
Arts Recruitment Working Group

Wednesday, June 30, 2021

via Microsoft Teams

3:00-4:00pm

Attendees: Amy Bertrand, Robin Fisher, Dominique Haller, Kate Hewson, Jared Jellison, Teddy Kaul, Kate Lochner, Matthew Mauk, Scot Shepley, Lisa Spierer, Rachel Tatge, Chris Walker; Erik Gunneson (Tentative)

Absences: Jennifer Angus, Sean Bishop, Rebecca Buckman, Derrick Buisch, Scott Carter, Aaron Greer, Andrea Harris, John Hitchcock, Colleen Howes, Patrick Jackson, Wendy Johnson, Carolyn Kallenborn, Dan Lisowski, Sarah Marty, Karen Mcshane-Hellenbrand, Andre Phillips, Sofia Snow, John Surdyk, Candie Waterloo, Alyssa Watts

Agenda

Item	Who
Fall 2021 Arts matriculation numbers <ul style="list-style-type: none"> Data available on second page of agenda 	Rachel Tatge <i>10 minutes</i>
Division of the Arts updates <ul style="list-style-type: none"> Introduction of Chris Walker (Kate Hewson & Chris Walker - 3 minutes) Arts stop on the CAVR campus tour (Kate Hewson - 2 minutes) <i>Day in the Life</i> campaign (Kate Lochner - 15 minutes) 	Division staff <i>20 minutes</i>
i-Staging update <ul style="list-style-type: none"> plan for selecting spaces & scheduling recording times 	Lisa Spierer <i>3 minutes</i>
Marketing strategies <ul style="list-style-type: none"> Review Prospective Students page Discussions <ul style="list-style-type: none"> How to count and promote Arts faculty; do we include staff? What faculty/staff information will attract the most students? Are there other departmental statistics worth emphasizing? 	Everyone <i>15 minutes</i>
Discussion: coordinating events across Arts units <ul style="list-style-type: none"> Requested by Matt Mauk: <i>"It might be useful to coordinate our information sessions to specific weekends or evenings, so there are several sessions directed to the arts and having them grouped together might make advertising the events to students much easier. From my experience in the past year, events that have been shared by at least three areas (Art, Theatre, Dance) have been more well-attended and energetic, so it might be the most beneficial to coordinate dates together."</i> 	Rachel Tatge <i>10 minutes</i>
Next meeting <ul style="list-style-type: none"> Preferred month in the fall semester 	Lisa Spierer <i>2 minutes</i>

Upcoming topics:

- arts career fair(s)
- using Spatial.chat for virtual tours and small group discussions

Active Matriculation #s by program, as of 6/28/2021

Type and Term	CURRENT_MAJOR_DESCR	Active Matriculation
<i>FYR-Sum/Fall</i>	Art	26
	Art Education	6
	Communication Arts	120
	Dance	12
	Interior Architecture	26
	Music	21
	Textiles and Fashion Design	23
	Theatre and Drama	10
<i>TRF-Sum/Fall</i>	Art	8
	Art Education	3
	Communication Arts	45
	Interior Architecture	3
	Music	1
	Textiles and Fashion Design	1
	Theatre and Drama	3

A few really important notes about the numbers above:

- This is not *enrollment* data – the numbers reflect this current moment in time of students who are *intending to enroll*, meaning they have accepted their admission and submitted their initial \$100 deposit (or fee waiver). Since this isn't enrollment data, the numbers above may not match each program's final enrollment numbers.
- She didn't include First Wave numbers since they track information separately and likely have more detail than our office given the smaller cohort model and their direct communication with students.
- We don't track certificate academic interests in our admissions process – so you'll only see the major selections.