



Arts Institute

UNIVERSITY OF WISCONSIN-MADISON

Arts Recruitment Working Group Notes

Monday, May 7, 2018

B135 Lathrop

1:00 – 2:00 p.m.

Present: Shannon Jones, Carolyn Kallenborn, Street, Mary Hoefflerle, Marina Kelly, Kate Hewson

AGENDA

Item	Follow Up
<p>Admitted Student Day for the Arts post mortem and Yield outcome Yield numbers are not yet available.</p> <p>104 registered for the yield day and 75 attended, which was great for a first time event. The event received positive feedback and will take place next year. OAR has already booked Gordon Dining and Event Center and scheduled the event for the first Saturday in April (4/6/19). They might not do the Resource Fair again or might choose a smaller group of exhibitors. The tour will be able to include The Studio. The capacity for the event is 200, and we can expect better attendance as everyone can start promoting it much earlier.</p> <p>The Creative Campus Tour will be developed and running through CAVR as of August, so will be scheduled for this event. The tour should last 60-75 mins to fit in with the agenda for the day.</p> <p>Would like to see more activation of the spaces and will work on that next year</p> <p>Some departments felt the numbers were low and that since some students had already matriculated, questioned the impact of the Yield Day. Street explained that it's becoming more common for students to "double deposit" and indicate a decision at more than 1 institution, so are still very much confirming their choices.</p>	
<p>Updates</p> <p>SOAR resource fair SOAR has accepted "Arts on Campus" for the Resource Fair! Arts Institute will provide tablecloth, displays, materials. If it takes place at Union South, Robin Schmoltdt has offered that we can store our materials in her office. Shifts start June 9.</p> <p>Summer arts camps promotion AI is promoting Art Studio, Summer Music Clinic, Dance Invitations, and Imaging Self to schools around Dane County. Registration for Art's 1 credit program has been slow, and lost some students to Imaging Self. We hope that Imaging Self will be able to expand in future to include Design and maybe even Music (or could at least take place at the same time as Music Clinic).</p>	<p>Kate will send out a signup for the tabling slots</p> <p>Kate set up meeting for Summer Camp coordinators in October.</p>

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<p>Summer camp coordinators will meet this fall (ideally October) to discuss timing, cost, promo, focus.</p> <p>New Coordinator of Student Programs Marina Kelly will start in new role as Student Programs Coordinator on July 1. The Studio Coordinator job will hopefully be listed in June and filled in time for July.</p>	
<p>Marketing content and materials Best practices – AI can better publicize programs when we have similar types of information available. Would ideally like to have all of the following for each department (Dance, Art, Music, Design, Theatre). Examples:</p> <ul style="list-style-type: none"> • Video giving overview of the department/major that will be included on Degrees & Certificates page e.g. Textile & Fashion Design and Dance • Quotes from students e.g. Art • Prominent alums from various decades such as those included here • Careers See lists from Art and Comm Arts <p>Advice for what to include as departments develop new materials:</p> <ul style="list-style-type: none"> • Answer question – why should I come here? • Help students visualize how they would fit in on campus as an arts student and opportunities that are available to them outside of the department • Offer concrete info with sources, not just fluffy words • Image heavy but not just images • Make sure degree program options are easy to find and read • A clear statement on what the department does and believes in is powerful • Highlight what is unique about us and what other campuses don't have, such as papermaking, glassblowing, fashion show 	
<p>Priorities for next year</p> <ul style="list-style-type: none"> • Pipeline – summer camps • Grad recruitment • Yield Day and Creative Campus Tour 	
<p>Wrap-up for the year Thanks to everyone who's served on this committee this year!</p>	