



Arts Institute

UNIVERSITY OF WISCONSIN-MADISON

Arts Recruitment Working Group Minutes

Monday, March 19, 2018

Harrison Parlor

1:00 – 2:30 p.m.

AGENDA

Item	Follow Up
Welcome & introductions	
Announcements & Brochure Exchange	
Updates and Planning for April 21 Arts Admitted Student yield event <ul style="list-style-type: none">● Monitor with 3 minute Studio video playing● Inspirational promo materials to promote cross-disciplinary knowledge● Proposed: staff coming in an hour earlier● Heather running arts on campus table● Cross-disciplinary emphasis● For discipline specific locations, offer addresses and specific details to Street<ul style="list-style-type: none">○ Stopping at Wheelhouse Studios○ Stopping on Library Mall at Chazen and where music building is going up○ Referencing where The Studio is when they stop in the Southeast neighborhood● Dance students will be at panel, and have the option for a lunch meal ticket● Calendars for all discipline events available to students	
Recruitment Marketing <ul style="list-style-type: none">● Update on Arts@UW recruitment brochure & website<ul style="list-style-type: none">○ Brochure being shown off by Heather○ Brochure geared towards students who don't know about arts on campus○ A sample & taste of the arts on campus	

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<ul style="list-style-type: none">○ For students who have been admitted but haven't committed yet○ Street: group-specific info sessions for key groups<ul style="list-style-type: none">■ Highlighting yield day○ For next recruitment cycle, there will be CRM which will keep track of student traffic (regarding emails and website engagement) on a single server○ Arts Institute e-blast will be sent out by AI	
<p>Creative Campus Tour and ad hoc planning group</p> <p>Creative Campus Tour and Ad Hoc Planning Group</p> <ul style="list-style-type: none">● Updates on Creative Campus Tour<ul style="list-style-type: none">○ Museum Hack will be coming to UW to train and gather information<ul style="list-style-type: none">■ Then build the content for a tour that UW will then own○ Ad hoc advisory committee will be formed to offer ideas for content○ Can the tour be videotaped and put online● Kate Lochner has met with SOAR, Allen Centennial, Wheelhouse, John Hitchcock	
<p>Wrap-up/Actions for next meeting</p>	

Next Arts Recruitment Working Group meeting scheduled: Monday, April 23, 2018 | 1-2:30pm