

Arts Recruitment Working Group NOTES

Monday, October 30, 2017

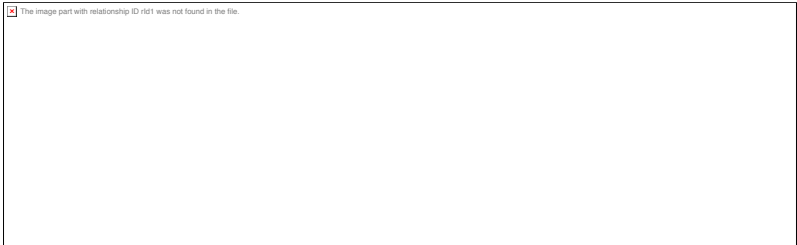
B135 Lathrop Hall

1:00 – 2:30 p.m.

AGENDA

Present: Carolyn Kallenborn, John Hitchcock, Benjamin Schultz-Burkel, John Baldacchino, Marina Kelly, Kate Hewson, Heather Owens

Item	Follow up Actions
<p>Introductions</p>	
<p>Updates on department recruitment activities</p> <ul style="list-style-type: none"> • Music just had state music conference; apps to SoM due 31st, auditions are Sat before Thanksgiving, undergrad auditions end Jan, March 3rd, Feb in MN; students can take non-music major courses if don't pass audition; Music's pre-college programs are Summer Music Clinic and WYSO • T&D MFA is suspended, re-envisioning it right now, looking at different options, 64 of 78 grads are funded; applied for Ignite funds for 3 week 3credit summer program, want to work with Studio • Design – MFA application numbers are slow, interest in multidisciplinary art grad degree, any faculty affiliate could be a chair; if we don't change direction "we are going to die!" • JB – what about a structure connecting projects for all departments? 	
<p>Arts Institute update</p> <ul style="list-style-type: none"> • JB: Associate Director of External Relation position is being phased out, but the recruitment initiatives Christina was working on are still happening (brochure, see below). • Working on recruitment for The Studio, as there will be no incoming First Wave cohort in 2018 • Departments please include Studio in your communications – it's a win win in your recruitment efforts • It was good that AI did presentations at SOAR this past summer – will do this again 	<p>Kate invite Street to do her Arts Day presentation for us</p> <p>Marina send out new Studio video link, and share brochures with committee</p>
<p>Centralized marketing efforts</p> <ul style="list-style-type: none"> • Brochure -- will be for next cycle (2018 recruiting for 2019) – will be asking departments for photos • Email to admits who expressed interest in the arts 	<p>Heather send link to Teen Life ad to ARWG if it's out</p>



<ul style="list-style-type: none">• Teen Life ads -- have to look at continuing – could Admissions fund this? KL is tracking # clicks	
<p>Yield event</p> <ul style="list-style-type: none">• Students finds out end Jan and end of March, need to decide by May 1 (check?)• Ask Street what specifically is happening on Your UW Day for the Arts -- how many? How are they contacting them? How can we contribute/advise? Target arts interested students who have been offered entry (same email list as The Studio email) Can we make a video for yield? Organize students from the different areas ready to meet?• When is Jerry’s Day of the Arts for SoE?• SoM focuses on prospective students throughout the year – the students come for auditions (11/18, 1/27, 3/3 on campus, MN 2/25) – Dance also has auditions (and summer HS festival) so it’s not as big of a deal to do the Yield Day – when are they?• Draw attention to performances/guest artists• Arts ambassador program would make this kind of a day easy to organize, would be interested in doing this for resume, or could hire as student hourly – Marina would like to see AI infused more with student energy	Gather list of April events
Final thoughts & adjourn	

Next Arts Recruitment Working Group meeting scheduled: Monday, November 27, 2017 1-2:30pm