Meeting Date: March 31, 2010  
Location: GHH 207  
Present: Fred Gould, Don Lee, Sue McMullen, Scott Rutherford (Chair), Doug White, Tucker Wright, Min Zhou

The Admissions and Enrollment Committee met to continue discussions on the recruitment experience. As a review, we previously discussed the following three options for additional faculty involvement in the recruiting process: 1) Faculty phone calls to accepted students 2) accepted students attending a class, 3) web-based outreach lectures/demonstration.

Our current thinking on these issues follows.

Phone Calls to Prospective Students

The A & E committee recommends that faculty make phone calls to prospective students. To be successful in this initiative faculty should be given some clarification and guidance in making phone calls: a generic script or outline, procedures for handling messages to other family members or answering machines, and a protocol for directing the student for more information.

The suggested script could include the following information:

- Personal congratulations
- Explain that the student will be getting further information from the Admissions office
- University highlights
- School or departmental highlights if applicable
- Provide follow-up information (e.g. financial aid contacts)
- Who should student call back -- Faculty member who is often not available or Admissions Office? If the latter, faculty could follow up with a later call.
- What type of information should be left in a message.
- What types of questions should be anticipated and how to direct the questions for follow-up.

The Committee recommends that faculty make this call as a courtesy call that will be followed with notification from the Admissions Office.
The Committee recommends that other campus departments, such as Dance, who have experience in this process be consulted.

A web-based application that can manage this process is strongly recommended. The application should be able to keep track of students needing to be called, when they are called, alert admissions to necessary follow-up, and can be used to compile statistics regarding the student enrollment. The intent is to make sure that all students in the list are called and that none are called multiple times.

Other recommendations:
- Faculty volunteering to make the calls should provide their names to their Department Chair/Coordinator who would then forward a list of names to admissions based on the number of calls needing to be made.
- Calls should be made primarily to top prospects and members of under-represented groups.
- Use of a software application for gathering statistical information regarding: Who was called? By what department? Did the student enroll?
- A FAQ should be provided to faculty to help identify what types of questions to anticipate and how to direct the questions for follow-up.

**Discovery Days Revamp**

Assuming:
With the current student population, filled classrooms and other activities occurring on campus, it would be very difficult to have designated Discovery Days where several hundred students and parents would be on campus, trying to eat in the commons, attend classes, and meet with administration offices (e.g. Financial Aid). In addition, such a scheduled “Discovery Day” might be too redundant with Accepted Student Days.

We suggest that:

The Admissions and Enrollment Committee be responsible for soliciting volunteers from the faculty who would be willing to let prospective students attend a class on short notice. The faculty member would have the option of turning down a request if, for example, the request is for an inappropriate class period (e.g. test day, movie day etc.). Each faculty member would also be able to choose which courses would be available to the prospective student.
On-line video lecture-demos

After further discussion the Committee feels that a much higher priority is the reworking of the University web site. It seems that, though there has been much talk on the issue there has been little action. In an effort to move the process forward we offer the following motion for consideration by the full Faculty Senate:

The University web site is critical to the recruitment of new students and therefore to the health of the University. The reworking, updating and improving of the University web site to serve prospective students, current students and alumni should be one of the highest priorities of the University Administration. We need not wait for the academic reorganization, because the web site should be organized around departments and programs, not colleges.

As the process moves forward, we offer the following suggestions.

The University should retain a specialist in site design to develop a modern design which is functional and informative as well as current in appearance to reflect the institution. The website is the main face of RWU for most potential students and is critical in our future success.

Create a dynamic website which is specifically focused on potential students for use in recruiting.

Ensure this site has a mobile component.

Provide campus map interfaces to google maps for walking directions.

Ensure we find a mechanism to illustrate all of our programs to potential students.

Secondly, the University should build separate content sites for faculty, existing students, prospective students and alumni.

The university should create a webmaster position which is responsible for updating and development of new content.

The site should be updated regularly.