Minutes for the Recruitment Committee
Arts and Sciences—8/31/06

Members present—Monica Bontty, chairman
     Brian Butler
     Leslie Pace
     Marilynn Gibson
Members absent—Jim Casey
     Russ Minton
     Cliff Tresner

Dr. Bontty stated that the objective of the committee is to assist with recruitment for the College of Arts and Sciences; produce a CD to convince students to attend ULM. We need an overview of the divisions. It needs to be interactive and appeal to a wide spectrum of students. This CD can be a tool for the Dean to recruit out of state as well as placed on our website.

We need to define ourselves as a college. ULM needs to be the "school of choice". Discussion ensued as to whether to use an "outside" production company (if the cost is minimal) or to use a local production company (the possibility of any alumni who have video production businesses).

Length of video—We should tailor the video to various outlets and produce different versions—30 seconds, 60 seconds and 5 minutes. Questions arose as to developing a 15-minute video for administration to take on recruiting trips to areas unfamiliar with ULM and the state.

Content—Emphasize our "famous" alumni. Use the alumni association to get a listing of distinguished graduates. Incorporate a "Hall of Fame" listing. Email the chairs of A & S divisions and have them submit key elements of their discipline. Lisa Miller should be contacted to see what the university presently uses.

Homework—Check out recruitment videos and come up with a slogan. We want to become the liberal arts school of the state. Notice images and messages used in other universities' videos. What is the theme, logo, tag line? What type of narration is used? Emphasize education for growth and career. What do we know about our audience? Use student input—at the high school level and our existing student population.

Dr. Bontty distributed information in regard to development of a slogan. The website is adslogans.com. What drives a new slogan?

Next meeting—September 14, 4:00 p.m.—A & S conference room