

Recruitment Committee
Meeting Minutes
Friday, September 18, 2020
Microsoft Teams Recruitment Committee

Call to Order:

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

Roll Call:

The following committee members were present: Sarah Bauldree, Amy Sturdivant, Heath Waldrop, Ashley Dougan, Nate Davis, Lillian Ellen, Ray Winiecki, Barbara Howell, Tammy Ward, Secretary, Alejandra Munoz, Co-chair, and Dr. Sam Allen, Chair. Dr. Derek Moore and Dr. David Carty were excused to attend another commitment.

Approval of August 21, 2020 Minutes:

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

Old Business:

Heath shared Excel Spreadsheets that detailed contacts from the recruitment office broken down by high schools, the areas of interest and high school seniors and non-seniors. Heath explained the how the numbers were attained. The discussion provided a comparison of contacts from 2019 to 2020. In 2020, there was an overall contact number of 526 compared to 122 in 2019. Specifically looking at 2020, of the 526 contacts made by the recruitment office, there were 206 that applied. Of the 206, there were 125 that officially registered.

Heath mentioned the admission requirements and the role the recruitment office plays in guiding those contacts through the process. Of the contacts made, 39% went through the application process. The recruitment office continues to guide the students through the registration process and achieved 61% of the contacts being registered for Fall 2020.

Discussion continued and looked at the overall enrollment being down in Union County and how that compares with outside of Union County. The interest in SouthArk from those outside of Union County is significant. However, the actual commitment declines due to the distance of the commute since SouthArk does not have on-campus housing.

Ray asked if the contacts came from a specific semester or throughout the year, with Heath and Nate confirming that it was from throughout the year. Also that contact cards for 2020-2021 school year are already being collected.

Alejandra asked if we could get data on the students that applied, but didn't follow through with registration. The recruitment office does not currently have that information, but may

be able to get that data in order to approach the gap and address why the students are applying but not coming.

The numbers for interest areas were addressed. Discussion moved to strategies for recruitment. We are facing the significant challenges due to COVID-19. Face-to-face contact in the high schools are not an option and many college fairs have been cancelled. Alejandra will send the recruitment office a list of the career coaches from across the state of Arkansas. The Career Coaches are required to meet with the students virtually for the college admission process for the month of October. Another opportunity is that El Dorado High School will host a College Fair, but the details are not known at this time.

Heath confirmed that the application for next year is open and available as of this week. Alejandra pointed out that a concern is that the scholarship application is not open until spring while many other schools are already awarding packages. Opening the scholarship application sooner could help increase enrollment.

New Business

Upcoming Events and Goals:

We are doing a lot through career coaches and also purchasing the contact list from ACT. Heath is also looking into the possibility of offering incentives for completing the online contact card. Costs this year may be slightly higher due to the limitations of COVID. There also new commercials already airing.

Heath addressed target numbers per high school. These are a percentage of the graduating classes of the high school within our area and vary by school.

There was no other new business.

Adjournment:

The meeting was adjourned at 9:18 with the next meeting scheduled for October 16, 2020.