

Recruitment Committee Meeting

MEETING MINUTES

Date: 10/18/19

Time: 8:15 am – 9:00 am

Place: ECC 261

1.) **Call to order**

Meeting was called to order by Amy Sturdivant.

Present: *Sam Allen, Lisa Antoon, Ashley Dougan, Nate Davis, Lillie Ellen, Alejandra Munoz, Amy Sturdivant, Heath Waldrop, and Ray Winiecki. Excused were Dr. Carty and Barbara Howell.*

Amy noted that she would record minutes in Barbara's place.

2.) **Review and approve previous meeting minutes dated 9/20/19.** Lisa moved to accept the minutes. Heath seconded. All in favor of approving minutes.

3.) **Common monthly meeting date/time.** Amy previously sent out a survey to committee members to determine the recurring monthly meeting date and time. The most popular vote was for the 3rd Friday of each month at 8:15. Amy said that she will schedule meetings by this vote as a default, but she is willing to negotiate another date/time to accommodate the committee.

4.) **Re-cap of recent events.** Nate spoke about recruiting events that happened last week. There were 3 college fairs, one which was hosted at SouthArk. The fair in Camden had 4 schools attend with 56 contacts. Most students were from Camden Fairview. Most popular student interests were in nursing, health science, and criminal justice. Tuesday was the SouthArk College fair. There were an estimate of 30 institutions there. The turnout was disappointment for multiple reasons: lack of school participation, lack of student transportation, school no shows, and ACT testing conflict.

Discussion: Heath and Nate explained that contacts were made as early as February for planning and scheduling. Initial contacts and some follow up contacts were positive with school interest; however, turnout was low. Heath explained that the fair was changed to day time to help increase participation. Also, there is a trend to consolidate the number of college fairs to reduce hardships on schools, recruiters, and scheduling. Ray made a suggestion to talk with the schools and determine why they didn't participate. This can help with planning and scheduling the next event. Maybe negotiations for a better date that is not around testing times would increase participation. Alejandra suggested assisting schools with finding funds to assist with transportation, since transportation was a big deterrent on participation for this event. Nate and Heath explained how the schools expressed their interests in participation when the event was being planned; however, they didn't show up. Ray and Heath agreed that leadership representatives from SouthArk could help with increasing school commitments, follow through,

and participation. Heath said he appreciates everything that Ray and his division did to help with the event, since student participation was strong for secondary technical. Sam asked if the 2+2 students were invited. Heath answered no by saying this event was strictly for high school students and the 2+2 students have a transfer fair that is for them.

5.) Upcoming events. Preview Day is scheduled for Wednesday 10/23/19. This is for all juniors and seniors. Heath said this is a replacement for senior day. The numbers are bigger than anticipated, so participation looks promising (expected 20 but have 60+). A set itinerary is planned and students will be divided into area of interest. They will do tours and have a friendly setting to network, meet other students, and have a good time. Transportation should not be an issue for this event due to smaller size.

Discussion: Lisa asked about how the logistics are planned for the event, such as parking and attendees knowing where to go. Heath said that communications are sent out to explain that ahead of time. Texting is one example of how they share that information.

Health Science Open House is Tuesday 10/22/19. This event has been shared and marketed in multiple ways. It is also on the SouthArk website's main page. Sam said the event should be fun. They will have candy and fun displays that are Halloween related. One will be a skeleton with gummy worms. Students that have expressed interest in working in medical/health field have been target population. Ray and Alejandra suggested parents be targeted to attend the Open House and other events.

6.) Other important recruiting events.

- Junction City is having a career fair on January 23. It is not a college fair, so unsure of what is involved.
- October is College Application Month. (*See discussion below*).
- Union County Administrator meeting on November 4th. This will be held on East Campus. This will include the local high school administrators and college administrators. Meeting will discuss updates and scholarships.

Discussion: It was noted that scholarships are due November 1st (for most colleges). However, SouthArk does not have a similar or competitive deadline like this. Some scholarships for this semester are still being awarded now....and it's October. Heath said that this has been brought up before in the past, but it hasn't been addressed or changed. Ray suggested that the Recruitment Committee look into this further to determine if it is worthwhile to recommend an adjustment or change. Amy said that she would also like to continue discussions about this. If there is an opportunity to increase recruitment opportunities or enrollment by making a change, it should be explored.

7.) Adjourn

All members agreed to adjourn.