



**Division of the Arts**  
UNIVERSITY OF WISCONSIN-MADISON

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**Arts Recruitment Working Group**  
Tuesday, October 16, 2018 12:00 - 1:30 pm  
Lathrop Hall, Rm. 149 Virginia Harrison Parlor

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| Item  | Time   |
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| <p><b>Welcome/ Introductions</b></p> <p>Name, unit, role; New initiatives; Update on enrollment/ recruitment for your area</p> <p>Shuxing Fan, T&amp;D, Assistant Professor Scene Design</p> <p>Ben Schultz-Burkel, School of Music, Assistant Director, faculty, staff and student recruitment</p> <p>Jared Jellison, Undergrad recruitment coordinator School of Music</p> <p>John Hitchcock, SoE Associate Dean &amp; Art Department working on launching recruitment website</p> <p>Kate Lochner, Digital Marketing Coordinator DotA</p> <p>Kate Hewson, Assistant Director for Academic Programs DotA</p> <p>Theresa Pillar-Groesbeck Student coordinator for T&amp;D, take advantage of what is here. We give tours &amp; tickets to prospective students when they visit. Participated in SOAR table.</p> <p>Courtney Byelich, WUD Music Committee. Representing all of WI Union arts programs. Here as a resource for what offerings we have and how students can get involved.</p> <p>Patrick Jackson, SoHE; New in position working on updating recruitment materials specifically textile design. Working on process for students to submit portfolios which will roll out soon</p> <p>Mary Hoefflerle: Art Department, working on a poster to send to High School art teachers with Department info.</p> <p>Heather Owens: Print communications for DotA</p> <p>Carolyn Kallenborn: Textile Design; Textile design certificate coming soon</p> <p>Street, Arts liaison with the OAR</p> | <p>12:00-12:20pm</p> <p>–</p> <p>20 min</p>  |
| <p><b>Reports</b></p> <p><b>Recruitment Fairs/ Funds for Targeted Recruitment</b></p> <p>Provost office has provided funds for departments to attend fairs or other recruitment events targeted to their department's needs. We have created a Qualtrics form to submit information on how departments would like to spend the funds.</p> <p>Question asked if it is appropriate to send staff member to High School to give presentations with these funds? Make the request and we'll look at it with all the others.</p> <p>WI high school theatre festival is coming up, we're already planning to go but the money would help us with the costs to set up the tables.</p> <p>Is there a place where we can gather the information regarding these opportunities?</p>   | <p>12:20-12:50 pm</p> <p>–</p> <p>30 min</p> |

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| <p>We could set-up an Outlook calendar for departments to share recruitment related events happening. We'll start asking what is happening in your departments</p> <p>DotA has a list of all events Admissions &amp; Recruitment attends, we send materials related to all the arts.</p> <p>Please share 150 of your department specific materials within the next week so we have available at next events.</p> <p>Examples of events that are already happening on campus</p> <p>Arts Yield Day</p> <p>Day of the Arts organized by School of Education</p> <p><b>Division of the Arts Scholarships</b></p> <p>Provost office gave DotA funds for targeted scholarships for the Arts departments for \$5k for 5 departments (Music, Art, Dance, T&amp;D &amp; Design). Desire is for it to be as unrestricted as possible. We will be using the systems that admissions and financial aid already have in place to distribute the funds. More information will be shared soon.</p> <p>The stories of the students who receive these funds will help us advocate for these funds to continue to in the future. There will be some requirements after the award is distributed to the students (thank you letter)</p> <p><b>Creative Campus Tours</b></p> <p>We are currently working on integrating our new student engagement employees into the tour. Working on adjusting and experimenting with the script. Making final approvals on the tour script based on all the feedback. Marina will be reaching out to each chair to finalize the information for their department.</p> <p>Following up on the possibility of providing ice cream coupon as an incentive to go to the Union after the tour.</p> <p>Next thing to decide is aligning Spring tour dates with events that are happening on campus. Please share dates that are priority.</p> <p>T&amp;D and Music have joint production in the Spring aligning dates to encourage HS theater students to attend.</p> <p>Align with Gallery night possibly.</p> <p>Please help us out and provide the link and information about the tour on your website.</p> <p>Share with current undergrad students. We have a flyer in the works and will share a digital version as well.</p> |                                  |
| <p><b>New Business</b></p> <p><b>Student Program Assistant Project Update</b></p> <p>What are the gaps that students perceive in the arts. Partnering with other units on campus to run focus groups to find out what students needs are with the Arts on Campus.</p> <p><b>a2ru Conferences:</b> alliance for arts in research universities about 45 schools.</p> <p>UW will be hosting the 2020 conference setting up the working group. We want to make sure we highlight everything this is going on campus.</p> <p><b>Entry Level Courses</b></p> <p>We have gathered a listing of arts courses that are open to non-majors and freshman but know that we have missed several. Sending out an email to gather more courses. This was one of the hottest items at SOAR. Could be the reason design had to add extra sections of an intro class.</p>   | <p>12:50-1:05 pm–<br/>15 min</p> |

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| <p><b>Office of Admissions &amp; Recruitment Update (Street)</b></p> <p>A look at the data</p> <p>Information and increased in total number of applications for the last three years mostly due to the common app.</p> <p>Increased our admit rate over the last couple years but yield is still the critical factor.</p> <p>Have seen increased yield in Design and Art</p> <p>Admissions wants to continue to help and expand the yield day events. Encourage direct calls to admitted students they are a great tool in yield. Students love hearing from the people they will be learning with and getting questions answered. Built CRM for prospective students. Building process for communication with prospective students.</p> <p>Transfer students increasing the number admitted throughout the UW. New transfer representative in the OAR designated to the Arts who was just hired this week.</p> <p>For Portfolio/Audition departments: OAR is rolling out a way for you to directly enter assessment of talent into CIS. We will be offering a training soon. Each department will have a designated person to enter the information. Streamlining the process.</p> <p>Suggestion that it would be great if we could be communicating portfolio and audition review process to potential students possibly adding to the tour, so students are aware.</p> <p>During Arts Yield day each department has a two-hour designated time block to showcase their department to students who expressed interest in the major.</p> <p>DotA will be organizing and hosting another recruitment summit in the Spring to dig deeper into the issues.</p> | <p>1:05-1:15 pm –<br/>10 min</p> |
| <p><b>Wrap-Up</b></p>  | <p>1:15-1:30 pm –<br/>15 min</p> |

**Next meeting scheduled:** Tuesday, November 20, 2018 | 12:00-1:30 pm

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

- Tuesday Night Movie Club | Oct 16 | 7-9pm | Marquee Cinema
- Devising Work for the Stage: A Playwrighting Workshop w/ Stuart Flack | Oct 26 | 3-5pm | Memorial Union
- Quick Theatre: How to Write a 10-Minute Play Workshop w/ Stuart Flack | Nov. 2 | 10am-12pm | Memorial Union
- NASEM Town Hall | Nov 19 | 9am-12pm | DeLuca Forum, Discovery Building
- Data Vaudevilles: Bits & Bytes | Dec 8 | 2-4pm | Discovery Building
- Save the date: Arts Yield Day | April 6, 2019