

ACADEMIC LEADERSHIP COUNCIL 9/11/07 MEETING SUMMARY

Attendance: Jannet Vreeland (Interim Provost-chair)
Ted Batchman (Engineering)
Heather Hardy (Liberal Arts)
Charlie Bullock (HHS)
Marsha Read (Research/Graduate School)
Greg Mosier (Business Administration)
Bill Follette (Faculty Senate)
Rosemary McCarthy (RSJ)
Bill Sparkman (Education)
Dave Thawley (CABNR)
Steve Zink (Library/IT)
Jeff Thompson (Science)
Paul Neil (Core Curriculum)
Mike Collopy (Academy for the Environment)
Bill Cathey (Vice Provost)
Fred Holman (Vice Provost)
Bruce Shively (PBA)

Others: Shannon Ellis (Student Services)
Melisa Choroszy (Admissions & Records)
Steve Maples (Enrollment Services)

Discussion Topics:

2007-08 Calendar for Prospective Students

The 2007-08 calendar for prospective students was distributed for reference as the group was asked to discuss ways of recruiting additional students. Members of a “Target 500” team which has been meeting over the past few weeks to develop a plan for increasing the success of recruitment of students reported on their work and their recommendations. It was requested that each college develop a *recruitment team* to represent the college and university at the upcoming recruitment events. The two major roles needed were to greet and provide interactive experiences for students attending and having some level of personal follow-up after the event. Deans and key faculty will be asked to become involved. Deans were asked to identify faculty and the roles they can fulfill. Melisa noted that connections with faculty and with colleges will be key in making these improved and extended recruitment activities successful. They want to make sure that the students have a full day and walk away from the institution with a connection. The need for personal follow-up was noted as being crucial as well. Jannet noted that a decision must be made on how long the colleges will have to showcase their programs, but that it cannot happen that one college fills up 3 hours with exciting activities while another college only has a short presentation. The students will compare notes.

Melisa Choroszy noted that they have one good year of data in their new database called Recruitment Plus. This package tracks everything and every contact made with a potential

student, including what activities they attend. They are looking to develop a mechanism for the colleges to have access to and contribute to this database regarding contacts they have made. Institutional Analysis is also helping with some analysis of data on the likelihood a student will enroll or persist based on their attendance at various recruitment events.

Upon question, it was noted that the new National Merit list would be coming out in the next week or so and that plans were under way to recruit these students even more aggressively this year. It was reported that in prior years, we were only successful in recruiting two or three of these students. This year, with the help of the colleges, 12 of these students were recruited.

Steve Maples explained the various recruitment activities they plan to conduct. The Destination Nevada – Best & Brightest event will be held on November 2, and Steve noted that it is this event in particular that they are interested in giving the colleges as much time as they need to meet with these students. Upon question, Steve Maples explained how they create prospective student lists based on the students' interests. Colleges will be able to self-select the categories of interest they would like to receive lists for. Steve noted they will provide the colleges with all the categories a student can select from, including undecided, and colleges should let them know which categories of students they wish to be informed of. Steve noted that deans will have the opportunity to determine who will get these lists.

There was a discussion of how much time the colleges would like for the Destination Nevada and Nevada Bound recruitment events. Once they have this information, they can plan the rest of the day around that. It was noted that the faculty and other participants should understand that the presentation may have 5 or 15 participants, particularly the earlier sessions, and that this would likely not be known until just before the event. Upon question, Steve noted that the most successful activities have the following elements: (1) visit of facilities; (2) meeting faculty they might have; and (3) and learning the key outcomes—career opportunities for the program.

The colleges were asked to provide an appropriate time frame, program, and recruitment team to Jannet by September 21. The day will begin around 9 a.m. with a 3-5 minute presentation to the entire group by each college. Then the students (and possibly their parents) will have the opportunity to attend a more intensive session with one or more colleges for approximately 1 hour. The second hour will be for students to learn more about the college or attend an information session in another college. Steve noted that the colleges should specify the location to conduct the event. Using faculty and alumni in these and other recruiting events was encouraged. It was noted that current students are also powerful in recruiting, and colleges were urged to utilize them wherever possible. A proposed schedule for the day will be sent by the end of the week.

The deans urged the organizers to consider the appropriate scale or numbers for these events, considering the amount of time individuals will devote to them. The colleges were asked to determine appropriate faculty who could be on call for the college for the event, depending on the numbers. Other ways of utilizing current student and alumni in recruiting were explored.

There was a discussion of how the university will recruit out-of-state students. The issue of allowing high school seniors to take university courses was also explored. Heather asked to receive a script or information they could use in follow up after the recruitment activity.

University Metrics, Continued

Jannet distributed a new draft of the metrics for review and asked for feedback. Bill Follette shared some insight he learned from President Glick regarding the use of the metrics. One use was to tell the legislature and the Board of Regents what we should be held accountable for. This targeted list would be of metrics that make sense to our campus. The president also wants to use this framework to provide metrics that could also work for units within the university, to hold them accountable for goals. There was a discussion concerning these purposes.