



Division of the Arts
UNIVERSITY OF WISCONSIN-MADISON

Arts Recruitment Working Group

Tuesday, December 18, 2018 12:00 - 1:30 pm
Lathrop Hall, Rm. 149 Virginia Harrison Parlor

Item	Follow-up
<p>Welcome/ Introductions</p> <p>Chazen: Opening a café in spring 2019. Around 1,000 came through during study day event. Summer pilot AMMD diversity internship. Fellowship in Art Education in Fall 2019. Worked with Art Dept woodworking class to redesign niche space in museum.</p> <p>Design Studies: Turning things around in the department classes are filling up. Certificate starting in the fall looking to be very popular.</p> <p>Dance: Hosting regional HS dance festival this spring, numbers are significantly higher than last time. During Spring Break.</p> <p>DotA: Creative campus tour finalizing updated script for the spring tours</p> <p>Music: Dec 31st deadline for January auditions. We were able to travel to Minnesota in Feb for recruitment fair using DotA recruitment funds.</p> <p>The Studio: Reached out to departments set dates for current students to attend audition dates</p> <p>T&D: working on flier piece to send out to HS. Developing a certificate for theater studies hopefully starting in fall 2019. We are hosting some Community College Theatre Festival events in January. Very busy in the department with faculty searches and changes to the majors.</p> <p>Art Department: Recently hosted informational sessions for interested students and parents. We were able to attend a recruitment fair in Chicago using DotA funds</p> <p>Music: AOF (advanced opportunity fellowship) bring people in for auditions on University funds. Faculty are reporting recruitment efforts on their PAR. Matching up similar efforts and identifying gaps.</p> <p>Success Works: career center building on their ability to serve. Working with the Communications, Arts and Entertainment Career and Internship Specialist Jorge Zungia to ensure the Arts and performance are well represented. Success Works</p>	
<p>Reports</p> <p>Recruitment Fairs/ DotA Tabling</p> <p>Office of Admissions and Recruitment identifying various fairs in the Spring. Students representing various departments and The Studio and these events and auditions. Sharing a list of upcoming campus admissions events. Visitbucky.wisc.edu</p> <p>DotA is working on recruitment video, similar script and content as the recruitment material piece our target completion date is mid-February.</p> <p>Funds for Targeted Recruitment</p>	Share a list of upcoming admissions events.

<p>Requests have been coming in. We will send out a list of what has been requested so far with the minutes. Please share stories with how the funds have helped your department. We may create Qualtrics form for folks who have utilized the funds to gather data on how you have used the funds and who you have reached this information will be valuable so that we can continue making a case to continue receiving these funds.</p> <p>Division of the Arts Scholarships</p> <p>Music has met with Keith Brown to determine how to use the funds. Let us know if you have additional questions.</p> <p>Creative Campus Tours</p> <p>Spring dates have been determined. Working on integrating arts information into the standard tour for some of the larger groups (summer music clinic & Imaging self)</p> <p>Fall tours: 9 tours, 91 register and 63 attended. We did not have a good response rate to the survey so we're looking at different options for collecting post-tour feedback.</p> <p>Please continue to promote to students and include link on your websites.</p> <p>Fall 2018 Letter to educators (teachers associated with the Arts)</p> <p>Introduction letter, Arts + You brochure. Sent to arts high schools all around the country, about 2,900 went out. Is it possible to include career counselors in WI HS because there aren't Dance programs in schools.</p> <p>We can share any portion of the list that you may want if there are areas you want to target.</p> <p>Candi can share a list of HS contacts in Northern Indiana and Michigan that was compiled at a previous position.</p>	<p>DotA will share list of recruitment fund requests.</p>
<p>New Business</p> <p>Summer Programs</p> <p>Exploring ways to expand Imaging Self pre-collegiate summer program into additional departments across the University.</p> <p>Begin to review recruitment brochure for updates</p> <ul style="list-style-type: none"> -Changing the word "connect" to something more engaging so it's clear that it is a call to action. -Take the line break out of Music on the Majors list. -Call out Graphic Design as a named major. Possibly remove Landscape Architecture -Play up the Faculty credentials on Arts @ UW page -Highlight the collaborative aspect of the UW and community -Include the certificates -Highlight Chazen in the list (not lumped into the 30+ galleries) -Highlight Arts scene in Madison <p>Feel free to share with others to gather feedback and also take a look at the content on the website.</p>	
<p>Office of Admissions & Recruitment Update/ Planning (Street)</p> <p><u>Recruitment Summit</u> (Discussion about dates/ locations)</p> <p>DotA will be organizing and hosting another recruitment summit in the Spring to dig deeper into the recruitment issues.</p> <p>Tentatively scheduled for Feb 22nd let us know if there are concerns with this date.</p>	

<p>Please clarify how the scholarship work with students and timing. Make sure that they receive their admissions before you send the scholarship letters.</p> <p>Reminder that MN is already very competitive so may not be the best market to focus recruitment efforts.</p> <p>Applicants will receive early admission decisions by the end of the week.</p> <p>Call-outs are a great way to increase matriculation, please try to call in Jan. Share information of Arts admitted student date.</p> <p>Arts Yield day invitation will go out approximately mid-January.</p> <p>Please continue to think about what your department will be doing for your two-hour block.</p> <p><u>Call Out Dates?</u></p>	
<p>Wrap-Up</p>	

Next meeting scheduled: Tuesday, January 29, 2019 | 12:00-1:30 pm

Remaining ARWG meetings, spring 2019: Tues. Feb. 19 | Tues, March 12 | Tues , April 23

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

Arts Business Competition Deadline | March 1, 2019

Arts Yield Day | April 6, 2019

Rashaad Newsome's Final Residency Event | April 18, 2019

Arts Business Competition Final Event Thursday, April 25 | 5:00-6:30 pm

Arts Awards | May 7, 2019

Arts Association Educator's Conference Final Event | June 1, 2019

Summer Music Clinic: | June 16-22 (Junior session)/ June 23-28 (Senior session)

Imaging Self | July 7-21, 2019