Meeting Date: December 9, 2009
Location: GHH 109
Present: Kelly Donnell, Lynn Fawthrop (guest), Fred Gould, Don Lee, Sue McMullen, Scott Rutherford (chair),

The Admissions and Enrollment Committee met with Lynn Fawthrop to discuss the 2008-2009 report, and to discuss ways in which faculty might be more involved in the recruiting process.

Lynn was pleased that the 2008-2009 committee found that the best practices outlined in the report were generally implemented at RWU to varying degrees. Some are fully implemented with minor tweaks while others are ramping up.

With regard to involvement of faculty in recruiting, Lynn acknowledged and appreciated the time faculty already commit to open houses and accepted student days. Lynn pointed out that the relatively long-duration of the open house is necessary to afford families flexibility in their arrival and departure times. These times during which the prospective students and their families can interact with faculty members are important for recruiting.

The discussion then focused on how faculty members can become more involved in the recruiting process. The discussion led to three general categories of faculty involvement. First, top prospects receive phone calls from admissions prior to the receipt of the official acceptance letter. We discussed having faculty members make those phone calls. Each department/program could designate a faculty member (or members) to make these direct connections to the prospective students.

Second, faculty can develop lectures that (1) can be presented by the faculty as a guest-lecturer in high schools (2) be video taped and made available on the web. The intent is to do subtle marketing with RWU logos on slides, for example. The faculty would not be doing a hard RWU sell.

Third, there was discussion of the now-defunct Discovery Days and if they could or should be reinstituted. Perhaps a list of faculty willing to invite prospective students into their classes could be maintained and honor societies/clubs could organize the visits and providing shadowing opportunities for the prospective students.

The committee would like to work on these activities for the remainder of the academic year with the following goals: (1) Produce a protocol (in cooperation with admissions) for each of the three points discussed so that faculty may become more involved with recruiting with maximum simplicity, (2) communicate with the faculty to promote awareness of these activities.