



## Arts Institute

UNIVERSITY OF WISCONSIN-MADISON

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### Arts Recruitment Working Group

Monday, December 18, 2017

B135 Lathrop Hall

1:00 – 2:30 p.m.

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#### AGENDA

**Present: John Hitchcock, Annette McDaniel, Branden Martz, Benjamin Schulz, Jared Jellison, Marina Kelly, Karen McShane-Hellenbrand, Sarah Chapeau (notes), Kate Hewson**

Item	Follow Up
<p><b>Updates on recruitment progress from departments</b></p> <p><b>News/Updates?</b></p> <p>Art applications up, Music slightly up much more out of state applications (possibly due to Common App). Heard from admissions that common app sees biggest increase in second year of using. Early offer acceptance going out this week.</p> <p>Meeting last week with AI and OAR to talk about the brochure that we're planning and overall communication strategy for the Arts. Seem to be optimistic that there are untapped markets for recruitment (Minnesota, transfer, east coast for whom this is a discount, multicultural, arts high schools, etc.)</p> <p><b>In/state vs nationally?</b></p> <p>Design Studies get a lot of out of state students, are considering creating pipelines w/in the state.</p> <p>Art Grad student applications see a lot from TX.</p> <p>Music testing Twin Cities recruiting and audition dates. Then decide on recruiting in MKE or D.C. (\$10K annual stipend from D.C to attend "out of state" universities mean they are an important market). Looking at TX as well.</p>	

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<p><b>School of Ed PreCollege summer program planning (John Hitchcock)</b></p> <p>Proposed for July 9-27, 2018</p> <p>Three SoE arts departments are doing a summer program. We created a syllabi and vetted through AI AAC. Starting to identify faculty and staff to teach the courses. 3 week, 3 credit course. Immersive and Integrated course for HS students in the arts can be used as a recruitment tool.</p> <p>Outside of SoE how can we integrate the other departments? "Field trips" to other arts departments across campus and in Madison.</p> <p>Why a for credit course? We've received feedback that students/parents wanted credit to be offered. Some issues of High School having to pay for the credits, working on ways to work around this issue (non-credit option or SoE funding for scholarship). Finding ways to meld the PEOPLE program schedule with this programing. Incoming Freshman students could also take this class, elective course wouldn't meet any breadth requirements because it's a Special Topics course, but students can ask departments to consider it. Will program events in the Studio spaces, which is an additional recruitment tool.</p> <p><u>Other summer programs:</u></p> <p>Dance -- June 15-17</p> <p>Music -- June 17-29</p> <p>Art -- June 26-30</p> <p>MEMF -- July 7-14</p>	
<p><b>Planning for April 21 Arts Admitted Student yield event (100 is the target number)</b></p> <p>Departments will start contacting admits, so we need "language" for wording. Will work on description to share with all departments so the message is consistent.</p> <ul style="list-style-type: none"> <li>• <u>Campus walking tour wish list:</u> <ul style="list-style-type: none"> <li>○ Emphasize what it feels like to be a student</li> <li>○ The Studio (can accommodate 10 ppl at a time)</li> <li>○ Memorial Union: Wheelhouse, Festival Room and Fredrich March Playcircle</li> <li>○ Union South (mention Marquee)</li> <li>○ Discovery building</li> <li>○ School of Music construction site</li> <li>○ Red Gym as all the student programs are there (multicultural student center, Black student center, study abroad, LGBT center, etc.</li> <li>○ Vilas Hall (mention Theaters and Cinematheque)</li> <li>○ Public art</li> <li>○ Chazen</li> <li>○ Nancy Nicholas Hall first floor bathroom</li> </ul> </li> </ul> <p>Providing talking points of unique elements of each departments. Possibility of current students "tagging along" on the tour.</p>	<p>AI send Arts Day info/description for departments to share starting first week in Jan</p> <p>AI send updated agenda for Yield Day</p> <p>Depts send talking points about departments</p> <p>AI ask Street about having arts students walk along on tour</p>

<ul style="list-style-type: none"> <li>• <u>Discipline-specific programming (2-4)</u> <ul style="list-style-type: none"> <li>○ Dance: attend student concert</li> <li>○ Art Department: tour and glass lab showcase</li> <li>○ Design Studies: fashion show behind the scenes and see the spaces. Graduate students setting up final showcase in gallery</li> <li>○ T&amp;D: Laramie Project that evening possibly providing comp tickets</li> <li>○ Music: Open rehearsal &amp; lecture</li> </ul> </li> <li>• Student panel: Music has student lined up.</li> </ul> <p>Working on finalizing a more detailed agenda.</p>	
<p><b>Update on Arts on Campus Recruitment brochure</b></p> <p>The brochure is only one part of a larger communications strategy, to include web, email, possibly postcards. What is the focus of the piece? “Community of artists” focus on richness of the arts scene on campus, availability of willing collaborators, community connections. List all department contact info and majors offered. No longer going down the path of using a folder model where departments can add their own info. Want to try and get this piece in the hands of the admits at the yield event in April. Doing an electronic mailing for admits. Admissions will handle the mailing/postage costs. Transfer student numbers are up but another market to look at. Could we develop an “app” that prospective students could use to access all the information?</p> <p>Where would your departments like to distribute the brochure? Will need to know for printing numbers. Departments are guessing around 1000 pieces per year for conferences and recruiting events. Also let us know if there are organizations that you are members of and could share mailing lists.</p>	<p>AI send out survey of distribution patterns/numbers</p> <p>Depts let us know if there are any mailings lists connected to organizations that you are members of and could share mailing lists</p>
<p>Wrap-up/Actions for next meeting</p> <ul style="list-style-type: none"> <li>• Promo for yield day with registration link</li> <li>• Pre-college info</li> <li>• Dept. specific talking points for walking tour</li> </ul>	

**Next Arts Recruitment Working Group meeting scheduled:** Monday, January 29, 2018 1-2:30pm