



Division of the Arts
UNIVERSITY OF WISCONSIN-MADISON

Arts Recruitment Working Group

MINUTES by Sarah Chapeau

Monday, September 17, 2018 1:00 – 2:30 pm
Lathrop Hall, Rm. 149 Virginia Harrison Parlor

Item	Who
<p>Welcome/ Introductions</p> <p>Name, unit, role, New initiatives, Update on enrollment/ recruitment for your area Kate Hewson, Division of the Arts, Student Affiliation program. Our affiliation programs are a way to connect with others in the arts and get insider information. John Baldacchino, Director Division of the Arts Heather Owens, Audience Development & Communications Specialist Jerry Jordan, School of Education Recruitment and Retention Specialist Shannon Jones, Art Department, Undergraduate recruitment for prospective students in the department. Met with students and parents over the summer and several sessions scheduled this fall. Andre Phillips, Director of Admissions & Recruitment. Growing undergraduate recruitment, pleased that we met this year target increased enrollment of 250. Earmarked the Arts as a growth area want to continue to partner. Jim Stauffer, Undergraduate Advisor Theatre & Drama. The department hasn't focused on recruitment the last couple years but ready to change focus. John Hitchcock Associate Dean for Arts & Humanities SoE. Liaison between the three departments in SoE. Focus on Summer arts programs, new initiatives and personnel issues Jared Jellison, School of Music undergrad Admission Coordinator. Good year with enrollment of new and transfer students.</p>	All
<p>Arts Recruitment Working Group Purpose/ Priorities</p> <p>Review Working Group's Purpose/ Priorities Priorities from May 2018 meeting -Pre-college & summer camps -Graduate recruitment -Yield day -Creative campus tour -Data from admissions & recruitment</p>	Marina/ Kate/ All



Division of the Arts
UNIVERSITY OF WISCONSIN-MADISON

<p>Continue to work together with admissions and recruitment to ensure that we continue to collaborate, and the students are being admitted that the departments want. Admissions recognizes that this WG are subject matter experts in areas that they are not.</p> <p>Increase diversity by increasing enrollment in the arts. Communication about Bucky's Tuition Promise is important. Badger Promise for transfer students as well.</p>	
<p>Reports/ New Business</p> <p>Creative Campus Tours</p> <p>Walking tour of arts academic units throughout campus. Wanted to build tour that is fun and engaging, going inside actual facilities where they will be working. Collaboration with CAVR. Next tour on Friday Sept 21st for affiliates and any other UW staff. Additional tours late October and early November for campus open houses. Communicating with other units that want to be involved that this is a pilot year and not everyone can be included. Need help from departments and admissions to communicate to prospective and enrolled students that the tour is available. Meet with Greer at Admissions to discuss how we can send out this message and utilize their new CRM.</p> <p>SOAR</p> <p>Table at SOAR for students. Thank you to everyone that helped staff the table (29 sessions). Reached 1200+ new students to let them know the arts offerings on campus. Had a student employee staff the table as well it was great to have both perspectives represented.</p> <p>Sunburst fair at Union South during welcome week. 300 students</p> <p>International resource fair reached several students there as well.</p> <p>Imaging Self</p> <p>Summer program in the arts, used Integrated Arts special topics number. On campus experience for HS students to live and learn on campus and receive 3 credits. 10 students (5 had some type of funding support for their tuition). Spent a lot of time creating the curriculum. DCS provided ignitor funds. Looking at strategies for growing it across campus. Great to see the showcase at the end of the program and how they collaborated. Will increase the likelihood that will attend in the future.</p> <p>Division of the Arts Scholarships</p> <p>Feedback on the criteria for DotA scholarships. Are the deadlines for report and deliverable items feasible?</p> <p>The work of this committee was one of the selling points to get the funds from Provost's office for these scholarships.</p>	<p>Kate/ Marina</p>



Division of the Arts
UNIVERSITY OF WISCONSIN-MADISON

<p>Could departments leverage these funds for Early Admissions deadline. School of Music has mid-March decisions, so timeline is feasible Including these scholarship funds in letter of acceptance for students. Having a picture of the full package in the letter shows institutional commitment to the student. Continuum of showing the impact of this award T&D doesn't have a portfolio or audition process, so it will be difficult to identify the potential students to award this to.</p> <p>Recruitment Fairs Will send out more information as we did not get to this topic in the meeting time.</p>	
<p>Wrap-Up Will be sending out a Doodle poll for possible times for future meetings. In general Tuesday mornings may work well for others in this group.</p>	Marina

Next meeting scheduled: tbd

Upcoming Division events (<https://artsdivision.wisc.edu/events/>)

- Affiliate Summit | Fri, Sep 21 | 9:30am-1pm | Memorial Union State Room
- Creative Campus Tour | Fri, Sep 21 | 1:30-3:30pm | Nancy Nicholas Hall
- Rashaad Newsome Meet & Greet | Tues, Sep 25 | 9-11am | U Club
- Rashaad Newsome Artist Talk | Wed, Sep 26 | 5-6:15pm | 145 Birge Hall
- Wild Rumpus Circus at Dance Friday Forum | Fri, Oct 5 | 3:30-5pm | Lathrop Hall
- Arts Agôn Arts Research Forum | Thurs, Oct 11 | 10am-12pm | Memorial Union TITU
- Stuart Flack at Wisconsin Science Festival | Oct 11-14 | Discovery Building

Save the date: Arts Yield Day | April 5, 2019