



Division of the Arts
UNIVERSITY OF WISCONSIN-MADISON

Arts Recruitment Working Group MINUTES
Tuesday, January 29, 2019 12:00 - 1:30 pm
Lathrop Hall, Rm. 149 Virginia Harrison Parlor

Item	Follow-up
<p>Welcome/ Introductions</p> <p>Greer Davis: OAR communications director</p> <p>Street: OAR Arts Liaison</p> <p>Patrick Johnson; School of Human Ecology: we had the opportunity to do new marketing materials thanks to this committee. Portfolio submission has been going well figured out how to use BOX for the submissions.</p> <p>Amy Bertrand; Student Service Coordinator Human Ecology: Textiles & Design certificate is now accepting applications</p> <p>Kate Lochner; Division of the Arts: Creative Campus Tour & Arts Business Competition fliers please share in your departments and on bulletin boards</p> <p>Jered & Ben; School of Music: We are in the middle of audition days and have five faculty positions that are currently in recruitment.</p> <p>Teresa; Theatre & Drama: We are working on an additional major in the department (an L&S student can have it as double major without School of Education requirements) Poster for High Schools is in the works. Summer classes building on summer scholarships funds.</p> <p>Shannon Jones; Art Department: Working on Arts Yield day communication.</p> <p>Carolyn Kallenborn; Design Studies & Interim Studio Faculty Director: Come check out the new textile gallery</p> <p>Dominque; The Studio: Working with departments to send current Studio students to audition days.</p> <p>Karen McShane-Hellenbrand; Dance Department: Regional HS dance festival in March. We have doubled enrollment from 2017, it is great visibility for the department. We have auditions in Feb.</p>	
<p>Office of Admissions & Recruitment Presentation of CRM (Greer Davis)</p> <p>Learn about how the Office of Admissions and Recruitment is utilizing the Salesforce Customer Relationship Management (CRM) Software.</p> <p>-This is a tool used to recruit and yield undergraduate students.</p>	

<p>-Launched in July used for undergrad prospective students. Looking to get into the hands of campus partners. Campus Beta group currently using. Launching to campus partners widely in summer 2019.</p> <p>-Improved admissions request for information form (indicate academic area of interest) https://uwmadison.secure.force.com/admissions/UW_RFI_Form_Generic</p> <p>-Students will receive more information on the areas/majors that they indicate on their form</p> <p>-Open to feedback on form as far as language and category arrangement.</p> <p>-Marketing email automation with Eloqua</p> <p>-Developed new marketing pieces and there are different pieces for mailing and at fairs</p> <p>-New information session content geared toward student & family questions</p> <p>-Helpful for us to know new information (majors and certificates)</p> <p>-CRM and SIS will both exist (CRM is for prospective) No information in SIS until they apply</p> <p>-More involved training will come as we roll out CRM use to campus</p> <p>-Why implement? Track student's activity in one place, align communications to better serve students in all stages of recruitment</p> <p>-Opportunities to collaborate (events, mass emails, additional marketing and outreach)</p> <p>-Will work with you to manage the content in mass emails and to properly target the groups. Can segment by interest</p> <p>-We have inquiry forms as well to take to fairs</p> <p>-Centralized communications log (can see all the information and communication that the prospective student has received)</p> <p>-Please ask if you have questions, we are excited for the opportunity to work with all of you</p>	<p>-Share feedback on request for information form</p>
<p>Office of Admissions & Recruitment Update/ Planning (Street)</p> <p>Saturday April 6th Admitted Student Day for the Arts: Similar schedule as it was last year</p> <p>8:30-4 info session student panel one from each discipline (please start thinking of prospective students OAR will do a training) session on collaborative artistic opportunities lunch arts focused tour (modified Creative Campus Tour) respective discipline (2p-4p) need to know the starting location Please share schedule by Feb 15th Including First Wave in the event this day as well. Call Out Dates: Street is working with events team to provide lists and talking points. Should have call lists early Feb. Keep timing of calls in mind (time-zones, HS class schedule) Please share Admitted Student Day info when calling. What comes to mind for topics for collaborative session?</p>	<p>-Department Student Representative for Admitted Student day</p> <p>-Send schedule and plan for Admitted student day to Street by Feb 15th</p>

Imaging self, fashion show, entry level arts courses, Wheelhouse, The Studio, Student organizations, Performing Ourselves.	
<p>Reports</p> <p>Recruitment Fairs/ DotA Tabling: Increased our distribution of materials and participation at fairs and events. We need more materials from you want to communicate in advance so you can plan (there is still money available in targeted recruitment funds) If possible, deliver by the next meeting to 321 Lathrop and let Marina know they are on their way. Materials Request (DotA): 320 pieces (Tabling: 50, CCT: 120, SOAR: 150) This request will get us through the Summer.</p> <p>Funds for Targeted Recruitment: Insert list of specific usage by department</p> <p>Printing, participation in fairs (travel costs).</p> <p>Division of the Arts Scholarships: Keith Brown communication at Fin Aid,</p> <p>Share stories of how the funds are being used (will be useful for future asks)</p> <p>Creative Campus Tours: gathering data, created short survey to share after tour.</p> <p>Undergraduate Symposium representing the arts. Reporting on what students are doing in the arts. Prompt has come from Vice Provost for Teaching & Learning</p>	<p>-Send additional recruitment materials to Marina (~320 pieces)</p> <p>-Share stories on how you use the scholarship funds</p>
<p>New Business/ Discussion</p> <p>February 22nd Recruitment Summit: RSVP if you haven't already. We will share information to be reviewed in advance</p> <p>Portfolio/ Audition Information collection</p> <p>Materials Request (DotA): 320 pieces (Tabling: 50, CCT: 120, SOAR: 150)</p>	
Wrap-Up	

Next meeting scheduled: Tuesday, January 29, 2019 | 12:00-1:30 pm
 Remaining ARWG meetings, spring 2019 (Tuesdays, 12-1:30 pm): 2/19, 3/12, 4/23

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
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