

# Recruitment Committee

---

## MEETING MINUTES

Date: November 19, 2021

Time: 9:30 a.m.

Place: Microsoft Teams

### I. Call to order

- a. *Dr. Sam Allen* called to order the regular meeting of the *Recruitment Committee* at 9:30 a.m. on *November 19, 2021*, via *Microsoft Teams*.

### II. Roll Call

- a. **The following committee members were present:** *Beth Barcroft, Lillian Ellen, Dr. Derek Moore, Jennifer Schroeder, Sanequa Thompson, Heath Waldrop, Ray Winiecki, Tammy Ward, Secretary; Ashley Dougan, Vice-Chair; Dr. Sam Allen, Chair.*
- b. **The following committee members were excused:** *Amanda Rhodes.*
- c. **The following committee members were absent:** *Kelsey Jackson.*
- d. **The following guests attended the meeting:** *none.*

### III. Approval of minutes from last meeting

- a. *Heath Waldrop* made a motion to approve the minutes of the committee meeting held on *October 15, 2021*. *Ray Winiecki* seconded the motion. The minutes were approved as written.

### IV. Chair update – *Dr. Sam Allen, Chair*

- a. None.

### V. Old Business

- a. Update on Recruiting Events
  1. None.
- b. Recruitment Strategies are continuing with contact cards.
  1. Since September there have been over 300 that have come in from College Fairs.
  2. The website has brought in a significant number of cards.
  3. There have been an additional 60 cards come in through ACT.
  4. Fifty-three tours have been booked since September.
  5. There have been several new leads that have come in from the Welding advertisement.

### VI. New Business

- a. Action
  1. No Actions
- b. Discussion
  1. Dr. Sam Allen asked, “Is there an opportunity for continuing to get financial aid for a third year if they have played for two years and then entered a health science program in the third?”

- i. Dr. Derek Moore shared that as long as they haven't maxed out on the Pell grant they will still be eligible.
    - ii. There is a 12 term (6 year) lifetime limit on Pell grant access.
  - 2. There are initial discussions in health science looking at some offerings that would help with numbers in completion.
    - i. Dr. Derek Moore indicated continuing conversations should also include Kathy Reeves, lead adviser from Student Services, and also Tim Johnson.
  - 3. Ray Winiecki requested information to be shared by email on a more frequent basis of what is on the recruiters' schedules.
- c. Announcements
  - 1. Upcoming Events
    - i. Career Fair at Junction City is scheduled for January.
      - a. Beth Barcroft will send details to Academic Deans.
      - b. Susan Spicher has mentioned she wants to attend.
    - ii. Possibility of another El Dorado High School College Fair at EHS that will focus on juniors, whereas the previous one in the fall focused on seniors.
    - iii. Possibly a Preview Day in the spring semester.
    - iv. Recruiting meeting with CTE is scheduled for November 29.
  - 2. Other
    - i. The more than 20 strategies that recruiting developed a few years ago has now been made a part of our enrollment growth plan. The plan was submitted to the Board of Trustees last week.
    - ii. A new golf cart for tours is scheduled to be on campus in January.
    - iii. Beth Barcroft shared that one of the first steps in recruiting is letting others know that SouthArk is here and what we are doing at SouthArk. Use of social media, both personal and professional platforms, is a great way for each of us to promote SouthArk.

## **VII. Adjournment**

- a. A motion to adjourn was made by *Ray Winiecki* and seconded by *Tammy Ward*. The meeting was adjourned at *10:08 a.m.*

*Minutes submitted by: Tammy Ward*