



# Arts Institute

UNIVERSITY OF WISCONSIN-MADISON

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## Arts Recruitment Summit

Monday, October 2, 2017

On Wisconsin Room A, Red Gym

1:00 – 2:30 p.m.

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### AGENDA

Item	Who	Time
Welcome & introductions Thank you for coming. We have approval from the Provost to continue this work. She has given us funds to continue this work.	John Baldacchino	1:00-1:05pm – 5 min
Updates on department recruitment activities <b>Dance:</b> Met with representative from admissions that was attending a visual and performing arts fair to give her an orientation and materials about the department. Generally there are two seats at these fairs would be nice for a department rep to attend as well when possible. Hosting regional High School dance festival again this year. Sending faculty to Denver School of Art for Master classes. Heading to Interlocken to audition students there. Admission/audition happens during junior year of HS (blessing to attend). Continuing pre-college option/event in the summer. <b>Art department:</b> View book publishing. Highlights Undergrad, Grad & Studio certificate programs. Producing other materials and give aways. Sending recruiters to High School fairs in MN & WI. Sending out large mailings. New website up and running (front-facing of department) Listening session during the fall for potential graduate students using it as a networking platform to meet faculty and potential co-hort. On-boarding session in the spring for admitted students, using it as our chance to “wine & dine” them. Working on similar events for undergraduate students as well. Working on portfolio aspect of admittance. <b>Music:</b> recruitment activities honors lists from MN & WI HS targeted mailings. Invitations to campus. Adding and additional audition day in MN in the spring at large school aligning it with honors concert in town. Exploring additional day in MKE in the future. Working with MEO going to MKE HS of arts side-by-side coaching several times during year. (more than one interaction) Looking to expand to other markets. <b>Design:</b> participation in campus day. Focused email to admitted freshman & transfer <b>T&amp;D-</b> focusing on curriculum restructuring. Talking with dance and art to work with pre-college program (for credit) Started a group WI theatre consortium all of the WI schools participating in monthly calls. Decline in enrollment due to K-12 education in T&D. Creating goals based on current problems. Opportunities for K-12 educators to develop skills to increase interest in theatre	Departmental representatives	1:05-1:20pm – 15 min
SNAAP update Each department has its own data. Printed recent grads for Art Department. Digging deeper into some of the questions. Some of the more troubling responses are highlighted. Attend again, connection to institution, internships, and career opportunities.	Beth Janetski	1:20-1:30pm – 10 min



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<p>Opportunities for professional development. Using the data &amp; comments to identify needs of alumni. Value you after you're gone.</p> <p>Each department gets its own set of data that can compare you to similar institutions.</p> <p>Potentially for sub-group to further dive into the data.</p> <p>Comparing it with internal data with SNAAP data</p> <p>Satisfied alumni is an important recruitment tool. Where are they going if they don't go here (gathering that data)? What are the questions that the arts would like to ask of students who don't matriculate here. Collaboratively put together a survey to administer to these students. Same number of students are being admitted but they are choosing not to attend.</p>		
<p>Arts Institute update</p> <p>What we have done with the recruitment committee's recommendations. (Four items)</p> <p>Efforts include: arts.wisc.edu; Teenlife; k-12 academics; Isthmus; AOC stuff;</p> <p>Counselor update newsletter (AOC) featured sent twice per with the goal of quarterly. Sent nationally 3700 HS around country.</p> <p>Priority on deck is creating a full color brochure highlighting the arts degree granting departments for use as a recruitment piece. Each department will have a department specific one-piece page to provide further information on their department.</p>	Christina Martin-Wright	1:30-1:40pm – 10 min
<p>Office of Admission update:</p> <p>Record incoming class size. Chancellor has asked campus to think about enrollment growth over the next couple years (national not state enrollment) MN included in national growth viewed as growth opportunity. Started program with MN STEP (spring term enrollment program). Waiting list initially. List of conditions. Credit hours that will transfer. Working with schools in MN (specifically Twin Cities) they are aware of this program.</p> <p>Arts Liaisons: Street &amp; Rachel (transfer admissions counselor). Work with committee to oversee review of arts applications. Manage audition and portfolio. Expertise yielding efforts. Early Admissions decisions earlier than usual to improve yielding efforts. Students referred regular decision in March.</p> <p>Spring yield dates 2/16/18; 3/9/18 (early admits) 4/20/18. Your UW day for the Arts 4/21/18</p> <p>POSSE access days:</p> <p>4/14/14 UW day for students of color, celebrate families. Join us in celebrating.</p> <p>Out of state yield dates with alumni.</p>	Andre Phillips	1:40-1:55pm – 15 min
<p>Discussion of Working group goals for 17-18 academic year</p> <p>Use scheduled meeting times to have breakout conversations for specific topics.</p>	Kate Hewson	1:55–2:25pm – 30 min
<p>Final thoughts &amp; adjourn</p>	John Baldacchino	2:25-2:30pm – 5 min



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**Next Arts Recruitment Working Group meeting scheduled: Monday, October 30, 2017 1-2:30pm**