



**Arts Institute**  
UNIVERSITY OF WISCONSIN-MADISON

Recruitment Summit Follow Up Meeting Notes  
Tuesday, April 4, 2017  
Wisconsin Idea Room, Education Building  
10:00 am – 12:00 pm

Present: Benjamin Schultz-Burkel, Jared Jellison, Julie Ganser, Mary Hoefflerle, Street, Andre Phillips, Jeff Hamm, Karen McShane-Hellenbrand, Carolyn Kallenborn, Beth Janetski, Jim Stauffer, Cal Bergman, Barb Gerloff, Annette McDaniel  
Arts Institute: John Baldacchino, Christina Martin-Wright, Kate Hewson, Sarah Chapeau (notes)

**Updated Data & Survey Results (Beth Janetski)**

While out of state applications are up (probably due to the common app), instate applications have dropped. Most of our arts students come from instate.  
Impact of dropping population of K-12 students  
Overall 3% increase in WI applications, but fewer are indicating the arts  
Other UW schools have increasing enrollment in the arts. Could be that students looking for a smaller college experience, or a job-oriented program are drawn to system schools.

**Recruitment activities**

Yield=out of admitted students, how many choose to enroll? Current department activities to boost yield include major specific emails, cards from current students, Information on scholarships. Faculty contact is very important.

Suggest partnering with other departments on yield event. AI will look into list of admitted students who have indicated interest in the arts so that departments can start contacting students as they're making their decisions.

**Updates/reflections since Recruitment Summit:**

**A2ru Webinar**

- Professional recruiters at "College of the Arts" level
- Yield events with faculty contact

**Marketing and Promotion**

Arts Institute initially focused on promoting our outreach program, and have expanded our efforts to promote and develop branding for the Arts on Campus. Print materials and monthly Isthmus ad lead people to the arts.wisc.edu website. Effort to focus on outward facing programs. Poised to start focusing these same efforts on student recruitment, but need departments to work with us on this.

Example: Sponsor on K-12 academics robust search engine. Arts on Campus banner ads. Worked with schools to make sure that our departments were accurately represented on the website.

**Outreach**

Last fall we took the Wisconsin Film Festival on the road. Brought the film and filmmaker to schools across WI. Used it as an opportunity to talk about UW and our programs.

Feedback: Film outreach is a great idea. The idea/model could be used to showcase other programs. Include a UW arts recruitment video prior to film.

SNAAP workshop 5/19 to learn how to interpret data. Will forward information.

John B and Christina attended Big 10 arts leadership event in Chicago; video was well-received.

### Feedback

- Would like to see a more research-based approach to activities before we launch anything; we don't have a good knowledge of what our competitors are doing. What are the things that are making students decide to come here? Dance has been gathering this content from competitors to compare
- A more immediate need is to send people to Performing and Visual Arts (PVA) fairs – have to have a physical presence
- Admission offers funding for registration for PVAs, but departments still have trouble covering travel, lodging, per diem, teaching coverage
- Departments need to prioritize recruitment, how about hiring recent grads to attend the PVAs?
- Proposal of shared responsibilities between admissions and arts institute to help
- So many things that nobody has time do. Responding to emails.
- Outreach can also be recruitment. Little but extra effort but big rewards.
- Low-cost high impact. Vs high-cost high impact.
- Can't rely on scholarships alone as a tool for recruitment and yield.
- Day of the Arts. Make a yield event out of other events already happening.
- Series of letters that are sent to admitted to students. These letters speak to the power of the arts. Opportunity to showcase again the campus. Admissions work with you on those days. 4 Your UW days in the Spring. Take the days that Admissions already has with students to showcase the arts.
- How could admissions support your efforts at multiple points during the process? Ways for admissions to help at PVA's. If the community in this room can identify which ones are the most important, Admission can take care of getting a UW rep there. If an individual from departments goes, can cover costs.
- Problem setting question. Pathway of students into the arts. Identifying it before they arrive or students who decide this path once they arrive. Need to make curriculum flexible for different types of students coming in.
- Circuit of fairs that admissions does every year. 8-10 each year that UW attends every year.
- Clustering the departments together to showcase the departments at MyUW days. Programs and events that we can show that may be of interest to all students not just those in the arts.
- Could the department be involved in the planning of these events?
- How many students typically attend the MyUW days? ~700-800 for the first two and we anticipate the same number for the next one in April.
- Coordinating the communication between Admissions and departments to increase yield. Building around MyUW and admitted students days.
- Follow up on admitted students with admitted student days.
- Different sub groups for the upstream big picture, Increase yield, and admitted students.

### Next steps

- Schedule working group meeting in first week of May
- Divide into subgroups to look at topics such as
  - Upstream recruitment
  - Yield opportunities

- Reaching out to admitted students
- Draft PVL for a new staff member
- Marketing plans

## **SUMMARY of IDEAS FOR ACTION**

### Admissions

- Look at metrics used to evaluate applicants
- Move up timeline so students are admitted earlier
- Work more closely with departments to learn more about them
- Build on Arts Liaison role
- Easy to implement strategies
  - Letter from the Arts introducing to campus, highlight commitment to the arts
  - Showcase arts during MyUW Day
  - Arts presence at 5-6 admitted students days
  - Give Admissions info on the high impact PVAs so that they could send someone – sign up for the event, be present
  - Arts departments give input into when Admissions events take place
  - Arts departments give input – how do we ideally want to build our class? Admissions can bring those specific students to talk to you
  - Let arts departments tell Admissions which students they are targeting, if they come to an event

### Arts Institute

- Visibility of departments
- Collaborative recruitment efforts across departments
- Coordinated recruitment materials
- Coordinated hire of recruitment specialist? Ask Provost for resources? Professional recruiter supported by Admissions and Arts Institute
  - Attend PVA events in person, give out scholarships in person
  - Follow up emails
  - Add recruitment layer to all marketing and outreach
  - Focus on admitted students for YIELD
- Coordinate an all arts yield event
- Coordinate/collaborate with arts department – events to show stronger arts community, highlight departments not just
- Set up Arts Festival?
- Set up coordinate summer arts program (pipeline)
- Outreach to state HS
- Have a student focus group? – how/when do students decide to go into the arts
- Put together a list of fairs, MyUW days, timeline/calendar

### Departments/Colleges

- Target transfer students
- Go to college fairs
- Pre-college summer programs
- HS recruitment events on campus

- Admissions yield activities (My UW Day)
- Individual contacts with admitted students from students and faculty
- Alert applicants of scholarship opportunities
- SOAR advising appointments with admits
- YIELD events – importance of faculty contact
- Have a committee and budget line item for recruitment
- Scholarships – for enticement or for continuation?
- Increase coordination within departments between faculty and academic advisors
- Hire recent grads to attend recruitment events
- Look at students who take classes electives, reach out and suggest they major
- Give certificate students priority to take a high demand class