

Recruitment Committee

MEETING MINUTES

Date: March 18, 2022

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 9:34 a.m. on March 18, 2022, via Microsoft Teams.

II. Roll Call

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

III. Approval of minutes from last meeting

- a. *Ashley Dougan* made a motion to approve the minutes of the committee meeting held on February 18, 2022. *Amanda Rhodes* 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. Ray Winiecki gave an update on the recent tours from Parkers Chapel. There were about 55 students that toured East Campus and Health Sciences. Sam Allen added to Ray's compliments on the efforts put into the organization of the tours and participation of the Program Directors.
 2. Nate Davis reported on tours. Tours are increasing and scheduled even through Spring Break. The El Dorado High School students that toured East Campus and then moved to the West Campus went really well.
 3. Heath Waldrop gave a report on the scholarship application process. The new process for the applications is working well. This year has seen a rise in the applications for scholarships and specifically the quality of students applying.
- b. Recruitment Strategies used:
 1. Tours
 2. Phone Contacts
 3. Direct mail
 4. Personal contacts through various programs and departments
 5. El Dorado High School CATS Conference is happening on April 7, 2022. East Campus will be participating to assist students in signing up for Secondary Tech

Center programs of studies. Additionally the career coach will be there to help register concurrent credit students.

6. Simpletext Database:

January 18 - March 7 Prospects from SimpleText:

Total Prospects for Fall 2019: 224
Total Prospects for Fall 2020: 873
Total Prospects for Fall 2021: 1,087
Total Prospects for Fall 2022 to date: 1,050

Total Applicants for Fall 2019: 127
Total Applicants for Fall 2020: 347
Total Applicants for Fall 2021: 368
Total Applicants for Fall 2022 to date: 71

Total Registered for Fall 2019: 65
Total Registered for Fall 2020: 242
Total Registered for Fall 2021: 197
Total Registered for Fall 2022 to date: N/A

Total Tours for Prospects Fall 2019: 55
Total Tours for Prospects Fall 2020: 167
Total Tours for Prospects Fall 2021: 240
Total Tours for Prospects Fall 2022 to date: 92

New Prospects: 64

VI. New Business

- a. Action
 1. No Actions
- b. Discussion
 1. Ray Winiecki brought to the group the idea of business cards with QR cards on the card that adds contact information into the person's phone contacts. Heath Waldrop will look into the technology involved and how that might be used to help with recruiting efforts.
- c. Announcements
 1. CATS Conference on El Dorado High School Campus April 7, 2022.

VII. Adjournment

- a. A motion to adjourn was made by *Ray Winiecki* and seconded by *Heath Waldrop*. The meeting was adjourned at 9:57 a.m.

Minutes submitted by: Tammy Ward