Chairs’ Meeting 10/21/13

Decision points/Action items

Recruitment Strategies
For CFD (or other departments’) presentations at high schools, Nancy Farnan can provide information about schools with relevant Linked Learning Academies.

As part of our recruitment strategy, faculty and staff are encouraged to use conference travel as an opportunity to support our efforts to recruit out-of-state students whenever possible.

Jose Luis Alvarado, Nancy Farnan and Laura Hall agreed to develop a proposal to Graduate and Research Affairs for funds to produce a video to help with out-of-state graduate student recruitment.

Chairs recommended we have some professional development regarding the use of social media for recruiting students. Dean’s office will continue looking to identify possible sources of professional development. Patricia Lozada-Santone will solicit ideas from student groups on powerful uses of social media to recruit students.

Brochure(s)
- Department chairs should email Lisa with preferences on proposed formats for brochure.
- Consensus is that we may have appropriate uses for an all-college brochure. However, it should have text that is more concise.
- What do we want in each program brochure? After these are developed, we can pick a couple lines from each program’s to put in all-college brochure.
- One-sheet format is easy to edit (year-to-year).

Videos for website
Manny Uribe needs the following information:
- his contact/point person in each program
- “big five” for each program
- name and contact information for all who will be interviewed
- completed release forms for all who will be filmed
- For videotaping classes, Manny suggests doing small groups instead of entire classes.

Review of FTES
Dean’s Office will send out to chairs a year-to-year comparison of FTES production.