



**Division of the Arts**  
UNIVERSITY OF WISCONSIN-MADISON

2/6/2023 Arts Recruitment Working Group (ARWG)

11:00 am - 12:00 pm | Zoom

<https://uwmadison.zoom.us/my/liz.root>

**Attended:** Emma Adebayo, Alex Andre, Carrie Backman, Mercedes Brandt, Greer Davis, Robin Fisher, Deborah Griffin, Patrick Jackson, Jared Jellison, Teddy Kaul, Matt Mauk, Karen McShane-Hellenbrand, Liz Root, Sofia Snow, Lisa Spierer, Rachel Tatge, Chris Walker

**Absent:** Faisal Abdu'Allah, Jennifer Angus, Amy Bertrand, Sean Bishop, Becky Buckman, Derrick Buisch, Scott Carter, Emilie Dickson, Aaron Greer, Erik Gunneson, Dominique Haller, Andrea Harris, Kate Hewson, John Hitchcock, Wendy Johnson, Dan Lisowski, Kate Lochner, Sarah Marty, Kim Nawyn, Cameron Olson, Christopher Pevey Harry, André Phillips, Jamie Prey, Amy Rivera, Ashley Rose, Peter Sengstock, Scot Shepley, John Surdyk, Candie Waterloo, Alyssa Watts Ransom

Item

**1. Quick re-introductions, focus of ARWG**

The purpose of the Arts Recruitment Working Group is to provide a space for information-sharing, cross-communication, collaboration, and to consider/discuss higher-level issues within the staff and faculty contacts who are heavily involved in recruiting efforts. Liz is planning to have the group meet twice a semester, and once during the summer.

**2. Unit check-ins: What yield events do you have planned this year? What does yield look like for your area? (2-3 minutes, select one person to speak for each unit)**

Mercedes shared that the Art Department is participating in 4 Your UW Day events and a virtual yield event. Feb 17 will focus on locations in Humanities, with a focus on screen printing and sculpture. March 10 will focus on woodshop and node lab, with a laser etching activity. March 24 will be focused on foundations, including a faculty presentation about their work and a colloquium lecture hall experience, followed by a more intimate studio tour. March 23rd is the virtual event, that will have a graphic design focus and a Q&A with a TA. April 14 experience will take place at the art lofts, including a talk with Helen Lee, a demo in glass, a tour Faisal's studio, and perhaps experiences with ceramics or book arts.

Teddy expressed that Art History does not have much programming set up for undergraduate yield, are focusing mainly on admissions for the graduate program at the moment, and would like to get into space more.

Karen shared that most students who are admitted in the Dance Department have already visited campus, and that they are creating opportunities for students who auditioned virtually to visit campus, including attending the audition day this February to engage with faculty, staff, and other students. They are livestreaming an upcoming performance, and are hoping to make the video available to admitted students. They are also participating in Your UW Days, but do not expect much engagement. The department makes phone calls to students who are admitted and pass their audition.

Greer's feedback in the chat: Calls are great, especially for programs in the arts! It would be great to nail down the specifics of the timing to ensure these students aren't getting competing phone calls from other areas of campus and designate that time.

We can also help generate call lists and track those in our CRM which are great for reporting purposes.

Debi shared in Planning & Landscape Architecture, that she meets with current students who are taking pre-requisites for their professional degree to matriculate students. She expressed that there is a lot of student interest in the pre-requisites, and that her area has seen a great deal of growth.

Jared expressed that most admits to the School of Music have already visited campus beforehand, during individual visits or audition days, and that they have a lot of individual contact from the applied faculty. The SoM has created a new way for students to inquire about programs, meet with faculty members, tour the facilities, view classes, etc. and are working on creating video content for their website.

Robin shared that Theatre & Drama is participating in the Your UW Days and invite admitted students to attend upcoming performances.

Patrick Johnson shared that SoHE participates in the Your YW Days, and they repeat the same experience for each event. This includes a design-oriented activity. The department utilizes a team of UW student ambassadors to coordinate visits and meet with interested students one-on-one.

Sofía shared that First Wave extended its application deadline to today. Their program calendar does not align with Your UW Days, but they are partnering with Liz for the First Wave finalist weekend. Prospective students will be on campus March 31 & April 1, and will attend the Line Breaks festival, attend a campus tour, and other workshops and activities. In the past, they have reopened their scholarship application for admitted students, usually when they are unable to yield all 15 of the students they offer the scholarship to. She mentioned that applicants in other arts areas whose interests align with First Wave program could be included in a potential second-round process.

### **3. Future opportunities to discuss**

#### **Fall 2023 Open Houses (10 minutes)**

Liz encouraged art units to consider creating programming as part of the fall UW Open Houses, and perhaps identifying one event to advertise to students interested in the arts. The School of Music, SoHE, and Art Department participated this past fall. Alex mentioned the possibility to align the DotA Arts Crawl event with the date that is chosen.

Sofia will connect with Liz and Rachel about overlapping programming with the Passing the Mic festival (Oct 19-22).

Dates: Monday, October 9 and Friday, October 20 are the large events, Friday, October 13 will be a smaller event

#### **Spring 2025 Admitted Student Day for the Arts (10 minutes)**

Due to timing factors, this event did not make the budget for AY 23-24, but will be considered for AY 24-25. Liz mentioned that she is brainstorming some way to engage with yielding arts students and is open to suggestions.

#### **Virtual tours (5 minutes)**

Units expressed interest in this initiative.

#### **UW-Madison Arts on Campus Viewbook (5 minutes)**

The goal is to have a product completed for spring of 2024. Project lead is Alex Andre in the DotA. There is a 175-year viewbook project happening in tandem, which may move the timeline sooner.

### **4. Announcements and Reminders**

Liz is planning travel to Milwaukee, the Chicago area, and NYC/NJ. She will focus on visiting arts-focused schools and youth programs, and art-related classrooms in public schools, with the goals of creating pipelines for students to visit campus and identifying opportunities for faculty members to travel to schools to engage with students.

Reminder of Your UW Day Dates, and Liz will be present at the resource fair representing the Division of the Arts.

Your UW Day Dates: Feb 17, March 10, March 24, April 14

Celebration of Multicultural admitted students dates: Feb 18, April 15

Liz will be presenting a plan on how the Art Recruitment Coordinator role will support existing recruitment initiatives and opportunities for growth to campus leadership. The School of Education presentation is in progress and will be followed by the School of Human Ecology and the College of Letters and Science. Liz requested for contacts to reach out to her with specific items/questions that may come from the deans in each respective area.