

Recruitment Committee

MEETING MINUTES

Date: January 21, 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 9:30 a.m. on *January 21, 2021*, via *Microsoft Teams*.

II. Roll Call

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

III. Approval of minutes from last meeting

- a. *Ray Winiecki* made a motion to approve the minutes of the committee meeting held on *November 19, 2021*. *Jennifer Schroeder* seconded the motion. The minutes were approved as written.

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

- a. None.

V. Old Business

- a. Update on Recruiting Events
 1. No events on the calendar mainly due to a surge in COVID numbers.
 2. Zoom meetings with Hermitage, Warren and Crossett happened in the Fall semester.
 3. There will be a direct mail event happening soon. The contacts come from the ACT lists.
 4. Not an event per se, but Heath and Bethany discussed the phone inquiries of students calling and the large number of students from North Louisiana that call interested in the RN program and the Bridge program. Many of these calls mention that their call is based upon knowing someone that went through the program and had a good experience.
 5. Dr. Moore – From Fall '20 to Fall '21 we have seen increases in the total prospects (125%); increases in applicants (106%); and increases in tours (143%).
 - i. Simpletext Database through Jan 19th, 2022.
Prospects:
Total Prospects for Fall 2019: 224
Total Prospects for Fall 2020: 873
Total Prospects for Fall 2021: 1,087
Total Prospects for Fall 2022 to date: 986

Applicants:

Total Applicants for Fall 2019: 127
Total Applicants for Fall 2020: 347
Total Applicants for Fall 2021: 368
Total Applicants for Fall 2022 to date: 42

Registrations:

Total Registered for Fall 2019: 65
Total Registered for Fall 2020: 242
Total Registered for Fall 2021: 197
Total Registered for Fall 2022 to date: N/A

Tours:

Total Tours for Prospects Fall 2019: 55
Total Tours for Prospects Fall 2020: 167
Total Tours for Prospects Fall 2021: 240
Total Tours for Prospects Fall 2022 to date: 64

Nov 19th-Jan 18th Prospects from SimpleText:

New Prospects: 55
New Applicants: 20

6. Transfer Fair is scheduled for February 21.

b. Recruitment Strategies used:

1. Zoom
2. Direct mail
3. Word of Mouth
4. Phone conversations
5. SimpleTexting software

VI. New Business

a. Action

1. No Actions

b. Discussion

1. Discussion of recruitment of nontraditional students

i. Virtual Headsets are available at the East Campus. These headsets have the ability to do career exploration. These can be incorporated into any recruitment event.

2. Discussion of recruiting event possibilities

i. Smackover has contacted Ray to tour in-person both on the East and West Campus with their 10th graders. He will get with Heath and Bethany to setup the dates for that tour.

ii. E&I pathway will be an option for the Fall even though the complete degree and program will not be finalized by the Fall. The combining of Process Technology and Industrial Technology are still in the discussion stages to create the Associate Degree Plan.

c. Announcements

1. Bethany will be getting with Health Science to discuss different approaches.

VII. Adjournment

a. A motion to adjourn was made by *Jennifer Schroeder* and seconded by *Heath Waldrop*. The meeting was adjourned at *10:08 a.m.*

Minutes submitted by: Tammy Ward