

# Recruitment Committee

---

## MEETING MINUTES

Date: February 18, 2022

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 9:33 a.m. on *February 18, 2022*, via *Microsoft Teams*.

### II. Roll Call

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

### III. Approval of minutes from last meeting

- a. *Jennifer Schroeder* made a motion to approve the minutes of the committee meeting held on *January 21, 2022*. *Tammy Ward* 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. More than 60 Smackover High School sophomores visited campus with a focus on the Secondary Technical Center and concurrent credit.
  2. El Dorado High School will have juniors and seniors on campus in March.
  3. Two different high school groups that are in JAG – Jobs for America’s Graduates will be visiting campus within the next month.
  4. A direct mail campaign is underway that brings in several private tours through the end of April. This reaches contacts from the ACT and Arkansas NEXT databases
  5. There is currently a big push for completion of scholarship applications since that deadline is March 1.
  6. Radio spots will start airing on March 1. That will be SouthArk Day on KRMX Big 96.1 Radio.
  7. Adult Education has a big push to encourage those GED graduates to enroll into one of the SouthArk programs within a year of getting their GED.
  8. Camden-Fairview will have students on East campus March 10 specifically visiting the Culinary Arts Program.

9. March 15 El Dorado students will be watching the Culinary Arts students prep for the bistro lunch occurring that day. The El Dorado students will leave East Campus to visit West Campus and enjoy lunch at the Bistro.
- b. Recruitment Strategies used:
  1. Tours
  2. Phone Contacts
  3. Direct mail
  4. Personal contacts through various programs and departments
  5. Radio ad campaign

## **VI. New Business**

- a. Action
  1. No Actions
- b. Discussion
  1. Heath Waldrop brought up that as the weather warms the trend is for many drop-in type tours to occur. The nature of those tours don't allow for the recruitment team to notify staff that they will be dropping by. However, if you see these tours, just take a moment to introduce yourself and welcome students.
- c. Announcements
  1. Pop-up tent at the baseball and softball games will be setup and any program that would like to be highlighted just needs to let Dr. Moore's office know.

## **VII. Adjournment**

- a. A motion to adjourn was made by *Heath Waldrop* and seconded by *Lillian Ellen*. The meeting was adjourned at *9:55 a.m.*

*Minutes submitted by: Tammy Ward*