

Admissions Workshop

June 2, 2014 & August 1, 2014

Admissions Staff in attendance: Alissa King, Brandon Dillon, Shane McInnis, Kathrin White, Kristina Wheat, Jessica Clark(McCaughan), Meagan Smith

- Admissions staff met to plan schedules for fall recruitment. Staff developed a master calendar of high school and community college recruitment fairs and admissions events: Careers in Healthcare(3), Open House(2), Scholarship Day, Pine Belt College Fair, and Super Saturday. Staff will attend all events. Discussed greater inclusion of faculty representatives at these events as well as student ambassadors.
- Staff developed a new viewbook to include accurate updated information about the university including a college check list, scholarship application, and housing application.
- Staff discussed the continuation of special programs such as Free Throw, HS Dual Credit, and Step Ahead
- Staff reviewed and discussed updated departmental information that was submitted to the Office of Admissions. Staff met with the Dean of Nursing, Dr. Janet Williams, and the Director of the new Doctor of Physical Therapy program, Dr. Cynthia Scott.
- Staff reviewed website information and submitted updates for events for the upcoming year.
- Staff addressed the need for promotional supplies. Detailed assignments were made and listed below by recruiter.
- Assignments for special admission events were made so that each recruiter would plan and implement a special event. Detailed assignments are seen below.

Summer Assignments

Jessica

Order office polos - \$525

Order name badges - \$50

Order follow up postcards

Plan Careers in Healthcare Symposium (Hattiesburg and Tradition (Monica)February)

Coordinates Homecoming representation (April)

Coordinates Home School Market (May program)(ads)- contact NOBTS Home School Ctr. – David Brockway

Do home school ad, email contacts

Coordinates Boys State (June)

Update recruitment/office manuals

Reception in Jackson area – Flowood – close to Terry, Pearl, Clinton, Ridgeland)

Home School am Brunch on Open House day

Membership in collegeprofiles.com

Shane

Order pencils for Monica's event \$1500

Order fans for outdoor events \$5600

Order towels for Coast giveaway \$1300

Order New Displays \$1500

Coordinates Military Fair (April, June)

Coordinates Girls State (June)
Coordinates Pine Belt College Fair (November)
Dryclean tablecloths
Indigo report access for Deans
Tradition recruitment calendar
Target local businesses w/grad enrollment incentives
Get with Dick Vogel and General Hammond regarding military recruitment

Kathrin

Order event posters \$3000 – promotes Open House, Super Saturday
Order pens 25,000 \$7250
Order Mugs 800 \$6400
Coordinates Scholarship Day – (January)
Coordinates Spring registration calling and Super Saturday calling (January/February)
Coordinates Governor's School (June)
Coordinates receipt of transfer graduation lists and mailouts (June)
Delgado CC mailout
MS Academic Luncheon/PTK Regional Conference
Shared phone line – permission use ELI phone

Kristina

Order Carey Red Shirts - \$5500
Order certificate Jackets - \$500 – (February)
Coordinate receipt and unloading of catalogs (work with Barbara Tillery)(August)- Meagan, recruiters, Kerry on Coast
Plan orientation faculty staff tournament
Coordinates athletic passes/talent passes and mailout (twice per year for Winter and Spring trimesters)
Coordinates Open House dates(November and December)
Order program books for out of state(Alabama, Louisiana, Florida)
NACAC membership
Carey reception in Slidell & Mobile area(Superintendent of Slidell Schools a Carey grad)

Meagan

Grad postcard mailing – evaluation of services –(Cindy)
Congratulatory packet to WCU May & August grads w/apps
Coordinate Scholar Dinner – food, decorations, bios from Scholars, programs, reading of bio info – (August) (no planning until Dr. Hummel & Dr. King approve – may be a reception)
Order prospect cards – change to matte finish
Order business cards – all personnel
Coordinate New Student Luncheon Spring (February)
Stock in office supplies – letterhead, envelopes, packet envelopes, follow up stationery – following
INVENTORY
Shoot dorm video for website – have it put on website
Founders Day – Seminary (November)
Graduate fairs/graduate recruitment
Data entry manual – (Deanna, Renee, Jason)
Stickers for viewbooks
Policy for graduate alumni – app fee waived

All

Send counselor mailouts (September)
All recruiters work on viewbook
All recruiters will participate in orientation weekend
Scholarship letter to juniors(rising seniors)
Get new planner

Brandon

Change auto emails
Carey Connection blazers and polos \$1500
International recruitment \$7000
Plan orientation dinner
Plan session presentation for orientation week
Coordinates Super Saturday(March)
Order Super Saturday shirts \$\$\$\$
Coordinates Hubfest(March) Order moon pies
Coordinates Youth Night (July)
Order Thanksgiving/Christmas card
NAFSA membership
HS Dual Credit/Step Ahead brochure
HS Dual Credit/Step Ahead website information
Conviction/suspension questions added to grad app and international app
Carey WOW social media, T-shirt, etc.

Alissa

Keying manual – ACT to doctrac & high school tab, scanning and attaching of documents, entering HS codes, entering rank in class, transfers and classification of students
Plan orientation dinner
Order decorations for dinner – Leis, Frisbees, tablecloths, torches, umbrellas, and table decorations
Plan session presentation for orientation week – get business discounts, assemble theme baskets
Employee Evaluations
Coordinates South Mississippi Counselors' Luncheon (February)
Coordinates Youth Authors Celebration (March)
Coordinates Early Registration (April)
Coordinates Okatoma Festival (May)
Coordinates Early Registration (June & July)
Coordinates Recruitment Planning Meeting (August)
Order Thanksgiving/Christmas card w/photo chapel and wreaths
Check expiration dates on company cards
MACRAO membership
Service cars, inspection stickers and tags – check on recalls
Company car insurance
St. Tammany & Washington Parish mailout
Retention comparison
Graduate meeting with deans
of missionary dependents and home schooled

Professional development – computer usage, attitude, recruitment table, counselor relationships, speeches/award ceremonies, phone and table etiquette, time management, letter writing/emails, identifying motivators

Federal Lookup #

Order new scholarship apps with omission of intercultural studies

Departmental letters to decline areas – write letters, run labels – take out convictions, declines, rejected WCU postcard invitation (July 18)

Update graduate paper application with nursing update

Update online undergrad application for nursing – add BSN/MBA

Make certain that Ph.D. is on doctoral application and on CAMS

Update CAMS for data entry for nursing – add HAE, add to Indigo

Type nursing updates for Kerry

Private school mailing with card gold edging “Quality of Private Institution at Cost of Public School”

Mailout to rising seniors

Summer readmit incentive

Target local business w/grad enrollment incentives

MS magazine ad

Follow up with viewbook