

Recruitment Committee
Meeting Minutes
Friday, August 21, 2020
Microsoft Teams Recruitment Committee

Call to Order:

The meeting was called to order by Chair, Sam Allen at 8:15 AM.

Roll Call:

The following committee members were present: Alejandra Munoz, Sarah Bauldree, Dr. Dave Carty, Amy Sturdivant, Heath Waldrop, Ashley Dougan, Nate Davis, Lillian Ellen, Dr. Derek Moore, Tammy Ward, and Sam Allen

Approval of May 15th, 2020 Minutes:

Alejandra made a motion to accept minutes, with a second by Heath. All were in favor of approving the minutes.

Old Business:

Heath reported that in person tours have resumed. There has been an increase in the utilization of Simpletext services with text messaging working well maintaining contact with student recruits. A reminder was made that registration will continue until August 26th, 2020. Recruitment has been very impactful working on the micro-recruiting level focusing on the individual.

Nate provided the following data utilizing the Simpletext database:

All information is up to date through August 14th:

Simpletext Database: The 2020 numbers are subject to increase. Numbers won't be finalized until the first day of class in the fall (August 17th).

Total Prospects for Fall 2019: 224

Total Prospects for Fall 2020 to date: 852

Total Applicants for Fall 2019: 127

Total Applicants for Fall 2020 to date: 316

Total Registered for Fall 2019: 65

Total Registered for Fall 2020 to date: 202

Total Tours for Prospects Fall 2019: 55

Total Tours for Prospects Fall 2020 to date: 165

Week of August 10th Update on Prospects from SimpleText:

New Prospects: 32

New Applicants: 37

New Registered: 50

New Tours: 6

Texts Sent to Prospects: 1201

Texts Received from Prospects: 158

Dr. Moore mentioned several recent macro-recruiting efforts have included Facebook, Radio ads, and utilization of the Simplex text services. He indicated that currently Fall 2020 enrollment is at 1,214 students with 12,037 credit hours.

New Business

Election of Officers:

A nomination of Alejandra Munoz as co-chair was made followed by a motion from Lisa and second from Heath. The motion passed with all in favor.

A nomination of Tammy Ward was made for secretary with a motion being carried by Dr. Carty and second by Lisa. The motion passed with all in favor.

Upcoming Events:

Discussions are planned for next week looking into whether the College Fair will be held, rescheduled, or hosted virtual. The planned date was for October 21st, 2020.

Lisa indicated that community education will be hosting mini-classes for the community with plans for a creative writing class and a poetry class. Please email Lisa with any recommendations for community mini-classes.

Adjournment:

The meeting was adjourned with the next meeting scheduled for September 18th, 2020.