

Recruitment Committee
Meeting Minutes
Friday, November 20, 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: Ashley Dougan, Sarah Bauldree, Amy Sturdivant, Heath Waldrop, Nate Davis, Lillian Ellen, Ray Winiecki, Barbara Howell, Dave Carty, Dr. Derek Moore, Tammy Ward, Secretary, Alejandra Munoz, Co-chair, and Dr. Sam Allen, Chair. Alejandra Munoz and Lisa Antoon were excused from the meeting.

Approval of October 16, 2020 Minutes:

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

Old Business:

The ACT mailout list was utilized by sending out a packet of information. Students received a gift incentive for completing the online contact card. Approximately 75 prospects came from the direct mail campaign. This is a 4½ % return, which is actually very good for this type of campaign. These prospects came from our general contact area between the areas of Rison/Fordyce to Monticello to Magnolia/Camden area and the contiguous parishes of Louisiana. Returns were very good from El Dorado, Bastrop, Monticello and Minden.

Student housing was questioned by Dr. Carty and addressed by Dr. Moore. Discussions are on-going and possibilities are being explored for student housing, however, plans are currently on hold due to the Pandemic.

On campus touring is happening. There have been several prospective students come through. There have been meetings with classes and several contact cards have been collected with several applications being netted through those contacts.

New Student Orientation is in the process of incorporating specific needs that distance learning require. Dr. Carty suggested there may be ways to utilize this as a recruiting tool.

Industrial partners review – Ray and Dr. Carty – Congratulations on recognition in the News Times along with Lanxess' \$10,000 check.

New Business

Other recruitment tools and efforts:

- Advertising – targeting both non-traditionals as well as a wider audience – As per 2019-20 Fact Card: the average student age is 27 and median age is 23. Heath addressed how those numbers are derived.
- Contacting former students who left SouthArk without a degree
- Dr. Murders will also be working with program chairs and faculty to retain current students. Additional work on recruitment plans for each departments.
- Suggested to speak with Work force employment agencies to know the options for re-training how SouthArk could tailor to fit those needs
- Barbara Howell mentioned the Upward Bound had one contact of the 13 seniors
- Nate will follow-up with an opportunity to speak to Upward Bound Students
- The current 57 Upward Bound students will have a designated day to wear their red “20/20 Vision” t-shirts to school

Upcoming Events and Goals:

- No events are planned at this time.
- Virtual events are proving to be costly and ineffective. Heath suggested not participating in the ArkACRAO Virtual College Fair in the spring.

Adjournment:

The meeting was adjourned at 9:00 AM with the next meeting scheduled for January 15, 2021.