

# Recruitment Committee

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## MEETING MINUTES

Date: October 15, 2021

Time: 9:30 a.m.

Place: Microsoft Teams

### I. Call to order

- a. *Dr. Sam Allen* called to order the regular meeting of the *Recruitment Committee* at 9:32 a.m. on *October 15, 2021*, via *Microsoft Teams*.

### II. Roll Call

- a. **The following committee members were present:** *Beth Barcroft, Ashley Dougan, Kelsey Jackson, Lillian Ellen, Dr. Derek Moore, Amanda Rhodes, Sanequa Thompson, Heath Waldrop, Ray Winiecki, Tammy Ward, Secretary; Dr. Sam Allen, Chair.*
- b. **The following committee members were excused:** *Jennifer Schroeder.*
- c. **The following committee members were absent:** *none.*
- d. **The following guests attended the meeting:** *Susan Spicher.*

### III. Approval of minutes from last meeting

- a. *Ashley Dougan* made a motion to approve the minutes of the committee meeting held on *September 17, 2021*. *Heath Waldrop* seconded the motion. The minutes were approved as written.

### IV. Chair update – *Dr. Sam Allen, Chair*

- a. Student Affairs Council APM Review: It was recommended and approved that the College and Career Coach/Transfer Advisor line be removed and replaced with the Concurrent/Dual Enrollment Coordinator (ex-officio).

### V. Old Business

- a. Update on Recruiting Events
  1. There will be two AR-ACRO events on October 19, 2021. One will be in Camden and one in Magnolia.
  2. October 20, 2021 a morning event at SACC and an afternoon event at El Dorado High School.
  3. October 28, 2021 will be the Hermitage Fall Fest from 5:30 – 7:30 on the football field.
- b. Recruitment Strategies are continuing with the text messaging contacts continually being worked. Tours are going well.

### VI. New Business

- a. Action
  1. No Actions
- b. Discussion

1. Ray Winiecki asked for the group to brainstorm on ideas for recruiting to non-traditional students.
2. Dr. Sam Allen suggested there may be opportunities for exposure at the El Dorado Christmas Parade. Ray Winiecki mentioned that East Campus has a bay open that can be used to house a float.
3. Amanda Rhodes inquired about utilizing the local libraries for exposure through flyers and postings.
4. Financial Aid special events could be used to promote programs that are offered. These events could possibly be Zoomed for more parents to be aware of assistance that is available for themselves as well as their upcoming college student. Dr. Moore mentioned working with Adult Education to promote financial aid opportunities.
5. Presentations at Civic Clubs could also bring some exposure as suggested by Dr. Moore. This not only spreads the word among attendees, but with media coverage there would be additional outreach within the community.
6. Contacting local employers and requesting opportunities to speak to employees during their lunches, sharing information that might interest non-trad students as well as reaching parents of upcoming college students.
7. Work Force Ed could also provide a platform for recruitment. Jennifer Schroeder, Adult Ed Director; and Kathy Reaves with Career Pathways; would be a point of contact.
8. Preview Day on October 28 will be for Juniors and Seniors. Parents are also encouraged to attend. Beth Barcroft explained the recruitment team will have information on each program. The schedule will not be conducive for individual departments to setup information tables.
9. Amanda Rhodes shared an idea of a bookstore scholarship as incentive.
10. Ray Winiecki reminded the group that the Career Tech Center encourages sharing information with sophomores since they can enroll as juniors and seniors.
11. Susan Spicher agreed that sophomores, juniors and seniors can be targeted for concurrent enrollment.

c. Announcements

1. Upcoming Events
  - i. Union County College Fair at El Dorado Conference Center; October 20, 2021; 9:00 a.m. – 12:00 p.m.
  - ii. El Dorado High School College Fair at EHS; October 20, 2021; 1:30 – 3:30 p.m.
  - iii. Hermitage Community Fall Festival at Hermitage Football Field; October 28, 2021; 5:30-7:30 p.m.
  - iv. Beth Barcroft has SouthArk text messaging contact cards if needed for recruiting events.
  - v. Heath Waldrop announced there will be a none AR-ACRO event at Junction City in January. More details will be forthcoming.
  - vi. Beth Barcroft's office is located upstairs in the McWilliams building.

## **VII. Adjournment**

- a. A motion to adjourn was made by *Heath Waldrop* and seconded by *Amanda Rhodes*. The meeting was adjourned at *10:10 a.m.*

*Minutes submitted by: Tammy Ward*