



# Arts Institute

UNIVERSITY OF WISCONSIN-MADISON

## Arts Recruitment Summit

Monday, November 27, 2017

B135 Lathrop Hall

1:00 – 2:30 p.m.

### AGENDA

Item	Who	Follow up
Introductions	John B/Kate H	
<p>Office of Admissions planning for spring yield events</p> <ul style="list-style-type: none"> <li>-See handout</li> <li>-for admitted students, day to show what we have to offer, this proposal is arts specific, predicting ~100 attendees</li> <li>-set in DeJope because of availability, Sellery walk-through can be incorporated after info sessions</li> <li>-includes tour, lunch, arts student panels to show arts opportunities/collaboration opps</li> <li>-overview in morning, afternoon 2-4 devoted to specific field/program, reps can do what they'd like with that time</li> <li>-individual touch, to show a prospective student where departmental home would be</li> <li>-Guides will show the way to each facility so that further buildings are not left out</li> <li>-Dance has a performance this day ~2pm, will represent their programming</li> <li>-Fashion Show rehearsal is also that day, show fittings?</li> <li>-Studio can host an event in the black box?</li> <li>-Suggestion: switch info and walking tour times so that those who have done tours before can skip (no, don't worry we'll make it worth their time to tour again)</li> <li>-Suggestion: powerpoint of more specific programs outside of their listed fields</li> </ul>	Street	<ul style="list-style-type: none"> <li>-Please nominate students in each disciplines for panel.</li> <li>-make sure that faculty will be available to make contact with prospective students 2-4.</li> <li>-prepare programming for the tailored tours in each discipline.</li> <li>-Make wish list of tour destinations for Street to try and incorporate.</li> <li>-Prepare arts swag.</li> </ul>
<p>Yield event group planning</p> <ul style="list-style-type: none"> <li>-Ideally arts students attend this event, as well as resource fair</li> <li>-Students will RSVP, Street will report to disciplines with numbers of potential visitors during the tours</li> <li>- Prepare materials for other yield dates to capture other audiences that haven't yet thought about the arts</li> </ul>	All	<ul style="list-style-type: none"> <li>-help Street prepare Arts brochure</li> <li>-Kate will re-send all the notes about admitted student days info</li> <li>-Street will be following up about programming</li> </ul>
<p>Coordinating recruitment activities</p> <ul style="list-style-type: none"> <li>-Music will be done with auditions, can't combine</li> <li>-Powerful display to show all arts departments working together, highlight culture that students want</li> <li>-Make an "experience on campus," not just info! Need swag too</li> <li>-Incorporate public art in the tours?</li> <li>-List other concerts happening around that time in case students can stick around.</li> </ul>	Kate H	<ul style="list-style-type: none"> <li>-departments should send an additional invite to prospective students on their lists about events</li> </ul>



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Final thoughts & adjourn	John B/Kate H	2:25-2:30pm – 5 min
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**Next Arts Recruitment Working Group meeting scheduled:** Monday, January 29, 2018 1-2:30pm