts and Sciences
- Aviation
- Business
- Career & Student Employment Serv.
- 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

Announcements
2014 TeensTALK® Report
Thursday, September 25, 2014, 2:30 pm EDT

Updates
Inquiries by Academic College
Access to EMAS
Classroom Visits

Discussion
Academic College Recruitment Materials Website
Admissions Recruitment Publications
Chicago Recruitment Plan
Grand Rapids Recruitment Plan
Kalamazoo Recruitment Plan

Best Practices
Financial Aid Packaging – Mark Delorey

ALL FUTURE MEETINGS
- 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
# 2014-2015 Calendar of WMU Career Events

West, East, Parkview and Aviation Campus Locations

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**Important Academic Calendar Dates:** Fall Semester 2014 begins on Sept. 2; final exam week is Dec. 8–12; semester ends/commencement: Dec. 13

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**Fall Semester 2014 - Career Events Managed by Career and Student Employment Services**

Ellsworth Hall | (269) 387-2745 | www.wmich.edu/career | Providing career and employer services for the colleges of: Aviation, Arts and Sciences, Education and Human Development, Engineering and Applied Sciences, Health and Human Services and Fine Arts

<table>
<thead>
<tr>
<th>CAREER EVENT</th>
<th>AUDIENCE</th>
<th>DATE</th>
<th>LOCATION</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Part-Time Job Fair</td>
<td>All students</td>
<td>July 7 – Sept. 12</td>
<td>wmiich.edu/career/virtualparttimejobfair</td>
<td>Brenda Case-Parris</td>
</tr>
<tr>
<td>Nurse Networking Day</td>
<td>Nursing majors</td>
<td>August 26, 11 a.m.-1 p.m.</td>
<td>Health &amp; Human Svrs, Oakland Dr. Campus</td>
<td>Carl Lawrence</td>
</tr>
<tr>
<td>Engineering Expo</td>
<td>Engineering and Applied Sciences</td>
<td>October 2, 10 a.m.-3 p.m.</td>
<td>Parkview Campus</td>
<td>Julie Carr</td>
</tr>
<tr>
<td>Engineering Expo Interviewing Event</td>
<td>Engineering and Applied Sciences</td>
<td>October 3, 9 a.m.-4 p.m.</td>
<td>Fetzer Center, Main Campus</td>
<td>Buffy Nespodzany</td>
</tr>
<tr>
<td>Graduate and Professional School Fair</td>
<td>All students</td>
<td>October 6, 3-6 p.m.</td>
<td>Bernhard Center Ballroom, Main Campus</td>
<td>Karen Steeno</td>
</tr>
<tr>
<td>Michigan Association of Broadcasters Career Fair</td>
<td>Communication students</td>
<td>October 9, noon-3 p.m.</td>
<td>Brown Hall, Main Campus</td>
<td>Karen Steeno</td>
</tr>
</tbody>
</table>

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**Fall Semester 2014 - Career Events Managed by The Career Center at the Haworth College of Business**

Schneider Hall | (269) 387-2711 | www.wmich.edu/business/career | Providing career and employer services for the Haworth College of Business

<table>
<thead>
<tr>
<th>CAREER EVENT</th>
<th>AUDIENCE</th>
<th>DATE</th>
<th>LOCATION</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Marketing/Sales and Business Marketing Career Night 2014</td>
<td>Marketing, Food Marketing, Sales and Business Marketing</td>
<td>October 8, 6-9:30 p.m.</td>
<td>Fetzer Center</td>
<td>Jennifer Palmatier</td>
</tr>
<tr>
<td>ISM Career Night</td>
<td>Integrated Supply Management, Industrial Engineering</td>
<td>October 8, 6-9:30 p.m.</td>
<td>Bernhard Center, West Ballroom, Main Campus</td>
<td>Alaina Parker</td>
</tr>
<tr>
<td>Business Career Day</td>
<td>All students (business focus)</td>
<td>October 9, 1-5 p.m.</td>
<td>Bernhard Center Ballroom, Main Campus</td>
<td>Alaina Parker &amp;</td>
</tr>
<tr>
<td>Business Career Day Interviews</td>
<td>All students (business focus)</td>
<td>October 10, 8 a.m.-5 p.m.</td>
<td>Bernhard Center Ballroom, Main Campus &amp; The Career Center, Schneider Hall</td>
<td>Jennifer Palmatier</td>
</tr>
</tbody>
</table>
**Important Academic Calendar Dates:** Spring 2015 Semester begins on Jan. 12; Martin Luther King Jr. Day recess is Jan. 19; spring break is March 6–13; final exam week is April 27–May 1; semester ends/commencement: May 2

**Spring Semester 2015 - Career Events Managed by Career and Student Employment Services**

Ellsworth Hall | (269) 387-2745 | www.wmich.edu/career | Providing career and employer services for the colleges of: Aviation, Arts and Sciences, Education and Human Development, Engineering and Applied Sciences, Health and Human Services and Fine Arts

<table>
<thead>
<tr>
<th>CAREER EVENT</th>
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<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Services Day</td>
<td>Social work majors</td>
<td>January, TBD</td>
<td>Health &amp; Human Srvs, Oakland Dr. Campus</td>
<td>Carl Lawrence</td>
</tr>
<tr>
<td>Career Fair</td>
<td>All students</td>
<td>February 12, 10 a.m.-3 p.m.</td>
<td>Bernhard Center Ballrooms, Main Campus</td>
<td>Buffy Nespodzany</td>
</tr>
<tr>
<td>Government and Nonprofit</td>
<td>All students</td>
<td>February 13, 2-5 p.m.</td>
<td>Bernhard Center Ballroom, Main Campus</td>
<td>Karen Steeno</td>
</tr>
<tr>
<td>Career Fair</td>
<td>All students</td>
<td>February 13, 9 a.m.-4 p.m.</td>
<td>Bernhard Center West Ballroom, Main Campus</td>
<td>Buffy Nespodzany</td>
</tr>
<tr>
<td>Career Fair Interviewing Event</td>
<td>All students</td>
<td>April 3, 9 a.m.-3 p.m.</td>
<td>Battle Creek Campus</td>
<td>Carl Lawrence</td>
</tr>
<tr>
<td>Aviation Outlook Day</td>
<td>Aviation majors</td>
<td>April 13, 9 a.m.-3 p.m.</td>
<td>Bernhard Center Ballrooms, Main Campus</td>
<td>Deveta Gardner</td>
</tr>
<tr>
<td>Education Career Fair</td>
<td>Education and Human Development majors</td>
<td>April 13, 9 a.m.-3 p.m.</td>
<td>Bernhard Center Ballrooms, Main Campus</td>
<td></td>
</tr>
</tbody>
</table>

**Spring Semester 2015 - Career Events Managed by The Career Center at the Haworth College of Business**

Schneider Hall | (269) 387-2711 | www.wmich.edu/business/career | Providing career and employer services for the Haworth College of Business

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<th>LOCATION</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Career Day</td>
<td>Business Information Systems, Telecommunications, Computer Science, IT</td>
<td>February 6, 9 a.m.-1:30 p.m.</td>
<td>Fetzer Center, Main Campus</td>
<td>Jennifer Palmatier</td>
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<tr>
<td>ISM Career Night</td>
<td>Integrated Supply Management, Industrial Engineering</td>
<td>February 11, 6-9:30 p.m.</td>
<td>Fetzer Center, Main Campus</td>
<td>Alaina Parker</td>
</tr>
<tr>
<td>Sales Career Night</td>
<td>Sales and Business Marketing, Marketing, Communication</td>
<td>February 11, 6-9:30 p.m.</td>
<td>Fetzer Center, Main Campus</td>
<td>Jennifer Palmatier</td>
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<tr>
<td>Women in Leadership</td>
<td>All students</td>
<td>March 20, Time TBD</td>
<td>Fetzer Center, Main Campus</td>
<td>Alaina Parker, Caroline Ray, &amp; Jennifer Palmatier</td>
</tr>
<tr>
<td>Food Marketing Pre-</td>
<td>Food Marketing students</td>
<td>March 30, 9 a.m.-Noon</td>
<td>Radisson Plaza Hotel</td>
<td>Jennifer Palmatier</td>
</tr>
<tr>
<td>Conference Recruiting</td>
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<td></td>
<td></td>
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</tbody>
</table>

*Calendar subject to change. Please visit website for details.*
College of Fine Arts Recruiting Update  
Sept. 16, 2014

We are registered for and planning to attend the following NACAC Performing and Visual Arts Fairs:

**Chicago Performing And Visual Arts Fair**  
DePaul University - Theatre School  
Sunday, September 21: 1:00 pm - 3:30 pm

**Interlochen Center for the Arts**  
Sunday, October 12: 1:00 pm - 3:00 pm

**Cincinnati Performing And Visual Arts Fair**  
Xavier University - Cintas Center  
Monday, October 13: 7:00 pm - 9:00 pm

We are registered for the following recruiting events in Texas and working on logistics:

*(Art) National Portfolio Days – Houston: Sat, Oct 4, 2014*  
*(Art) National Portfolio Days – Dallas: Sun, Oct 5, 2014*

We are also planning our participation at the North Texas auditions and Texas Thespian Auditions.

We meet on Monday, September 29th with Keegan and April to discuss our Chicago efforts.
Go to wmich.edu/admissions/discover
to receive further information.
PLEASE PRINT

Name ____________________________________________________________

Legal name: First/Middle initial/Last

Birth date (mm/dd/yyyy) ____________________________

Used for matching purposes only

Address _________________________________________________________

Please include Apt./St./Lot#/P.O. Box or R.R. Box, if applicable

City/State/Zip ____________________________________________________

Student email ___________________________________________________

Phone ( ) _______________________________________________________

Parent name _____________________________________________________

Parent email ____________________________________________________

Military Status:   _____ Active Duty/Currently Serving   _____ Veteran-Previously Served/Discharged   _____ Dependent or Spouse   _____ Guard or Reserves

_____ Deferred Action for Child Arrivals (DACA eligible)

Transfer students only:

Current college __________________________________________________

City ____________________________ Current GPA ______________________

Intended entry semester:

Fall (Sept.) 20 ______   Summer 1 (May) 20 ______

Spring (Jan.) 20 ______  Summer 2 (July) 20 ______

Majors (list up to three) ___________________________________________

Majors (list up to three) ___________________________________________

HSV □ CD/CN □ CCV □ CV □ SPV □ WALK-IN □ APPT □ PHONE □ ODI □
1) **Access to the EMAS system** – Dave Longjohn would like the department reps to contact Admissions tech area (david.longjohn@wmich.edu) to arrange date/time for load to their workstation. It may be most efficient to perform the installs in the Admissions department, however, for those reps without laptop stations, we can arrange to visit their office. I propose the following time blocks
   a. Tuesdays 8:00 – 1:30
   b. Fridays 11:00 – 5:00

2) **Inquiry reports** – based on feedback from departments, Dave believes the full list of fields would be most practical. That would be built with the intent of being an Excel extract. With that many fields, formatting for a nice screen displayed version would be cumbersome. The on-screen display of the Excel layout would look unattractive, but once extracted to Excel, users would have all the power of Excel at their fingertips to do with as they needed. The report will be ready by September 30, 2014.

3) **Import template/Collection of inquiries from the Academic Colleges** – we can use an Excel sheet format for the inquiry data provided from the departments. It is not necessary for all the fields to be filled. The more important fields have been shaded on the template for easier reference and I have provided more descriptive column names where that seems helpful.
<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>HS Grad Year</th>
<th>Student Type</th>
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<td>Steve</td>
<td>2014</td>
<td>BEG</td>
<td>1903 W Michigan Ave</td>
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<tr>
<td>Test</td>
<td>Dave</td>
<td>2015</td>
<td>BEG</td>
<td>Kalamazoc</td>
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<th>scentry_cd</th>
<th>shomephc</th>
<th>sworkpho</th>
<th>sphone_ext</th>
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<td>US</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td><a href="mailto:steve.boother@wmich.edu">steve.boother@wmich.edu</a></td>
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<tr>
<td>MI</td>
<td>49009</td>
<td>Kalamazoc</td>
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<th>major2</th>
<th>major3</th>
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<tr>
<th>comm01name</th>
<th>Record Notes</th>
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<tbody>
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<td>CORRECTION EMAIL</td>
<td>Test record for internal use only - dml</td>
</tr>
<tr>
<td>STOP-COMM REQUESTED</td>
<td>Just making a note for the sake of testing - DML</td>
</tr>
</tbody>
</table>
Scope of Aid at WMU
- 2013-14: a total of $269,477,974 was disbursed to WMU students
- 19,687 students received some form of financial aid
- In addition, students receive VA benefits, MET, employer paid tuition, etc.
- WMU has $23 million available in Fund 11 for scholarships and grants
  - Excludes departmental/endowed funds
  - Excludes athletic awards
  - Excludes employee and dependent remission

Types of Aid
- Loans 67%
- Grants 16%
- Scholarships 16%
- Work-Study <1%
Federal Aid

- Students must file the Free Application for Federal Student Aid (FAFSA)
- Eligibility based on need (some loans require credit worthiness)
- U.S. Department of Education defines eligibility

WMU Awards

- Athletics, Assistantships, Dependent Remission = $18 million
- Scholarships for returning students = $13 million
- Grants for returning students = $10 million
- Freshmen scholarships = $4 million
- Freshmen grants = $3 million
Private Sources
- $31 million, or 11% of the total
- Local foundations, national awards, grant funded, private loans, etc.
- Most arrive in the form of individual checks
- Largest scholarship program is Kalamazoo Promise

State of Michigan < 1%?

Financial Aid Packaging
"Packaging" refers to the process of determining a student's need and then offering as much financial aid WMU has available.
Financial Aid Packaging

• Step 1: determine the student’s "need"
• Step 2: determine if the student is eligible for a federal Pell Grant
• Step 3: determine if the student is eligible for WMU scholarship or grant
• Step 4: award as much work-study and student loan as possible
• Step 5: student may initiate parent or private loans

WMU Packaging Philosophy

• Revised in 2013 for:
  • Fall 2013 new freshmen/transfers
• Freshmen with 3.0+ HS GPA receive WMU Grant ($1,000-$4,000)
• Freshmen below 3.0 HS GPA do NOT receive WMU Grant
• Transfers do NOT receive WMU Grant

<table>
<thead>
<tr>
<th>Tier</th>
<th>EOG</th>
<th>WMU Grant</th>
<th>Federal SEOG</th>
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<tbody>
<tr>
<td>Tier 1</td>
<td>0 – 1,000</td>
<td>$4,000</td>
<td>$600</td>
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<td>Tier 2</td>
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<td>Tier 3</td>
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<tr>
<td>Tier 4</td>
<td>3,001 – 5,000</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Tier 5</td>
<td>5,001 – 7,000</td>
<td>$1,000</td>
<td></td>
</tr>
</tbody>
</table>
Packaging: Need

Budget
- EFC
Need

Packaging: Budget

Budget = total estimated cost of attending
Components:
- Tuition & fees
- Room & board
- Books & supplies
- Personal & miscellaneous

Packaging: EFC

- EFC = Expected Family Contribution
- Parent and/or student contribution
- Uses data from the Free Application for Federal Student Aid - FAFSA
- All schools use the same EFC for each student