Long Range Planning Committee Minutes - Dec. 4, 2001

CAMERON UNIVERSITY
LONG-RANGE PLANNING COMMITTEE
APPROVED MINUTES
Dec. 4, 2001

Meeting was convened at 1:30 PM in Nance-Boyer Rm. 2064

I. ROLL CALL

Present: Dawe, Janda, Kingsley, Krishnan, Lanasa, Pokorny, Reeves, Scott

Absent: Chester, Fennema, Russell

II. APPROVAL OF THE MINUTES

Sept. and Oct. minutes approved.

III. PRESENTATION - Brenda Dalley and Renae Roach came and gave an overview of recruitment strategies and activities. Summary of information:
   A. Attend all SW and Central Oklahoma college fairs.
   B. Make HS visits.
   C. Aggie Ambassadors phone contacts and give tours but are paid very little for the time involved.
   D. Admissions counselors on Ft. Sill are full time Cameron employees.
   E. Recruitment office functions within Admissions budget.
   F. Brochures have been created and presented but ultimately rejected for various reasons including the need for a uniform university-wide brochure.
   G. Recruiting office will work with departments on individual needs.
   H. Successful recruiting needs
      1. More personnel
      2. Yearly budget
   I. We are not succeeding at Ft. Sill because WOSC has agreements with vo-tech to accept credit hours.
   J. Advertising in Military Newspapers
   K. Plan to offer General Education classes on Altus Air Force Base.
   L. A plan for marketing to targeted student population would help with budget requests.
   M. Increase in scholarship for incoming freshmen - a fee waiver - from $600 to $1500.

IV. OLD BUSINESS

None

V. NEW BUSINESS

Need to collect information to create profile of students who do and do not choose Cameron.

VI. ADJOURNMENT-

Meeting adjourned 2:45 PM

Submitted by,
LeAnn Reeves, Secretary