



Arts Institute

UNIVERSITY OF WISCONSIN-MADISON

Arts Recruitment Working Group Notes

Monday, January 29, 2018

B135 Lathrop Hall

1:00 – 2:30 p.m.

Present: Jerry Jordan, Carolyn Kallenborn, Jared Jellison, Karen McShane-Hellenbrand, John Baldacchino, John Hitchcock, Marina Kelly, Heather Owens, Kate Hewson, Sarah Chapeau (notes)

Item	Follow Up
<p>Updates on recruitment progress from departments</p> <ul style="list-style-type: none"> Jerry Jordan: School of Ed’s Day of the Arts will be March 9th 9a-2p 4 Madison HS & Verona. Students split up by discipline. What else can AI do to support? Competition with visual arts students to showcase in the SoE gallery. Could SoE please share contact information with admissions & AI so we share recruitment piece. Design Studies forming an internal working group to focus on recruitment. Dance heading to Pittsburg to National HS Dance festival (auditioning students) and will have a table. Collaboration with departments at The Studio to expose the students to the offerings of the arts departments. Mentorship program with former residents. 	<p>Jerry inquire to see if there would be students interested in learning about Fashion & Textile Design as well</p> <p>Jerry please share attendee contact info with admissions and AI so we can send them the recruitment piece</p> <p>Departments should bring materials to next meeting (brochure swap) to hand out at events, since AI brochure won’t be ready until 4/20</p>
<p>Updates on April 21 Arts Admitted Student yield event</p> <ul style="list-style-type: none"> Departments can send a save the date to admitted students, but admissions is handling all invitations/publicity for the event Music has confirmed most of their individual events for the afternoon Arts resource fair clarification – have an activity, perhaps Wheelhouse could be there? AI and The Studio will have presence at resource fair How is this event being promoted to campus? 	<p>Decide on student to be serving on the student panel if you haven’t already</p> <p>Kate to confirm with Street what the resource fair programming will be and who will be organizing</p> <p>Make sure departments/stakeholders are aware of Yield Day</p>
<p>Update on Arts on Campus recruitment materials</p> <ul style="list-style-type: none"> Working on gathering images and quotes and trying to communicate the priority importance items. 	<p>Send student quotes to Kate</p>

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<ul style="list-style-type: none"> • Don't fret if you don't have exactly what we've asked for—just send what you have • Down the road, we can work with you to help gather the types of images we're looking for if you don't have them. • Quotes are weakest area • Intended as a table piece. Students interested in the arts and admitted to UW. In addition to the piece there will be a companion webpage. Highlighting the: Arts Scene and community, opportunity for collaboration. Promoting The Studio as well. • Links to all the departments on the Website as well as WIN (student orgs) • Sending the brochures to the feeder schools those who send the largest numbers of applicants <p>Karen: OAR has been attending recruitment fairs but we haven't been receiving contact information from interested students that have been contacted at these fairs. Submit materials (quotes, pictures) by the end of the month.</p>	<p>Kate follow up with Street about getting names from the recruitment fairs for departments to contact directly.</p>
<p>Summer Precollege offerings and marketing (Heather)</p> <ul style="list-style-type: none"> • Heather will send an update on classes and offerings in early-mid February. Departments self-organize these course/clinics. Heather will be requesting information. • Bucky on Parade May 4th-Sept. There will be some on the UW campus. • Arts on Campus postcard getting an update and will be available for the Yield day. • Including the Arts pre-college events in the WSJ campus in the insert. • Karen mentioned the Pre-college campus planning committee as a resource 	<p>Kate H looks into sending our precollege info to DCS lists</p>
<p>Wrap-up/Actions for next meeting</p>	<p>Contact Kate if you would like her to present about the recruitment initiative at your faculty meeting</p>

Next Arts Recruitment Working Group meeting scheduled: Monday, February 19, 2018 | 1-2:30pm