

Recruitment Committee

Meeting Minutes

February 21, 2020

ECC Room 246

- 1) **CALL TO ORDER:** The meeting was called to order by Vice-Chair, Sam Allen at 8:18 AM.
- 2) **Roll Call:**
 - a. The following committee members were present: Sarah Bauldree, Ashley Dougan, Ray Winiecki, Nate Davis, Heath Waldrop, Dr. Derek Moore, Lillian Ellen, Sam Allen and Barbara Howell
 - b. Members excused: Lisa Antoon, Dr. Dave Carty, Donna Hendricks, Alejandra Munoz, Amy Sturdivant
- 3) **Approval of January 17, 2019 Minutes:** Sam made a motion to accept minutes. A correction was made to change the date of Smackover East campus tour from February 19 to February 18, 2020 per Way Winiecki. Sam moved to accept the minutes and seconded. All were in favor of approving the minutes.
- 4) **Old Business:**
 - a. Nate reported that six students from Junior History class were given contact cards. All six had already applied to SouthArk. He reported that Susan Spicher attended Junction City Career Day. Sixteen seniors were in attendance and two completed applications to SouthArk. Thirteen juniors completed contact cards.
 - b. Twenty-one students attended Murmil Heights.
 - c. February 12 - 27 seniors and 18 juniors attended Hermitage Day at SouthArk. Six of the seniors completed SouthArk applications. One senior (not an athlete at the collegiate level) wants to be a coach and attend SAU. With Nate's help this student is now considering SouthArk with an interest in coaching.
 - d. February 12 - Forty-Seven 10th graders from Parkers Chapel toured East Campus and Health Sciences.
 - e. February 18 - Smackover 8th graders toured East Campus.
 - f. February 20 - 280 students from Barton Junior High 8th grade toured East Campus.
- 5) **New Business – New and Upcoming Recruiting Activities**

Ray reported Recruiting Activities:

 - a. March 3rd, Ray and staff will present to approximately 300 students from Barton Junior High Career Development class.
 - b. March 19th, a Well-A-Thon will be held on for secondary students at Warren, Malvern, and local schools.
 - c. East Campus will hold Spring Fling Day.
 - d. El Dorado High School Cats Conference is scheduled for March 31st.

- e. Ray also stated that Junction City Superintendent made contact to say it would be a good idea for 10th grade students to come to SouthArk East Campus. Ray said they normally go to Junction City, but this will be a great opportunity for students to see and tour East Campus. Ray stated that he is trying to make arrangements for Smackover to tour the campus also.
- f. Nate reported that Union County College Day is scheduled for Wednesday, October 21st from 9:00 AM –Noon. He said he will reach out to Hermitage, Warren and Union Parish.
- g. Dr. Moore stated that there are meeting with various Academic Divisions to look at least three years back at enrollment and recruitment strategies.
- h. Dr. Moore also discussed Concurrent Challenge where the state will refund \$100. He said as a department and committee, students will have to have a “Student Success Plan”. SouthArk will have to align with the Student Success Plan. SouthArk will need to look at and have access to those students and their career development plan to better attract students.
- i. Ray stated that Barton students will begin a 4-year plan on Monday. Students need three class periods to come to SouthArk.
- j. Barbara stated that Barton also schedules a “Kitten Conference” which compares to El Dorado High School’s “Cat Conference”, where recruiters can make contact with the parents.
- k. Dr. Moore asked Ray if they have scheduled an Open House on East Campus. Ray said no, but said they have taken message to the parents. He asked, “How do you do intrusive advising with parents”? Heath stated that scheduling a day for parents shows no response. Ray said maybe a mandatory meeting for student and parent. He went on to say that it is hard to get parents involved for secondary education.
- l. Dr. Moore replied to Ray to get the message out to civic clubs about “What we do”. He said Smackover will have a Boys and Girls Club after school. He said civic clubs and Boys and Girls clubs are not only in El Dorado. He suggested contacting students at an early age. Dr. Moore further stated that Murphy has donated computers and someone will start teaching Coding.

6) Upcoming Events:

- a. Barbara announced that Upward Bound will have its yearly GospelFest on March 14 at St. John Missionary Baptist Church.

7) What Recruitment Strategies are Being Used

- a. Ray asked the committee how they contact parents or connect with parents. Heath suggest “direct mail. Barbara stated Upward Bound has a problem with “returned mail”.
- b. Ray asked if SouthArk has bill boards. Heath said yes; one on 167 North and two out of town. Heath went on to say that billboard advertising is not something

people will remember because they are driving. Heath stated that he has also purchased bill board targeting people over age 50. He said he has advertised on bill boards, radio, cable TV, Social media, U-tube, and everywhere. Heath said he would love to have an assistant to Help with advertising because he can not get everything done.

- c. Barbara said Upward Bound has a "New Student-Parent Orientation" in August and any department can be added to the agenda to speak.
- d. Sarah said she always thought East Campus was SouthArk's only campus. Heath said Warren students thought the same thing.
- e. Barbara asked if SouthArk could have a billboard or flashing sign at El Dorado High School games. Heath said a sports application to show and update different sports may be a possibility later. No one could tell him the usage rate.
- f. Ashley asked if we could Stream Live. Heath said he would look at the possibility.
- g. Barbara asked why SouthArk does not have logos or banners in local restaurants and businesses. She asked if there is signage at the Boys and Girls Club.
- h. Ray said in order to get this done, manpower is needed.
- i. Heath said the new president may be in favor of ads, banners and bulletins in businesses and restaurants.
- j. Heath said Charley has been upset because SAU has a big logo at Dairy Queen and he said Applebee's has an SAU picture in the back near the bathroom.
- k. Sarah asked if SouthArk students get a discount at local venues. Heath said the Ambassador took on this project but didn't follow through. He did say the project has not been dropped.

8) What can Recruitment Committee do to help?

- a. The Recruitment Committee agreed to help disseminate signage as needed.

9) Adjournment: Ray Winiecki made a motion to adjourn and Sarah Bauldree seconded. All were in favor. The next meeting will be March 20, 2020 at scheduled time.