

Recruitment Committee

Meeting Minutes

Friday, January 22nd, 2021

9:30 am

Microsoft Teams Recruitment Committee

In attendance: Lillian Ellen, Amy Sturdivant, Heath Waldrop, Alejandra Munoz, Dr. Derek Moore, Nate Davis, Ashley Dougan, Ray Winiecki, Barbara Howell, Sam Allen

Approval of Minutes from November 2020

Motion: Amy

Second: Alejandra

All in favor

Old Business.

Heath updated on ACT mail out campaign and response from student through the holidays.

Increased spending on multimedia platforms which provide good metrics into which platform generates best return responses.

Nate updated on upward bound and student ambassador program.

A video will be filmed promoting SouthArk for the El Dorado High School in substitution of a Career Fair.

There has been an increase in number of phone calls from the North Louisiana region and a strong interest in LPN and RN programs. Some of which is attributed to LA not accepting pre-reqs older than 5 years. There has also been an increase of phone calls from transfer students from Henderson.

Dr. Moore presented AR Community College Fall Enrollment data and reported on national trends regarding enrollment in relation to the covid pandemic.

Faculty calling students assisting in registration helped to push enrollment number earlier rather than after the holidays.

New Business.

Dr. Moore reported that the first basketball game with live video feed will be on [youtube.com/southarkcc](https://www.youtube.com/southarkcc)

Dean Winiecki reported that an upcoming in person tour will be held for Parker's Chapel 10th graders.

In March, EHS Cats Conference will be held with SouthArk submitting a 10 min video with a focus on programs.

Dr. Moore asked for Scholarships to be placed on the next agenda.

Meeting Adjourned

Motion: Dean Winiecki

Second: Alejandra

All in favor

Submitted by Sam Allen