

# Recruitment Committee Meeting

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## MEETING MINUTES

**Date:** 09/20/2019

**Time:** 8:15 AM – 9:00 AM

**Place:** ECC 246

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### 1.) Call to order

Meeting was called to order by Amy Sturdivant

**Present:** *Dr. Dave Carty, Alejandra Muñoz, Amy Sturdivant, Barbara Howell, Christy Wilson, Dr. Derek Moore, Health Waldrop, Sara Bauldree, Sam Allen, Ray Winiiecki, Nate Davis, Ashley Dougan*

### 2.) Introductions of new employees/members

**3.) Review and approve previous meeting minutes dated 4/25/2019.** Christy moved to accept the minutes. Sam seconded. All in favor of approving minutes

**Nominations:** Call for volunteers for the Secretary and Vice Chair positions. No volunteers. Moved on to nominations.

Nominations for Vice Chair: Heath nominated Christy. Christy declined. Dr. Carty nominated Sarah. Sarah declined. Heath nominated Sam Allen. Sam accepted the nomination.

Nominations for Secretary: Christy nominated Barbara. Barbara accepted.

Dr. Carty moved to approve the nominations. All in favor. Passed.

### 4.) Determine purpose of Recruitment Committee

**Discussion:** Reviewed the committee responsibilities listed on the previous meeting minutes: a) review SouthArk's strategies to recruit and enroll new credit-seeking college students, providing input and guidance where appropriate, b) facilitate interdepartmental communication and collaboration on recruitment activities and principles, c) make recommendations to the Student Affairs Council, d) act upon issues referred by the Student Affairs Council

- a) What is to be discussed in meetings?
- b) What actions are required?
- c) What does the committee report on at Student Affairs Council meetings?

**Discussion:** The committee can be the facilitators of various department recruiting functions and provide input and guidance per respective departments. Also, provide input to the list of strategies provided by the marketing department. The list of strategies is a 5-year plan. The 5-year plan can be modified as technology changes. It is aligned with the Student Services and institution's 5-year plan.

Heath shared reports from last year. People can contact us on the website. We can text them and guide them through the entire process. That information also comes from campus visits and fairs. It is typical for high schools to go to college fairs offered at nearby campuses. High schools don't always have their own college fair.

Heath shared a report "Prospective Students Who Requested Contact." The report shows the number of individuals who requested contact, applied, and registered. This is the first time we collect this data, and the first year we were able to implement all but two of the strategies.

Question: What are we doing or plan to do with those who applied and did not register? Discussion resumed: There is no method to tell us why they did not register. We only have anecdotal evidence that we are losing students due to housing. Through text messaging we can get information but sometimes students are not willing to disclose. We have a high interest in Hamburg but low registration. It's 1.5 hours away. Students in Dermott are in the same situation. Even when they have scholarships, they may not register. For example, we lost 2 student ambassadors and athletes due to transportation.

According to the report, 122 individuals requested contact last year. This year, we have already exceeded that number with last week's college fair contacts.

#### **5.) Proposal for tracking recruitment activities with calendar (Amy)**

How are recruiting events shared with internal departments so they can participate?

Nate shares with the Deans via e-mail. College fairs are only attended by the recruiter. Other events can be shared with this group and Deans.

#### **6.) New business- open discussion**

Does the tracking involve students referred to advising? Heath- It is preferred that all conversations with prospects go through the recruiting office because they are equipped to follow up. Students can fill out the interest contact form at [www.southark.edu/info](http://www.southark.edu/info). We must have approval from the students to text them before we can add them to texting.

Are we telling them about the resources we have in Student Services? If we lose them it's not because of lack of financial support. We do tell them about scholarships. Discussion resumed about students' life complications affecting their enrollment.

Amy- would like to revisit these and get Adult Ed students set up in the text messaging. Dr. Moore-Jenzabar has a module but is not as efficient. The more we can use it, however, the more data we can collect to evaluate need and effectiveness.

Events- Health Science Open House Oct. 22, 4pm-6pm; Museum of Natural Science Fall Fest Oct.26; Adult Ed Open House was yesterday; Hamburg High School Career Fair Nov.13

#### **7.) Schedule next meeting**

Amy will send out Doodle Poll

#### **8.) Adjourn**

Sarah moved to adjourn the meeting. Barb seconded. All in favor.