

Recruitment Committee Annual Report: May 8, 2009

Committee membership list

- AESHM – Chris Wise
- C&I – Al Campbell
- KIN – Tim Derrick
- UTEP – Linda Reindl
- HDFS – Lisa Enloe
- FSHN – Terri Boylston
- HS SS – Dayle Nickerson
- HS SS – Yanira Pacheco
- Student – Aerielle Smith – fall only
- Admissions – Maura Flaschner

Others who attended:

- AESHM – Dawn Fiihr
- KIN – Cindy Frederickson
- FSHN – Sarah Miller
- HDFS – Dawn Risdal

The approximate number of meetings held: One per month, plus two half day retreats

Major accomplishments

- Strengthened relationship with Admission through Liaison, Maura Flaschner, attending meetings
- Development of a database that all department representatives can easily access. This will become a major tool for sharing prospective student information between departments and student services within the college.
- More efficient handling of group visits and department days.
- Provided Webinars on current issues.
- Began department reports during meetings to share ideas.
- Personalized post cards and other recruitment materials were created and reviewed by the committee.

Significant challenges confronted and how they were addressed

- Gathering data, understanding the enrollment cycle, and identifying enrollment challenges for each major. Invited presentations by University Enrollment Services staff and requested reports specific to Human Sciences.
- Developing relationships with college administration. Invited Associate Deans to attend meetings.
- Identifying recruitment opportunities. Admission Liaison presented many options.
- Maintaining a student representative. When attending, their comments are greatly appreciated, but class conflicts often interfere.

Continuing efforts:

- Strengthen recruitment plans for each major by student type and stage.
- Continue to develop database access and reporting opportunities for departments.
- Track group visits.
- Continue training presentations and data collection.

Submitted by: Darlene Fratzke