

Recruitment Committee
Meeting Minutes
Friday, February 19, 2021
Microsoft Teams Recruitment Committee

The meeting began at 9:36 AM.

Roll Call:

The following committee members were present: Ashley Dougan, Heath Waldrop, Nate Davis, Ray Winiecki, Barbara Howell, Dave Carty, Dr. Derek Moore, and Tammy Ward, Secretary. Due to technical difficulties, Dr. Sam Allen joined after meeting had started.

The group decided to proceed with the meeting in an unofficial capacity.

Topics discussed during the meeting:

Nate Davis gave a report on his recent recruitment activities. Tentative dates are setup for meetings with the Deans to look at enrollment and their thoughts on recruitment strategies.

Scholarship deadlines are being pushed out as reminders through SimpleText. Focus is being narrowed to individual prospects with personalized messages and includes admission applications and information on FASFA.

Ray asked about what social media platforms we had available to us. Heath answered that we had Facebook, Instagram, YouTube, and Tik-Tok. We also have a Twitter account specifically for athletics. Ray elaborated that there is a contact at Lanxess willing to help with Tik-Tok. Heath will make connections with her.

Heath mentioned that a marketing campaign through Twitch and YouTube will run throughout the month of March. This helps to connect us with the young male demographic.

Ray pointed out that currently one of the biggest limitations we are facing is on group tours. Dr. Moore mentioned that opportunities do exist for group tours, but as per SouthArk protocol we generally limit the number that can attend. Heath pointed out that typically that has not been a problem when individuals request multiple family members coming for a tour we accommodate them. The school tours are being broken into multiple small groups with multiple tour guides.

Ray mentioned that we are looking at having an HVAC program of study starting in August. We are working with industry leaders and discussing the different types of modalities for the program. Also in the works is a video creation for the Secondary Tech Center programs of study. These will be used since we can't personally get out into the high schools. Amanda

Rhodes is in the process of putting together a monthly newsletter to be sent to counselors to share with high school students.

The meeting ended at 10:01 AM

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.