
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, Patrick Jackson, Andre Phillips

Absences: Jennifer Angus, Sean Bishop, Rebecca Buckman, Derrick Buisch, Scott Carter, Aaron Greer, Erik Gunneson, 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, Alyssa Watts, Candie Waterloo

Item
<p>Division of the Arts updates</p> <ul style="list-style-type: none">• Introduction of incoming Director Chris Walker• Following years of requests, an Arts stop has been added the CAVR campus tour! The stop is near the Chazen Museum• <i>Day in the Life</i> campaign (presentation follows these notes)<ul style="list-style-type: none">○ DotA is looking for Arts undergrad majors to take over DotA's Instagram stories for a day (using the hashtag #dayInTheLife). DotA will keep the stories on DotA's IG highlights.○ Planning to start in late Sept (one takeover per week) and continuing until mid-November, assuming enough students are interested and available.○ Chris Walker would like a way to "assess success" with this takeover plan, and wants the student prompts to focus on recruitment and retention. Chris will speak further with Kate Lochner and DotA's marketing team about those goals
<p>Fall 2021 Arts matriculation numbers - review & discussion</p> <ul style="list-style-type: none">• Note that data reflects <i>intent</i> to enroll, as assumed by a paid \$100 enrollment fee<ul style="list-style-type: none">○ Per OAR, "Don't think of this as the final determinant" - a lot can change for a student over the summer• Information on majors are taken from applications, but doesn't lock students• CommArts' numbers appear high because they don't break admissions down by sub-specialties• Chris wants to know how enrollment data matches with individual unit goals• Lisa will start gathering internal unit targets each semester and compare them against actual enrollment. She will reach out to the units soon for fall 2021 goals, and going forward share those numbers with OAR each semester.



Virtual touring update

- DotA is putting together a pilot program intended to give staff time to train on the [iStaging](#) hardware and software, as well as hone the process of building virtual tours. Lisa will reach out to Arts units soon about participating.

Discussion: coordinating events across Arts units

- OAR holds large-scale events and will include virtual components. Arts support from OAR will come via visitbucky.com listings
 - Rachel encourages all Arts units to use the portal. Users receive a login and can track their events.
 - OAR events are scheduled carefully and at least a year in advance (due to facilities availability, parking, student staff schedules, etc.). Dates for 2021-2022 are set, but not ready for publication
 - Chris would like input on the dates, and Rachel is happy to field requests.
- There is an upcoming Experience Wisconsin fall open house. There will also be a spring event for admitted students.
- Printed materials
 - Rachel will ask Greer about DotA adding materials to OAR swag bags
 - Lisa will act as aggregator for Arts units, and share events & materials with Rachel
 - Robin can post materials from other units in Theatre & Drama's spaces
- Rachel says energy is returning to in-person events, but "don't abandon virtual" plans just yet

Next meeting

- October 12, 2021

Upcoming topics:

- arts career fair(s)
- using Spatial.chat for virtual tours and small group discussions
- what to do when a student takes a scholarship and then picks a different major

Marketing strategies

- Review [Prospective Students](#) page
- Discussions
 - 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?
 - Do raffles and swag work?

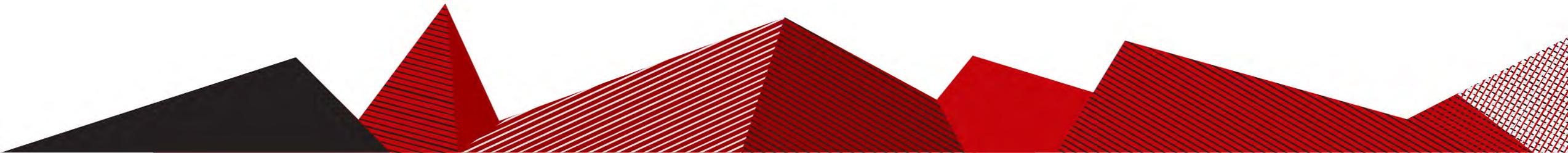


Division of the Arts

UNIVERSITY OF WISCONSIN-MADISON

A Day in the Life Campaign

Fall 2021





UW-Madison Arts @uwmadisonarts · May 2

The @UWSOHE Design Studies Department has several options to #studythearts, including undergraduate and graduate programs in Interior Architecture and Textiles and Fashion Design. Learn more: sohe.wisc.edu/sohe101/about-...

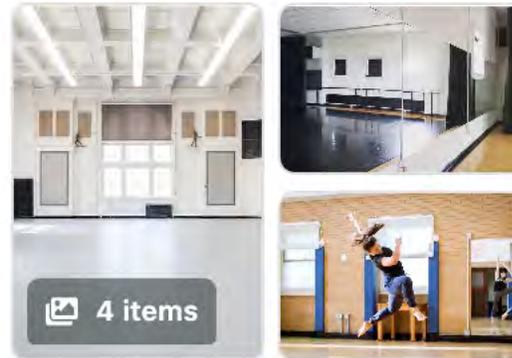
#degreespotlight #artsatUW



uwmadisonarts

Wed 5/6/2020 1:54 pm CDT

Lathrop Hall, one of the oldest buildings on campus, is home of the @uwmadison_dance. Students atten



Engagement Rate (per Im... 12.2%

Impressions 664

Engagements 81



UW-Madison Arts on Campus

Published by Amanda Sweno [?] · May 27 at 3:35 PM ·

Today's faculty spotlight is on Carolyn Kallenborn, a professor in UW-Madison School of Human Ecology's Design Studies Department. A faculty member since 2007, Carolyn teaches classes in Textiles and Fashion Design and is also the Creative Director of the annual Threads Fashion Show. A video of the 2020 virtual Threads: React is available here and includes an introduction by Carolyn.

<https://threads.sohe.wisc.edu/>

#artsatUW #studythearts #degreespotlight



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

1,264
People Reached

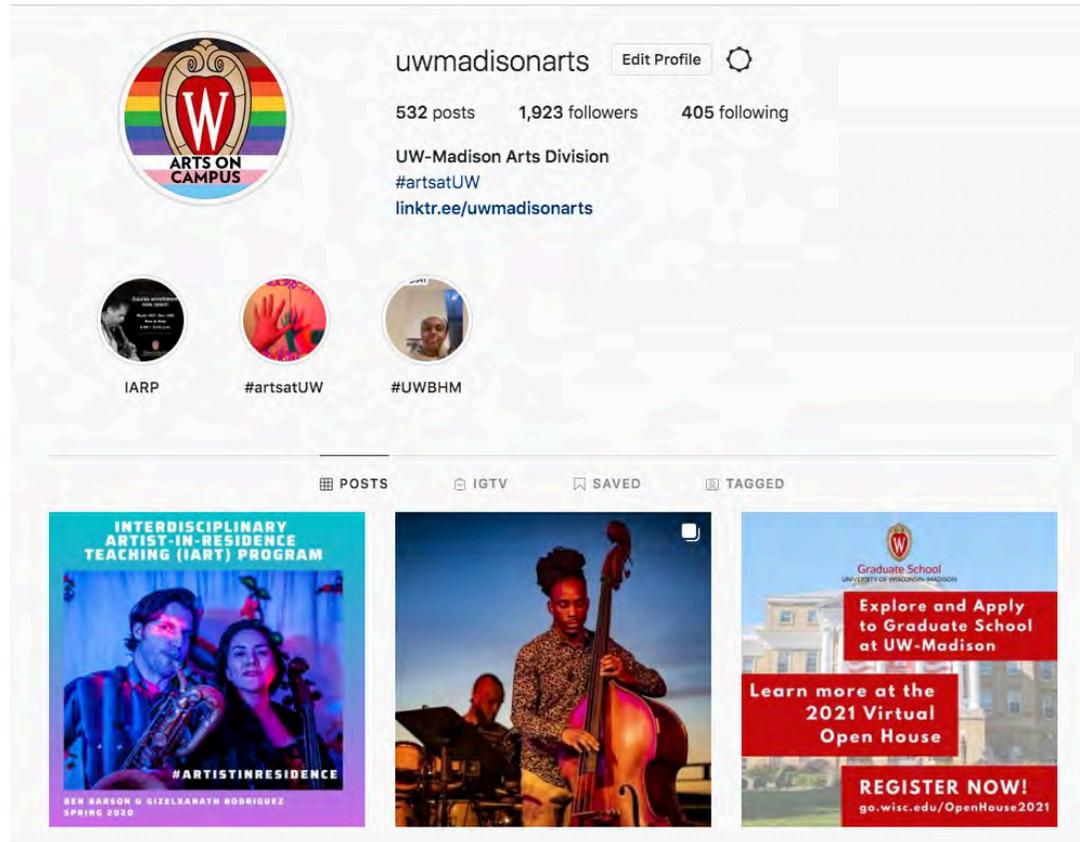
251
Engagements

Boost Post

18

2 Comments 6 Shares

Campaign Description



- Day-long undergraduate student takeovers on @uwmadisonarts Instagram Stories
- Create #DayintheLife highlight
- 9-week campaign: September 20 - November 15

Goals

- Increase arts programs awareness
- Engage with undergraduate and prospective high school students interested in studying the arts at UW–Madison
- Increase followers on @uwmadisonarts Instagram by 2%



Content



- What's your major?
- What is your arts practice?
- Where do you spend your time on campus when working on your art?
- What equipment is available for you to use?
- What is a typical day like for you?
- Where can you go for advice on courses and careers?
- What arts classes are on your schedule this semester?
- What arts events are you attending this week?
- How do you collaborate with other students in the arts?
- How do you stay grounded when life gets stressful? Do you use your art as a form of self-care?
- What does diversity in the arts mean to you?
- How does your identity impact your experience with the arts on campus?

Outreach

- Art
- Art History
- Communication Arts (Radio, Television & Film)
- Creative Writing
- Dance
- Design Studies (Interior Architecture or Textiles & Fashion Design)
- OMAI/First Wave
- Music
- Theatre and Drama





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Questions? Feedback?

Contact: krlochner@wisc.edu

