Meeting Notes

Present: Chris Cheatham, Sarah Drabik, Donna St. John, Chris Voss, Scot Conant, Tom Thinnes, Sharon Van Dyken, Scott Vanavery, Shari Glaser, Tammi Smith, Paul Hildenbrand, Julie Nemire, Melinda Lockett, Chris Hunt, Billy Clayton, Lynn Kelly-Albertson (guest), and Christopher Tremblay, Chair

Meeting called to order at 3:05pm by Christopher Tremblay, Chair

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

Roundtable:

Arts and Sciences
Sent out summer melt postcards and just sent out parent/family communications on August 11; targeting department chairs for talking points for recruitment.

ACTION ITEM: Tammi, please provide Christopher Tremblay a copy of the parent/family communication. [DONE]

Aviation
Back from Oshkosh event, it was a big event with people from all over the world, WMU was well-represented at the event; coming up – visit to Atlanta, GA for the Black Aerospace Professional event; Oshtemo Family Fun days on August 16.

Business
Getting ready for transfer student event on August 15; recently purchased new table top displays.

Education and Human Development
Working on recruitment materials; training with Admissions; looking to start working with Lee Honors College.

Engineering and Applied Sciences
Went to Oshkosh event as well, it went very well; in the process of updating viewbooks; also attending the Oshtemo Family Fun days on August 16; having a “lunch-and-learn” with Admissions.

Enrollment Management
Purchasing a vehicle and wrap for Chicago recruitment and advertising, hope to have it this fall; transfer admits up this time from last year; lost 75 freshmen to summer melt thus far.

Fine Arts
Getting ready for academic kick-off.

Health and Human Services
Finishing up orientation; reaching out to transfer students for Friday, August 15 transfer student event; also getting ready for academic kick-off.

Military & Veterans
Working on the production of recruitment materials; talking to reservists this weekend; getting ready for the start of recruitment season; military/veteran question being added to inquiry forms.
Parent and Family
During new student move in there will once again be parent hospitality tents, feel free to stop by; will be leaving copies of the Parent & Family guide in residence halls for parents to pick up.

Undergraduate Admissions
Training will wrap-up this week; WMed tour on August 13; hosting SW Michigan counselors event at WMed as well.

University Relations
Working on media plan for mid-September; will be filming new TV spot on campus soon; Cooley announcement on August 13.

Strategizing Session Updates: Aviation and Fine Arts (handouts)

Discussion Items:
Admissions Related Conferences (Handout)
If you attend a conference, please plan to share a few points with the MRM group.
ACTION ITEM: If you are attending a conference, please let Donna St. John know.

WMU Ranking Summary (Handout)
This is just a DRAFT.
ACTION ITEM: If you have items that should be added to this list, please email to Christopher Hunt.

Best Practice
Career Parents – Lynn Kelly-Albertson (Handout)
Career Services is here to support your programs – please consider them a resource.
Career Parent resources include a community for parents to share thoughts and discussions about what it’s like for a parent of a student; the site offers webinars and digital books to help parents engage with their students.
Website: http://westernmichigancareerparents.com/

Next Meeting: Sept. 16, 2014, 3-4:30pm, 204 Bernhard Center

Meeting adjourned by Christopher Tremblay at 4:25pm

Minutes by Laura J. Decker

Summary of Action Items:
ACTION ITEM: Tammi, please provide Christopher Tremblay a copy of the parent/family communication. [DONE]
ACTION ITEM: If you are attending a conference, please let Donna St. John know.
ACTION ITEM: If you have items that should be added to [the Ranking Summary] list, please email to Christopher Hunt.